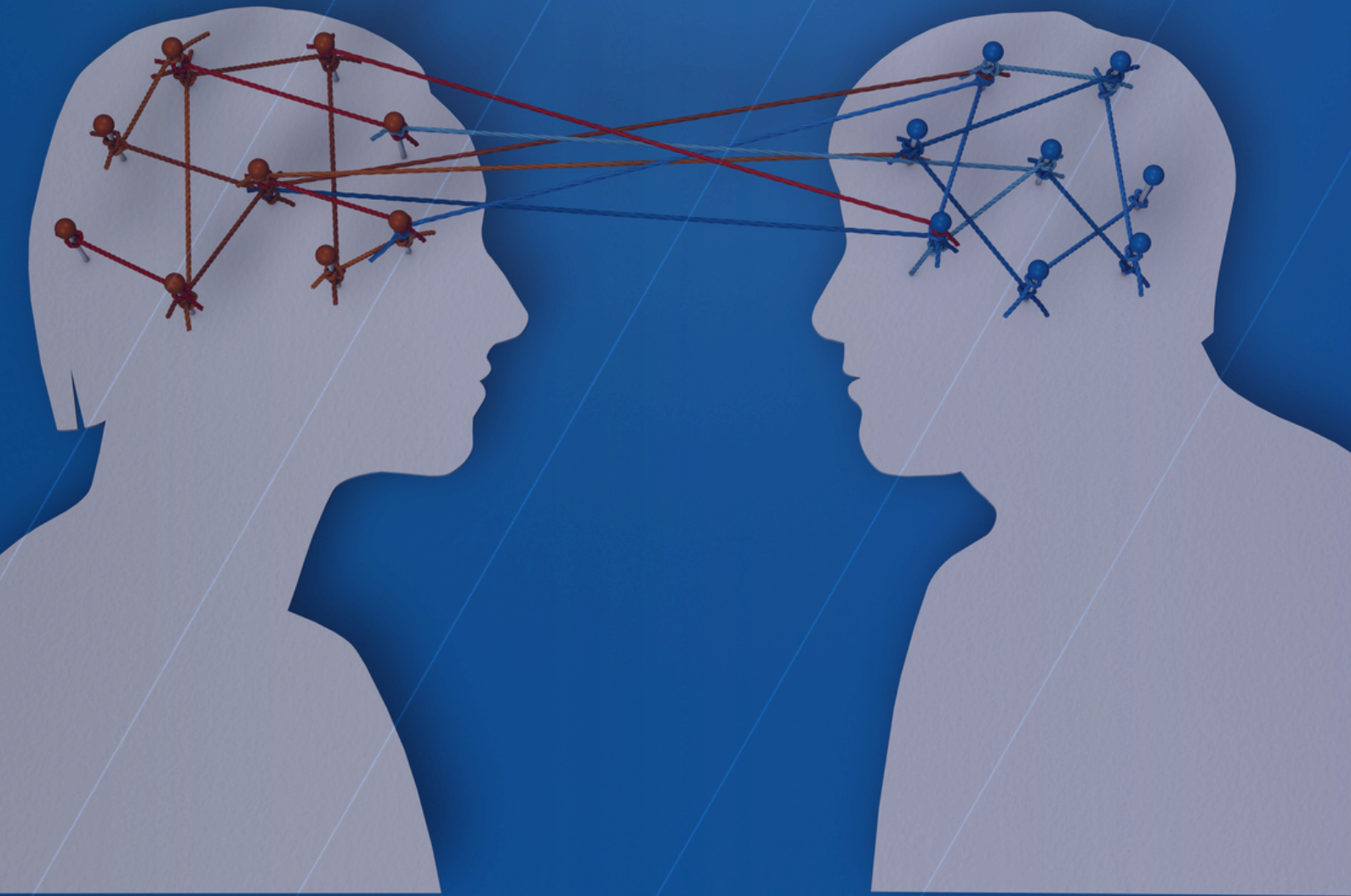


ITRN



# 21 Candidate Strategy Ideas

Practical Ideas You Can Implement Immediately

One of the most valuable aspects of the TRN CEO Peer Groups is the opportunity for recruitment leaders to share what's working inside their businesses right now.

Some require significant investment. Others can be implemented this week.

## Here are 21 ideas worth stealing:

### **Candidate Experience**

**1. Measure Candidate NPS Across Every Process**  
Gather feedback from every candidate, not just successful placements.

**2. Create A Candidate Charter**

Clearly define the service standards candidates can expect from your business.

**3. Commit To Personal Feedback Within 48 Hours**

Create a service-level agreement for candidate communication.

**4. Build Structured Interview Preparation Packs**

Provide candidates with role insights, interviewer information and preparation guidance.

**5. Offer Transition Coaching Post-Placement**

Support candidates through onboarding and career transitions after placement.

## Community Building

### 6. Launch A WhatsApp Community

Create a space where candidates can access opportunities, insights and industry conversations.

### 7. Start An Industry Podcast

Interview leaders, candidates and experts within your niche market.

### 8. Create A Candidate Mentoring Programme

Pair experienced professionals with emerging talent.

### 9. Run Networking Events

Bring your market together physically or virtually.

### 10. Establish A Candidate Advisory Group

Invite trusted candidates to provide feedback on trends, challenges and opportunities.





## CRM & Data

### 11. Adopt A Database-First Sourcing Policy

Search your CRM before using external sourcing channels.

### 12. Schedule Daily CRM Sourcing Time

Protect dedicated time each day for candidate rediscovery and re-engagement.

### 13. Launch A Data Cleansing Project

Improve candidate records, tagging and segmentation.

### 14. Introduce Candidate Scoring

Score candidates based on engagement, suitability and relationship strength.

### 15. Set CRM Utilisation Targets

Measure and improve consultant adoption.

## AI & Automation

### 16. Automate The Candidate Journey

Use workflows to maintain communication and consistency throughout the process.

### 17. Implement AI Note-Taking

Reduce administration and improve data capture from candidate conversations.

### 18. Use AI Matching Tools

Accelerate shortlisting and candidate identification.

### 19. Create AI-Generated Market Reports

Turn candidate conversations and market activity into valuable client insights.

### 20. Automate Candidate Feedback Collection

Gather feedback at key stages of the recruitment journey.



## Bonus Idea

### 21. Treat Every Candidate Like A Future Client

This was perhaps the strongest underlying theme from the entire discussion.

Many leaders shared examples of candidates who later became:

- Hiring managers
- Business leaders
- Clients
- Referrers
- Brand advocates

The highest-performing recruitment businesses understand that every candidate relationship has future value.

The placement may be the immediate opportunity. The relationship is the long-term asset.

## Action Challenge

**Review this list and identify:**

- Three ideas you already do well
- Three ideas you could implement in the next 90 days
- One idea that could create the biggest commercial impact in your business

Sometimes the biggest improvements come from small changes executed consistently.