KEENPEOPLE

TALENT HUB

2026 RECRUITMENT MASTERCLASS COURSE

2026	Free Candidate Training

By Keen People

Target Audience: Mid-career professionals and ambitious candidates preparing for competitive UK recruitment.

Format: Self-guided PDF course

SESSION 1:
APPLICATION STRATEGY & PERSONAL BRANDING

MODULE 1: CV & COVER LETTER MASTERY

Focus: Moving from a list of responsibilities to a results-driven CV that passes ATS and impresses hiring managers.

Key Insights:
- Use the STAR method (Situation-Task-Action-Result) to translate responsibilities into achievements.
- Tailor your CV to each role; generic CVs are easily overlooked.
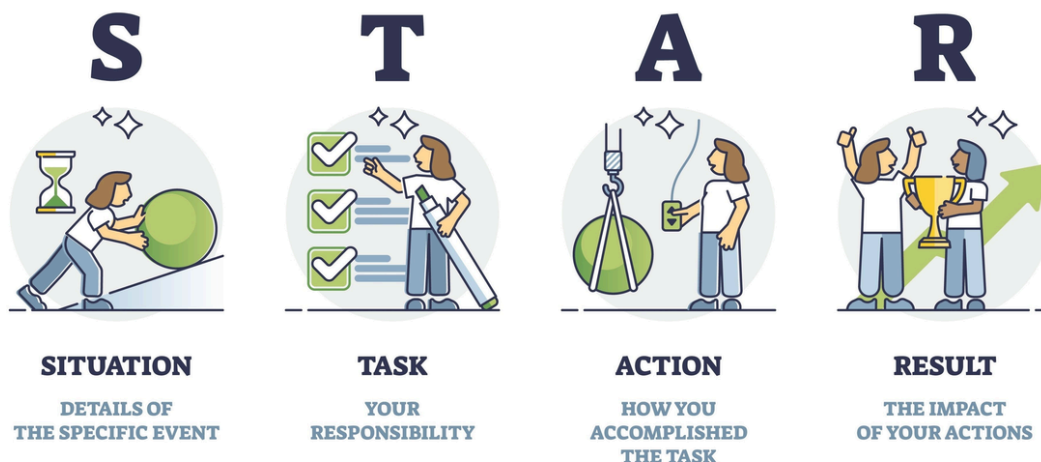- Include measurable results wherever possible.

Examples:
- Responsibility: "Managed a team of 5 in delivering software projects."
- STAR Achievement: "Led a team of 5 to deliver 3 software projects on time, increasing department efficiency by 20%."

Actionable Takeaways:
- Create a targeted CV and cover letter template for 1–2 roles or industries.
- Highlight quantifiable results in all bullet points.

Exercise:
- Choose one role from your work history. Rewrite 3 bullet points using the STAR method.

S SITUATION — DETAILS OF THE SPECIFIC EVENT

T TASK — YOUR RESPONSIBILITY

A ACTION — HOW YOU ACCOMPLISHED THE TASK

R RESULT — THE IMPACT OF YOUR ACTIONS

MODULE 2: LINKEDIN & ONLINE PRESENCE

Focus: Ensuring your digital presence complements your CV and positions you as a top candidate.

Key Insights:
- Headline should clearly state your role and value proposition.
- About section should highlight achievements, not just responsibilities.
- Recruiters search for niche keywords: use them naturally in your profile.

Examples:
- Headline: "Cybersecurity Specialist | Reducing Enterprise Risk through Innovative Solutions"
- About section snippet: "Led a 5-person security team to implement new monitoring protocols, reducing breaches by 30% over 12 months."

Actionable Takeaways:
- Update headline and About section.
- Engage with industry content to showcase expertise.

Exercise:
- Rewrite your LinkedIn headline and About section with measurable achievements.

SESSION 2:
INTERVIEW
EXCELLENCE

MODULE 1: JOB DESCRIPTION MAPPING

Focus: Prepare behavioural and situational answers based on the job description.

Key Insights:
- Competency questions: "Tell me about a time you...?"
- Situational questions: "What would you do if...?"
- Map JD responsibilities to potential questions.

Example:
- JD line: "Manage multi-stakeholder projects under tight deadlines."
- STAR response:
  - Situation: Project deadlines were overlapping.
  - Task: Ensure all projects were delivered on time.
  - Action: Implemented weekly cross-team meetings and status reports.
  - Result: Delivered all projects on schedule, receiving 2 client recommendations.

Exercise:
- Take one job description and write 3 STAR responses for likely questions.

MODULE 2: MOCK INTERVIEW & TARGETED FEEDBACK

Focus: Practice answering questions under pressure and receive feedback.

Key Insights:
- Maintain confident posture and clear voice.
- Structure answers fully using STAR.
- Prepare for both technical and behavioural questions.

Actionable Takeaways:
- Record your answers and review for clarity and impact.
- Adjust body language, tone, and pacing.

Exercise:
- Record a 2-minute answer to a common question. Review your answer for STAR completeness.

MODULE 3: STRATEGIC QUESTIONS TO ASK

Focus: Show business insight and cultural fit by asking thoughtful questions.

Examples of Strategic Questions:
- "How does this role contribute to the company's growth strategy?"
- "What would success look like in the first 6 months?"
- "How does the team currently handle challenges in [specific area]?"

Exercise:
- Write 3 tailored questions for your next interview

SESSION 3:
OFFER, NEGOTIATION & FOLLOW-UP

MODULE 1: SALARY NEGOTIATION TACTICS

Focus: Prepare to negotiate effectively and professionally.
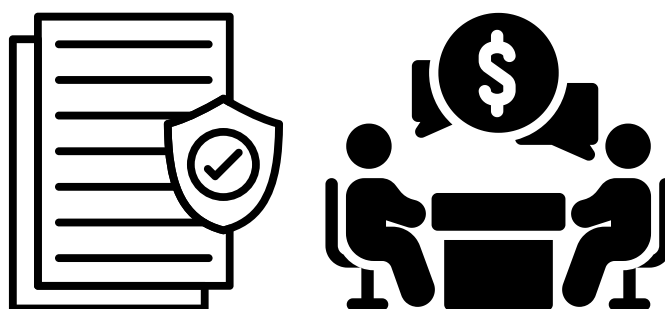
Key Insights:
- Research market rates before discussion.
- Establish high/low acceptable ranges.
- Delay salary discussion until an offer is confirmed.

Actionable Takeaways:
- Draft a negotiation script.
- Practice handling questions like "What are your current salary expectations?"

Exercise:
- Write your salary range and a short script for negotiating confidently.

MODULE 2: HANDLING OFFERS & COUNTER-OFFERS

Focus: Evaluate and maximise offer value beyond salary.

Key Insights:
- Consider benefits, bonus structures, equity, and flexibility.
- Understand employment terms before signing.

Exercise:
- Review a sample offer letter and note items to negotiate or clarify.

MODULE 3: POST-INTERVIEW FOLLOW-UP

**Focus:** Solidify relationships and professionalism after interviews.

Key Insights:
- Send thank-you emails within 24 hours.
- Send closing emails after receiving an offer to confirm interest and professionalism.

Example:
"Dear [Interviewer Name], thank you for taking the time to speak with me today. I enjoyed learning more about [Company] and the role. I'm excited about the opportunity to contribute to [specific project/goal]."

Exercise:
- Draft a thank-you email for a recent interview scenario.
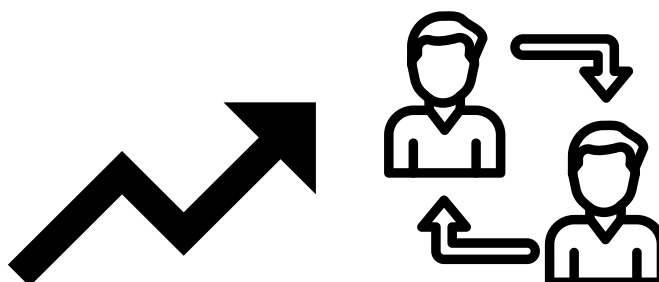
COURSE COMPLETION CHECKLIST

- [ ] CV updated and results-focused

- [ ] LinkedIn profile optimised

- [ ] STAR stories prepared

- [ ] Interview practice completed

- [ ] Negotiation script drafted

- [ ] Post-interview follow-up emails written

- [ ] Optional: 90-day onboarding plan drafted

NEXT STEPS:
Use this PDF as a guide before every application and interview.
Track your progress and keep updating your CV, LinkedIn, and STAR stories.
Consider future paid sessions for live coaching or deeper guidance.

QUESTIONS? CONTACT US.

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