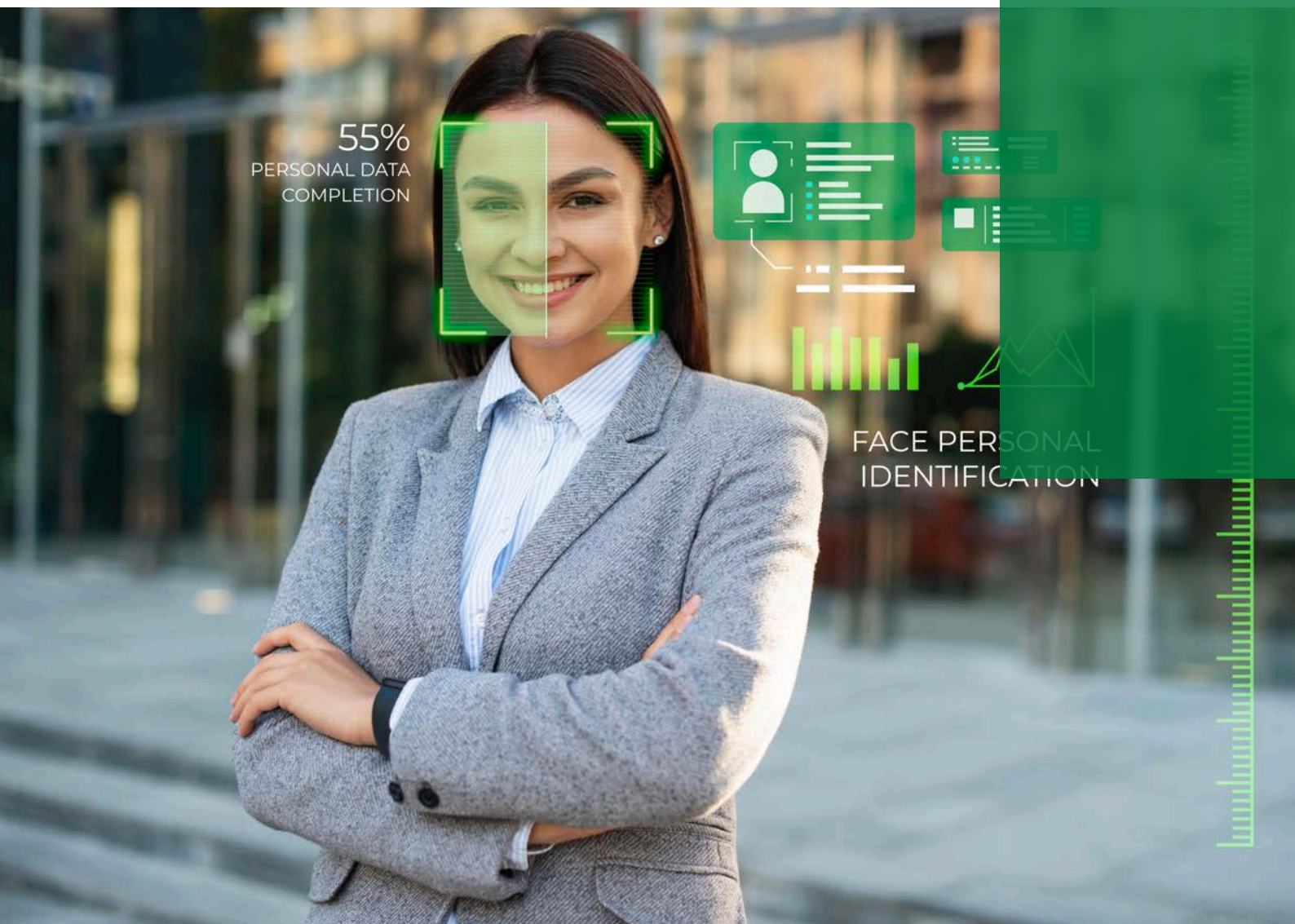


The Smart Hire Matrix: Building Recruitment Excellence with AI Foundations

GLOBAL STANDARDS. PRACTICAL AI. SMARTER HIRING

CERTIFICATE





AI-Powered Recruitment Mastery

This online continuing professional development program through USJ's CFP equips HR professionals and recruiters to master ethical, AI-driven recruitment and transform their hiring processes. It introduces the Smart Hire Matrix, a structured framework for building recruitment excellence with AI foundations.

Participants learn how to design inclusive job descriptions, streamline sourcing and screening, and enhance ethical hiring practices using practical AI tools. The program is practical and hands-on, featuring live demonstrations, case studies from Lebanon and the GCC, and a capstone final project where participants develop a comprehensive, ethical, and AI-enhanced recruitment plan.

By combining global HR best practices, SHRM-informed standards, and Lebanese labor law compliance, the course ensures participants leave with actionable skills and a practical toolkit to strengthen recruitment practices and drive measurable hiring success.



Who Should Attend

HR Managers, Talent Acquisition Specialists, Recruitment Consultants, Business Leaders, University Career Services, and professionals or freelancers seeking to launch or transition into a career in recruitment.

The program also benefits startups, SME founders, nonprofit HR professionals, and consultants in adjacent fields looking to integrate ethical, AI-enhanced recruitment practices across Lebanon and the GCC.

Learning Objectives

- Equip HR and Talent Acquisition professionals with cutting-edge recruitment strategies grounded in global best practices and Lebanese labor law compliance.
- Master AI-powered tools to improve sourcing, screening, and hiring decisions across Lebanon and the GCC.
- Integrate ethical hiring practices, DEI principles, and best practices informed by SHRM standards.
- Build a strategic recruitment roadmap culminating in a hands-on final project.

Learning Outcomes

By the end of this program, participants will be able to:

- Apply structured recruitment and talent acquisition practices aligned with Lebanese labor law and GCC market expectations.
- Design inclusive, bias-free job descriptions and recruitment processes informed by international best practices and SHRM standards.
- Utilize AI tools and Applicant Tracking Systems (ATS) in a hands-on environment to streamline candidate sourcing, screening, interviewing, and evaluation while maintaining ethical and human oversight.
- Complete a capstone final project that develops a comprehensive, ethical, and AI-enhanced recruitment plan, demonstrating practical application of the program's learning outcomes.

Training Sessions

Session 1: Recruitment vs. Talent Acquisition – Understanding the Smart Hire Matrix Foundations

Session 2: Crafting Inclusive and Effective Job Descriptions with AI Integration

Session 3: Sourcing, Screening & Interviewing – Applying Ethical and AI-Enhanced Methods

Session 4: Onboarding for Long-Term Employee Success – Best Practices for Lebanon and GCC

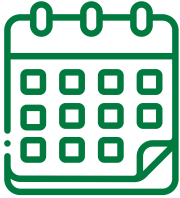
Session 5: Ethical Recruitment & AI-Driven Best Practices – DEI, Compliance, and Oversight

Session 6: Advanced Interview Design, Evaluation Rubrics & Balanced Scorecard Integration

Session 7: Building Data-Driven Recruitment Metrics & Ensuring Legal Compliance

Session 8: Capstone Final Project – Developing a Comprehensive Ethical & AI-Enhanced Recruitment Plan

Program Information



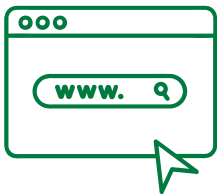
DATES

3, 5, 10, 12, 17, 19, 24, 26 February, 2026
Every Tuesday and Thursday
Duration: 24 hours (8 sessions)



TIMING | MODALITY | LOCATION

Timing: 5:30 - 8:30 pm
Modality: Online



REGISTRATION

Deadline: 27 January, 2026
[Click Here to Register](#)



FEES

\$525

Meet Your Trainer

CHIRINE EL BABA

SHRM-CP, CPRW — FOUNDER & CEO, THE IMPACT PRO (TIP)
DOUBLE UK AWARD WINNER (2025) FOR INNOVATION IN
CAREER READINESS AND HR CONSULTING.



Chirine El Baba, SHRM-CP, CPRW, is the Founder and CEO of The Impact Pro (TIP) and a double UK Award Winner (2025) for innovation in career readiness and HR consulting. A SHRM-certified HR professional and the first and only Lebanese CPRW accredited by PARWCC (USA), she brings 15+ years of experience in HR systems design, recruitment consulting, and regional talent acquisition. Chirine has trained and mentored HR professionals across Lebanon and the GCC, developed career readiness programs for educational institutions, and supported NGOs, SMEs, and startups with strategic HR and modern hiring practices. She is recognized as an international trainer and professional development expert committed to elevating workforce readiness and recruitment excellence.

Contact

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