



Recruitment Academy

Certified Sourcer & Certified Recruiter

Comprehensive international certification programmes for recruitment and HR specialists — designed by industry experts, backed by leading universities and global brands.

RACS

RACS+R

Two Levels of Certification

The programme is structured as two progressive certification levels, allowing you to start with sourcing fundamentals and build towards full recruiter mastery.

Certified Sourcer

RACS

Master talent sourcing, labour market analysis, job ad writing, AI in recruitment and personal branding. Completed over 2 intensive days.



Certified Recruiter

RACS+R

Builds on RACS with advanced interviewing, psychology, employer branding, psychodiagnostics, legal aspects and recruitment metrics. Completed over 4 days total.

 You may complete RACS first and add RACS+R later — progress at your own pace.



Who Is This Course For?

Professionals

- HR professionals, recruiters and headhunters
- HR specialists and HR generalists
- Consultants from recruitment agencies and executive search firms
- External HR professionals

Newcomers & Learners

- University students entering the HR field
- Anyone looking to start a career in recruitment and HR
- Those seeking deeper, comprehensive education in modern recruitment

✔ Also available as a tailored **company training** programme.

Built by Industry Experts

The programme was created with input from **10 experts** representing some of the world's most respected organisations. Each certification level concludes with an online test required to obtain the international certification.

10

Expert Lecturers

From Red Bull, Deloitte Legal, GoodCall and more

28

Hours of Training

Intensive, practical and market-relevant content

4

Days of Content

Structured learning across two certification levels

The certificate carries the signature of the **Dean of the Faculty of Business Administration at the Prague University of Economics and Business**, as well as all members of the Recruitment Academy advisory board — led by former Microsoft Europe president **Jan Mühlfeit**.



Deloitte

L'ORÉAL

Red Bull

Faurecia

Certified Sourcer (RACS) — Day 1

The first day lays the foundation for modern recruitment practice, covering labour market intelligence, candidate engagement and inclusive hiring.

1

Trends in the Labour Market

Analyse labour-market data, interpret public sources and recruitment platforms, and work with indicators such as turnover, salary development, benefits, flexibility and career development.

2

Candidate Lifecycle

Covers the full recruitment process from sourcing to onboarding — active vs. passive candidates, inbound and outbound strategies, candidate experience and common process mistakes.

3

Diversity in Recruitment

Understand unconscious bias, its origins and impact on diversity, and apply structured approaches such as Behavioural Event Interviewing.

4

Effective Job Advertisements

Write job ads that attract the right target group, sell the position effectively and increase the number of quality applicants.



Certified Sourcer (RACS) — Day 2

Day 2 focuses on advanced sourcing techniques, candidate outreach, AI-powered tools and building your professional brand.



Talent Sourcing Beyond LinkedIn

Modern sourcing across online platforms, hidden talent pools, Boolean search, social media recruitment and the latest tools for sourcers and recruiters.



First Contact with Candidates

Find candidate contact details, choose effective outreach methods, measure response rates and craft messages candidates will not ignore.



AI & Automation in Recruitment

Leverage AI, automation and robotics to increase recruiter productivity, fill roles faster and support sourcing, interviews and job ad creation.



Personal Branding for Recruitment

Build a compelling personal brand through social media, content creation and networking as a recruiter, sourcer or HR manager.

Certified Recruiter (RACS+R) — Day 3

The third day elevates your skills into advanced interviewing, psychological insight and employer brand strategy — exclusive to the RACS+R level.

Effective Interview Techniques

Structured, behavioural, competency-based and stress interviews. Covers verbal and non-verbal communication, offer negotiation and handling difficult personality types.

Psychology in Interviews

Detect inconsistency and possible deception using Paul Ekman's method — facial expressions, emotional and cognitive load, communication channels and video analysis.

Employer Branding & HR Marketing

Define target groups, create authentic campaign content, involve employees, connect internal EVP with external campaigns and build a full employer-branding strategy.



Certified Recruiter (RACS+R) — Day 4

The final day rounds out the programme with psychodiagnostics, team fit assessment, legal compliance and data-driven recruitment measurement.

Modern Psychodiagnostic Tools

Understand how psychodiagnostics supports candidate selection, employee engagement and wellbeing in the hiring process.

Team Compatibility in Practice

Assess whether a candidate fits the hiring manager, team dynamics and overall company culture before making an offer.

Legal Aspects of Recruitment

What not to ask in interviews, GDPR compliance, legal validity of job offers, probation periods, non-compete clauses and remote work regulations.

Measuring Recruitment Effectiveness

HR data, key recruitment KPIs, benchmarks, performance and quality metrics, recruiter goals and agile recruitment methodologies.

Meet the Trainers

Our team of expert trainers brings a wealth of experience from leading companies and recruitment organizations, ensuring practical, real-world insights for all participants.

Josef Kadlec

Co-founder, GoodCall · Recruitment Academy · Datacruit ATS

Josef Kadlec is the co-founder of GoodCall, Recruitment Academy, and Datacruit ATS, companies that have been included in the Financial Times FT1000 and Deloitte TOP50 rankings. With a background as a software engineer, he began his career as an unconventional headhunter and talent sourcing architect. He became the first officially certified LinkedIn recruiter in Central and Eastern Europe. In addition to Recruitment Academy, he globally oversees talent sourcing education for organizations such as Social Talent and SourceCon Academy. José also hosts the leading recruitment podcast Nelidské zdroje. He is the author of People as Merchandise: Crack the Code to LinkedIn Recruitment and, more recently, HR ROBO SAPIENS: Decoding Artificial Intelligence for Modern Recruitment and HR Marketing.

Romana Martincova

HR Manager, Trainer & Coach | Red Bull · L'Oréal

Romana Martincová is an experienced HR manager, trainer, and coach with extensive experience in recruitment, employee development, company culture, and leadership. She gained her expertise over many years working for companies such as Red Bull and L'Oréal, where she focused on human resources management, building effective teams, and implementing strategic HR processes. She also draws on experience from external HR consulting, has led a recruitment agency during her career, and has managed large recruitment teams. Her passion lies in helping companies create environments that support the growth and engagement of teams, while helping individuals grow by unlocking their full potential. In her training sessions, she brings practical tools that enable companies to master core HR processes, from recruitment and employer branding to talent development, while also showing how company culture can influence the recruitment process and attract top talent.

Meet the Trainers

Jan J. Zenaty

Psychologist, Consultant & Trainer | Paul Ekman International

Jan J. Ženatý is a psychologist, consultant, and trainer with more than 12 years of experience. He led and managed a team of experts at QED Group. He has contributed to mergers and acquisitions, company culture changes, and transformations, as well as hundreds of individual training sessions for managers and specialists in Europe, the USA, Canada, and Asia. He is an accredited Paul Ekman International trainer.

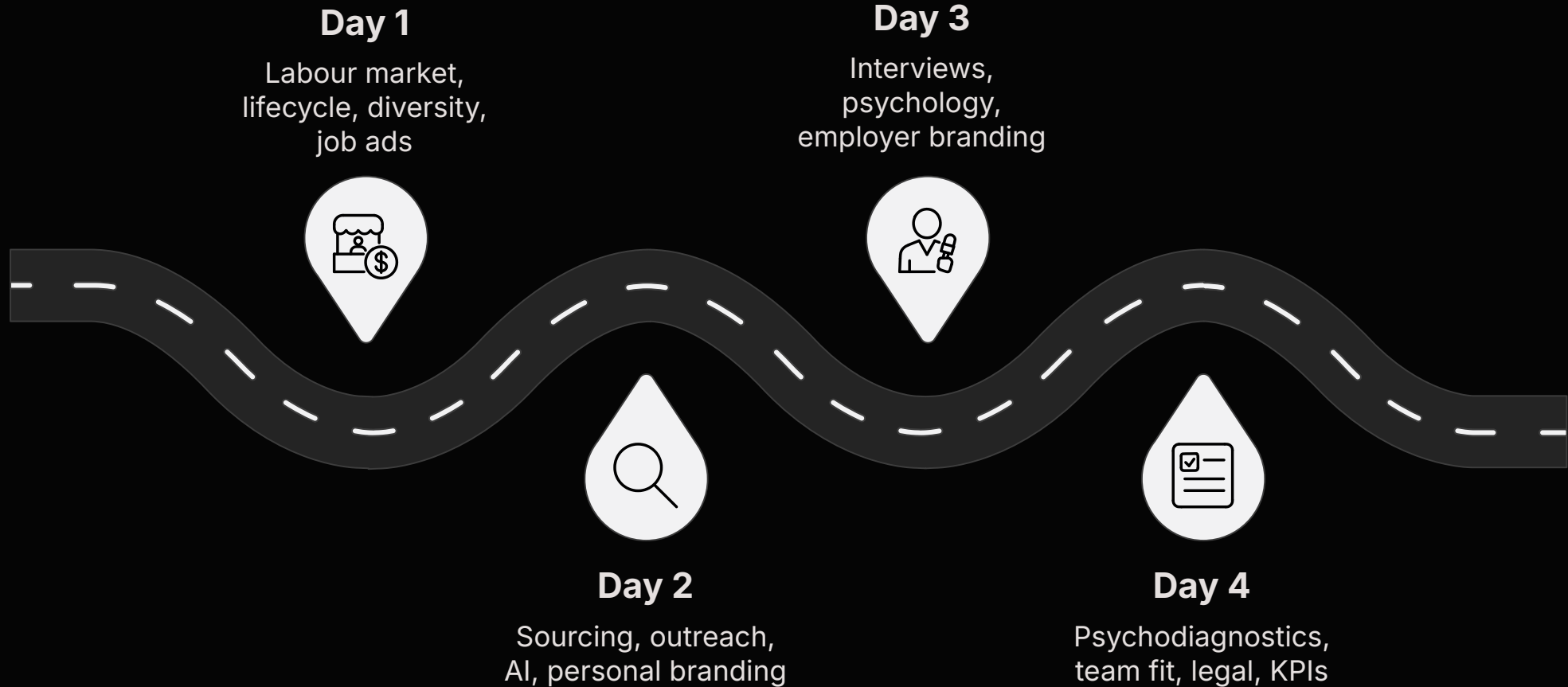
Lenka Durechova

Employer Branding & HR Marketing | GymBeam

Lenka Ďurechová has been working in branding and event marketing for more than 11 years. At the age of 23, she founded her own agency focused on large-scale sports events. At GymBeam, she connects recruitment with building a LOVE brand, leading projects such as Future Leaders, Logistics Night, and Data Hackathon. She also innovated the onboarding program "Become a GymBeam Athlete" and manages the External Rotation program with top brands such as Red Bull and Notino. She is a big fan of LinkedIn, where she creates authentic content, and internally leads workshops that help colleagues succeed on the platform. She collaborates with universities and ensures that GymBeam is the first choice for talent, while making sure everyone knows its story and culture.

Programme Overview

A clear view of how the four days map across both certification levels.





What You Get



Up to 4 Days

28 hours of intensive, practical training content



International Certificate

Backed by Prague University of Economics and Business and the Recruitment Academy advisory board



Global Recognition

Credibility partners include Nestlé, Deloitte, L'Oréal, Faurecia and Red Bull



Flexible Pathway

Complete RACS first, then add RACS+R — or take both together as a company training



Tailor-Made Company Training

RACS — Certified Sourcer

2 Days

€4,850

RACR — Certified Recruiter

2 Days

€5,850

RACS+R — Full Programme

3 Days (customised)

€8,850

Note: Certified Sourcer + Recruiter combined

Groups of up to 15 attendees.

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