

THE SAVAGE RECRUITMENT ACADEMY



Unleash your full potential.

Pathway guide



Welcome to the Savage Recruitment Academy

The Savage Recruitment Academy offers a variety of intensive video modules along with a suite of over 50 microlearning videos to provide training for recruiters at any stage of their career.

Whether you're looking to get up to speed as a new recruiter, evolving from good recruiter to great recruiter, honing your skills as a billing manager, or mastering the intricacies of leading a recruitment business, these video sessions delivered by Greg Savage have it all.

HOW IT WORKS...

The Savage Recruitment Academy is a subscription based E-Learning platform for recruitment specific training presented by leading industry expert Greg Savage.

Now more than ever it is important to invest in yourself and your people. Every recruitment leader agrees that ongoing training and development is integral to the productivity of your agency and the retention of your staff. However when business starts heating up it is the first thing to fall by the wayside.

The Savage Recruitment Academy offers a solution to this problem by providing world class training on demand. Individuals or agencies can subscribe to the platform on a quarterly basis to gain ongoing access to Greg's critically acclaimed masterclasses along with Sixty Savage Second Microlearning videos and regular webinars.

Subscribe today to gain access to 40 years of recruitment experience at your fingertips!

Table of content

Welcome to "The Savage Recruitment Academy" pathway guide!

In this guide, you will find all the information you need to know about our recruitment courses.

This guide is organised into several sections, each covering a different aspect of the pathways we offer. Use the table of contents to navigate to the section you are interested in, or simply start from the beginning to get a comprehensive overview of the Savage Recruitment Academy experience.

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Rookie Pathway

0 - 12 months



GREG SAVAGE

Great recruiters can be lost or found in the first year. Don't miss out.

Suitable for newcomers to the industry.

Typically consultants with less than 12 months of experience.

The first 12 months are **the** most important of any consultant's career. It is literally make or break. More recruiters drop out in the first year of the job than at any other stage of the recruitment profession. Therefore, equipping new starters with the tools and skills to thrive is essential to ensure they succeed.

This 15-video series covers all industry terminology, processes, and best practices. That is essential. But it is also critical to prepare your consultants for the mental side of recruitment. Fostering resilience, and mental toughness and preparing them for activity and quality required for longevity in recruitment.

The Savage Recruitment Academy Rookie Pathway has been specifically tailored for those new to recruitment and staffing. It covers the need-to-know concepts to hit the ground running as a recruiter, and also provides learners with a bigger picture of their recruitment career, reinforcing that if you approach the job with the right skills and attitude, it's the best job in the world. These courses are ideal for your new starters, and can also be an excellent refresher for those with a longer tenure in recruitment.

Featuring Emily McLeod, Founder of WOW Recruitment. In addition to content delivered by Greg Savage, our suite of rookie courses features sessions presented by Emily McLeod. Emily is a recruitment business owner and founder at 22 years old, now running her successful medium-sized agency built on growing their recruiters from scratch.nisl.

Rookie Pathway	Category
Behavioural & Competency Based Interviewing	Candidate Skills
Candidate Management & Rejection	Candidate Skills
Candidate Outreach	Candidate Skills
Effective Job Interviews	Candidate Skills
Pre-Closing Candidates	Candidate Skills
Reference Checking	Candidate Skills
Screening Resumes	Candidate Skills
Talent Attraction & Pooling	Candidate Skills
Understanding Candidate Motivation	Candidate Skills
Account Management	Client/Sales Skills
Business Development	Client/Sales Skills
Recruitment Industry Terminology & Concepts	General Knowledge
Writing Job Ads Part One	Marketing & Social Media
Writing Job Ads Part Two	Marketing & Social Media
Your Recruitment Career	Recruitment Insights
Savage SELL	Masterclass



Recruiter *Pathway*

6+ months in recruitment



GREG SAVAGE

Take your experienced recruiters from 'good' to 'great'!

Suitable for recruiters at all levels in all sectors

Anyone looking to build their aptitude and improve as a recruiter.

Every recruitment leader agrees that ongoing training and development are integral to your agency's productivity. But it's often the first thing to fall by the wayside. The market shifts constantly, which often means skillsets and practices are neglected, leaving consultants poorly equipped for changing circumstances.

The Savage Recruitment Academy Recruiter Pathway ensures your staff skills stay sharp across all aspects of the recruitment profession. The subtle influencing skills make all the difference, Managing counteroffers. Selling Exclusivity on a job. Everything is covered. Sales, candidates, clients, job management, sourcing, a winning mindset Take underperformers to good recruiters, and help your competent recruiters really shine

No matter how big the biller is, every recruiter has something to learn, whether it is client/sales skills, candidate management, marketing skills, or motivation. The financial rewards of getting 5% better every year are significant. For both the recruiter and the company

Recruiter Pathway	Category
Building Rapport With Candidates	Candidate Skills
Candidate Management	Candidate Skills
Headhunting Candidates	Candidate Skills
The Importance Of Empathetic Rejection	Candidate Skills
Advances Client Skills	Client/Sales Skills
Credibility	Client/Sales Skills
Defining A Good Client	Client/Sales Skills
Getting Paid More Often	Client/Sales Skills
Growing Client Value	Client/Sales Skills
Negotiating Fees	Client/Sales Skills
Resilience In Selling	Client/Sales Skills
The Magic Of A Qualified Job Order	Client/Sales Skills
Turn Open Orders Into Money	Client/Sales Skills
Getting More Engaged	General Knowledge
Owning The Moments Of Truth	General Knowledge
Savage SELL Introduction - The Future Fit Recruiter	General Knowledge
Sophisticated Communications	General Knowledge
Courage In Recruitment	Recruitment Insights
Lessons From Mistakes	Recruitment Insights
Your Value As A Recruiter	Recruitment Insights
11 Recruiter Tips For Success	Masterclass
Candidate Management Masterclass	Masterclass
Preparing For A Changing Market	Masterclass
Savage SELL	Masterclass
The Final Word	Masterclass

Team Leader/ Billing Manager

Individuals with the dual responsibility of
billing and managing consultants



GREG SAVAGE

*(The Billing Manager is the most challenging job in recruitment.
But most rewarding when you get it right")*

Anyone with the responsibility of managing consultants

Typically, an individual has the dual responsibility of managing a team and billing on their own accord.

The role of a billing manager is **the** most challenging job in recruitment. It often means billing hefty fees, managing clients and candidates, meeting personal targets, and handling, training and minding a team of recruiters. It's often where many highly successful consultants trip up, as the recruiting skills that got the individual the job aren't necessarily ones required for them to succeed in the job.

The Team Leader/Billing Manager Pathway contains critically acclaimed content that can take an individual from top performer to recruitment leader.

It covers leadership, performance management, communication, coaching, effective meetings, KPIs, and time management. This helps the BM produce good fees individually and ensures their influence permeates over the wider team. These essential courses cover how to utilise your time best, motivate and manage people properly, and set (and achieve) goals and targets across a team.

Not only will this content drive improvement and results for recruitment team leaders – it will also see the staff reporting to them flourish and grow.

Team Leader / Billing Manager	Category
Becoming A Billing Leader	Management Skills
Billing Manager Mistakes	Management Skills
Building The Team	Management Skills
Driving Quality Control	Management Skills
Effective Delegation	Management Skills
KPI's And Activity Management	Management Skills
Learning To Lead	Management Skills
Managing A Prima Donna	Management Skills
Managing Priorities	Management Skills
Performance Management	Management Skills
Personal Organisation	Management Skills
The 7 Crucial 'C's Of Leadership	Management Skills
The Impact Of Billing Manager	Management Skills
Your Career And 'Being Senior'	Management Skills
Your 'Standing' In The Team	Management Skills
The Role Of The Billing Manager	Recruitment Insights
Billing Managing Leading	Masterclass
The Final Word	Masterclass
Preparing For A Chaning Market	Masterclass



Senior Management/ Directors

Anyone running a recruitment business



GREG SAVAGE

(Build your company for growth, profit and exit)

Anyone running a recruitment business.

Typically an individual responsible for setting the strategy and making executive-level decisions within a staffing agency.

The Savage Recruitment Academy features a vast array of sessions for recruitment leaders. This is Greg's personal sweet spot. He has founded and run three recruitment companies from start-up to in excess of \$100M turnover. He is currently on the Board of 16 highly successful recruitment companies. So a one-person band starting up an agency, or an established leader heading up a large organisation, our suite of training will have content to support you with the constant challenges posed to recruitment leaders.

With courses focused on people, processes and strategy, the SRA allows you to work on your business, leveraging

Greg's 40 years of experience heading up recruitment companies. These courses have everything from big-picture concepts like motivating and retaining your people to the nitty gritty of successful agency metrics commission structures, KPI systems, and financial management.

Additionally, the wide variety of content available on the Savage Recruitment Academy provides insights into a variety of market conditions. Be it a boom or bust period, a candidate short or job poor market, the Savage Recruitment Academy will provide you with the insights to make informed decisions to maximise the opportunities on offer for your agency.

Senior Management / Directors	Category
Candidate Strategy	Candidate Skills
Client Selection Strategy	Client/Sales Skills
Client Strategy	Client/Sales Skills
Directing Recruitment Business	Management Skills
Management Productivity Mantras	Management Skills
Productivity Management	Management Skills
Your "People Plan"	Management Skills
Marketing And Branding	Marketing & Social Media
Developing Business Strategy	Running a Business
Financial Management	Running a Business
Growing Your Recruitment Business	Running a Business
Innovation And Disruption	Running a Business
Leadership Imperatives	Running a Business
Leadership Reinvented	Running a Business
People, Performance And Hiring	Running a Business
Prepare A Sustainable Business For Sale	Running a Business
Preparing For A Downturn	Running a Business
Pricing And TOB	Running a Business
Salaried And Commissions	Running a Business
Salaries Commissions And Benefits	Running a Business
Technology Systems And Process	Running a Business
The Power Of Planning	Running a Business
The Final Word	Masterclass
Savage Thrive	Masterclass
Powering Growth In 2023 And Beyond	Masterclass
Billing Managing Leading	Masterclass

Candidate Management

Sourcing and candidate care essentials



GREG SAVAGE

Being able to find and influence the candidates where clients can't is how recruiters add value. The consultants that have the best relationships with their candidates always win out!

A common weakness of many recruitment consultants is their candidate management skills. Many recruiters take candidates for granted, and many agencies are left wanting when the market shifts to a candidate-poor landscape. This represents enormous opportunities for those who can maintain best practice and care for their candidates.

The Savage Recruitment Academy has a wide variety of courses to ensure your staff can implement best practice in managing and maintaining their talent pools. Additionally, the platform provides essential advice around guiding candidates through recruitment, ensuring they make more placements.



Candidate Management	Category
Building Candidate Rapport	Candidate Skills
Candidate Closing	Candidate Skills
Candidate Exclusivity	Candidate Skills
Candidate Post Interview Debrief	Candidate Skills
Candidate Rules	Candidate Skills
Getting Referrals	Candidate Skills
Headhunting Candidates	Candidate Skills
Managing Counteroffers	Candidate Skills
Motivation To Accept	Candidate Skills
Prepping For The Interview	Candidate Skills
Selling Temp Pay Rate	Candidate Skills
Selling The Offer	Candidate Skills
Target Salary	Candidate Skills
The 'Valley Of Death'	Candidate Skills
Candidate Management MC	Masterclass
Preparing For A Changing Market	Masterclass
Savage Sell	Masterclass
The Final Word	Masterclass



Client Management

Recruitment business development and sales skills



GREG SAVAGE

Successful recruiting is about lots of small interactions, handled well.

The real job of a recruiter is to manage outcomes in the interests of both client and candidate.

Essential to any recruiter's success is their sales and client management skills. One of the key strengths of Savage Recruitment Academy is the way it takes proven and trusted sales methods and applies them in a recruitment setting.

Our suite of courses goes beyond Recruitment Sales 101 to give consultants not just the essential knowledge around client outreach, building a pipeline, managing the recruitment sales cycle, and pitching to clients, but also builds the nuanced skills required to succeed in recruitment. Ensure your consultant can identify and influence opportunities with our wide variety of content.

Client Management	Category
16 Questions To Prepare For Downturn	Client/Sales Skills
Client Nurturing Skills	Client/Sales Skills
Collaborating	Client/Sales Skills
Credibility	Client/Sales Skills
Defining A Good Client	Client/Sales Skills
Flex Your BD Muscle	Client/Sales Skills
Getting 'Client Fit"	Client/Sales Skills
Getting More Engaged	Client/Sales Skills
Getting Paid More Often	Client/Sales Skills
Gold Mine For Client Leads	Client/Sales Skills
Negotiating Fees Perm	Client/Sales Skills
Negotiating Fees Temp	Client/Sales Skills
Selling Exclusivity	Client/Sales Skills
Selling To Big Companies	Client/Sales Skills
Storytelling	Client/Sales Skills
The Magic Of A Qualified Job Order	Client/Sales Skills
The Sales Visit	Client/Sales Skills
Trust In Selling	Client/Sales Skills
Turn Your Open Orders Into Money	Client/Sales Skills
What Consultative Really Means	Client/Sales Skills
Candidate Management MC	Masterclass
Preparing For A Changing Market	Masterclass
Savage Sell	Masterclass
The Final Word	Masterclass

Branding and Marketing

Recruiters from all walks of life

Excelling in recruitment branding and marketing is essential to success in recruitment, but it's also one of the most misunderstood and underdeveloped competencies for consultants. How you attract candidates and clients and differentiate yourself in a crowded market is one of the first steps in ensuring success in your recruitment career.

The Savage Recruitment Academy has a wide variety of marketing and branding courses to build essential skills that go hand in hand with recruitment sales activity. Ensure you and your consultants are productive across all marketing competencies and channels with this insightful content.

Branding and Marketing	Category
Believability Branding	Marketing & Social Media
Building Your Brand	Marketing & Social Media
Great Recruiters Are Superb Seducers	Marketing & Social Media
Marketing & Branding	Marketing & Social Media
Recruitment Is Marketing	Marketing & Social Media
Resilience In Selling	Marketing & Social Media
Social Selling	Marketing & Social Media
The Modern Recruiter: Sourcer vs Seducer	Marketing & Social Media
The Secret About Social Media	Marketing & Social Media
The Secret About Social Media Success	Marketing & Social Media
Writing Job Ads Part One	Marketing & Social Media
Writing Job Ads Part Two	Marketing & Social Media

Your Recruitment Career

Recruiters from all walks of life



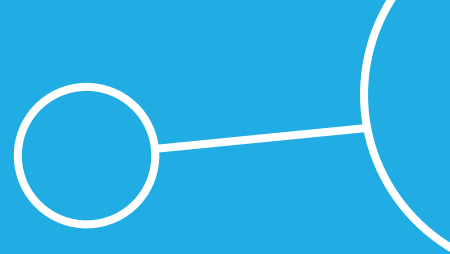
GREG SAVAGE

Longevity in recruitment isn't just about having the essentials skills - It also takes resilience and the right mindset. But if you can get the balance right - being a recruiter rocks!

What sets the Savage Recruitment Academy apart from other learning and development platforms is how it draws upon over 40 years of real-life recruitment and staffing experience in its training delivery. As a result, not only do our courses deliver the essential knowledge, skills, and insights required to succeed in recruitment, but they are also delivered with the energy and motivation that comes from living the ups and downs of recruitment.

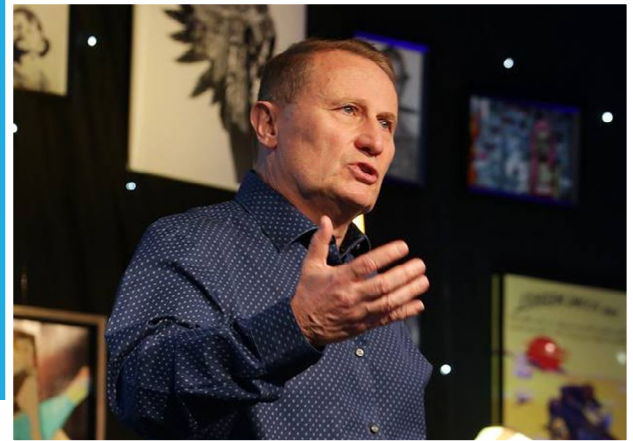
By putting staff through the Savage Recruitment Academy, you're not only building their ability and competencies in recruitment but also adding longevity to their recruitment career. Through these courses and masterclasses, you can ensure your staff stay motivated and mentally prepared for a long career in recruitment and staffing.

Your Recruitment Career	Category
Being A Recruiter Rocks!	Client/Sales Skills
Essential Communications Tips	Client/Sales Skills
10 Seconds Of Courage	General Knowledge
The Only Type Of Recruiter You Want To Be	General Knowledge
You Are A Leader Huh?	Management Skills
Your Career And 'Being Senior'	Management Skills
10 Reasons You Won't Be Promoted	Personal Development
Are You "Yesterday's Hero"?	Personal Development
Bad Career Advice I Used To Give!	Personal Development
Behave For The Job You Want!	Personal Development
Lessons From Mistakes	Personal Development
Lessons From 'The Dark Ages'	Personal Development
Self Belief	Personal Development
The Best Business Advice Ever	Personal Development
Toughen Up - It's Better To Fail Than Be Mediocre	Personal Development
You Own Your Career	Personal Development
Your Recruitment Career	Personal Development
Great Recruiters. Not Always Great Managers	Running a Business
Billing Managing Leading	Masterclass
Candidate Management MC	Masterclass
Powering Growth In 2023 And Beyond	Masterclass
Preparing For A Changing Market	Masterclass
Quarterly Updates	Masterclass
Rookie Program	Masterclass
Savage Sell	Masterclass
Savage Thrive	Masterclass
The Final Word	Masterclass



Sixty Savage Seconds

Sixty Savage Seconds are short sharp lessons for recruiters at any stage of the recruitment journey. Whether they are used to quickly bring consultants up to speed, or timely reminders for more established recruiters, these hard hitting videos are perfect for the modern learner.



Competing On Price
Have YOU Dumbed Recruitment Down?
The Future Of Recruitment In 127 Words
If You Have To Discount Fees - Remember this!
Two Skills For Every Modern Recruiter
The Modern Recruiter: Sourcer vs Seducer
My Message To The Hagging Client
Job-Order Triage
Sales Meetings Are Like Sex
Taking Exclusive Job Orders
Multi-Tasking Is A Big Fat Lie!
Are You "Yesterday's Hero"?
Two Questions Great Recruiters Ask
Don't Outsource Your Career
The Only Metric That Matters
Your Most Dangerous Competitor
Being A Recruiter Rocks!
Remember This About Candidates
My Biggest Tip For Recruitment Newbies
The Secret About Social Media Success
You Are A Leader Huh?
Your Database Is A Candidate Graveyard
The Candidate Is Assessing YOU Too

A Client In Pain Is A Good Thing
Disrupt Your Recruitment Business!
When Clients Reject Your Candidates
Great Recruiters Are Superb Seducers
5 Blunders Recruiters Are Making
Hire Recruiters From This Generation
The Best Business Advice Ever
Tentative Language Is Costing You!
Always Be Recruiting. Even If Not Hiring.
Leadership Is Action
10 Reasons You Won't Be Promoted
Recruitment Is Marketing
When The Client Is Talking, You Are Selling!
Resilience In Recruitment
Would You Rehire Your Recruiters?
Behave For The Job You Want!
Two Top Tips For Recruitment!
Good Is The Enemy Of Great
Bad Career Advice I Used To Give!
Tips For Recruiters!
Great Recruiters. Not Always Great Managers
The Only Type Of Recruiter You Want To Be
When Your Client Uses The "C" Word

Full Masterclass Collection

Full Masterclass Collection

Savage Sell

Preparing For A Changing Market

The Craft Of Candidate Management

The Final Word

Billing Managing Leading

Savage Thrive

Powering Growth In 2023 And Beyond

Sixty Savage Seconds

Quarterly Updates

The Rookie Program

11 Key Recruiter Tips



About Greg Savage



Enquiries and Support

For any enquiries, please
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GREG SAVAGE

With a career spanning four decades, Greg is a founder of 4 highly successful businesses, is a trusted advisor and respected voice across the global recruitment and professional services industries, and a regular keynote speaker at conferences around the world.

Throughout his fascinating career, Greg has learned countless lessons in leadership, business and in life. One of his greatest achievements is his success as a communicator. An early adopter of social media for recruiters, Greg's industry blog, The Savage Truth, is a must-read in the recruitment industry. In November 2018, he was named one of LinkedIn's 'Top Voices'.

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