



|||TRN



we are
zenith*



TRN Edge – A funded AI & Automation Programme for Recruitment Businesses

Build your AI Blueprint. Transform your business.
Access up to £18,000 of government funded training.

The Opportunity

AI is everywhere in recruitment, yet most agencies still lack the clarity and confidence to embrace its potential. Not because they don't recognise the opportunity or aren't experimenting with AI, but because successful implementation requires far more than simply choosing the right tools.

The agencies creating competitive advantage aren't using more AI. They're using AI better. This gap will only continue to widen.

The **six challenges** holding recruitment businesses back:

1. No clear AI strategy

Most agencies are reacting rather than planning. Without a roadmap, AI investment goes in circles.

2. Low adoption rates

Tools are purchased. Teams don't use them. ROI stays at zero.

3. Lack of internal capability

Everyone is interested in AI, but very few businesses have people capable of leading meaningful implementation.

4. No clarity or confidence

Leaders are overwhelmed by the pace of change, uncertain where to focus.

5. Poor systems integration

AI tools sit in silos. Data doesn't flow. Automation fails. Disconnected technology creates disconnected results.

6. Too many options, too little direction

The market is flooded with AI products. Cutting through requires expertise most agencies don't have.

TRN Edge – AI & Automation Programme
Doesn't simply teach AI. It helps recruitment businesses build an AI blueprint that transforms how they operate.

What is TRN Edge?

Anyone can put their team on an AI course. This isn't that. TRN Edge wraps a government funded Level 4 apprenticeship around the most recruitment specific AI content in existence: our strategies, tools, case studies and purpose built AI agents — refined across the TRN member network and applied directly inside your business. The apprenticeship provides the accreditation. The transformation is the point.

Your team isn't learning generic theory and then trying to work out how to apply it later.

They're learning proven approaches already delivering results inside recruitment businesses like yours, and implementing them inside your own business from day one.

Level 4 Apprenticeship – Foundation Degree Equivalent

Fully accredited

14 month programme

Delivered by We Are Zenith in partnership with TRN

This is about practical implementation, not theory:

- Apply AI directly inside your business from day one
- Map existing workflows and redesign them using automation
- TRN Edge wraps a government funded Level 4 apprenticeship around the most recruitment specific AI content in existence: our strategies, tools, case studies and purpose built AI agents.
- Build a bespoke AI Blueprint tailored to your organisation

What the Programme Delivers

Recruitment specific AI Playbook

Access exclusive AI frameworks, implementation guides, prompt libraries, templates and purpose built AI agents developed specifically for recruitment businesses.

Build Your AI Blueprint

Map existing workflows and design AI enabled alternatives that become your long-term operating roadmap.

Automate the Right Things

Identify repetitive tasks across sourcing, screening, compliance, administration and candidate engagement.

Improve CRM & Data Quality

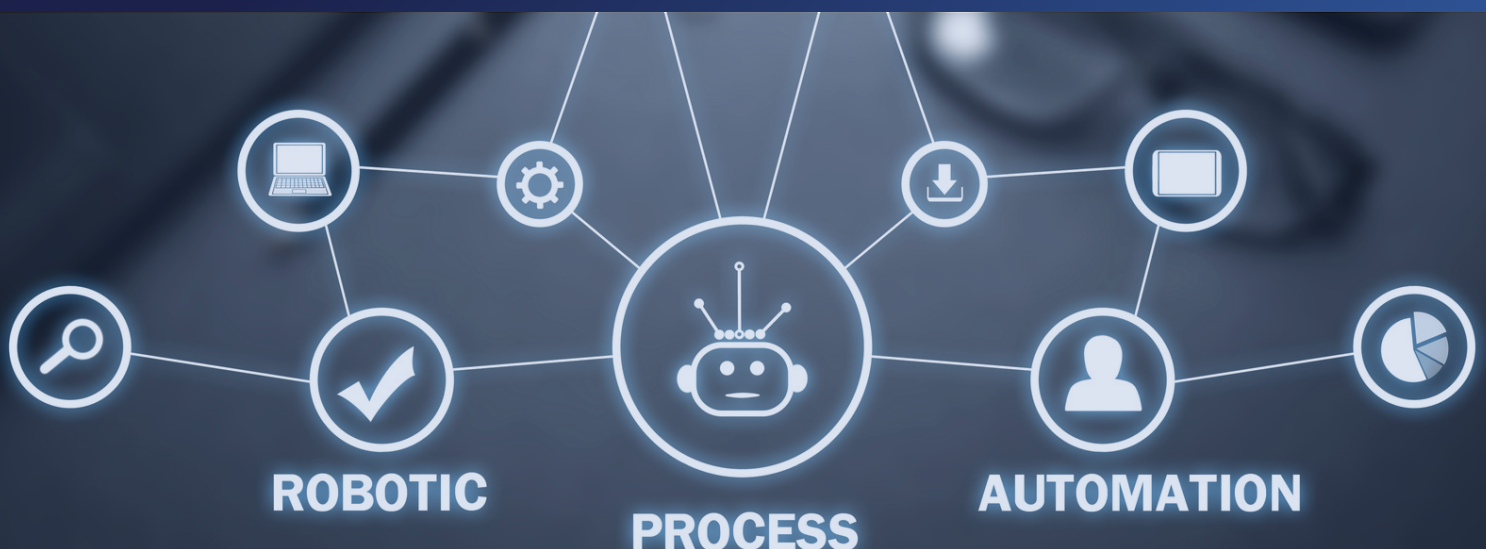
Strengthen the quality of your data, creating the foundation for effective AI and automation.

Lead Internal Change

Develop the skills needed to secure buy in, manage adoption and successfully lead transformation across your business.

Measure Commercial Outcomes

Track productivity improvements, time savings, operational efficiency and business impact, not simply activity.



How the Funding Works

The TRN AI Blueprint Programme is a levy funded apprenticeship. Meaning the government contributes significantly to the cost of training. Here's the full picture:

**Up to £18,000 government funding per participant,
via the apprenticeship levy**

Under 25s at SMEs: 100% funded

Programme cost breakdown:

- Under 25's 100% government funded – zero cost to you
- All other participants – £900 per person or £69/month over 13 months.
- Participants at levy paying organisations who are over 25 will be funded through the levy. If there are insufficient funds in the pot to cover the apprenticeship then the employer will be required to co-invest 25% of the apprenticeship value, with the government funding the rest.
- Under 25s also attract £0 employer NI during the apprenticeship- a significant additional saving (for example, you would save £3,750 NI on someone on a £30k salary)
- NI savings – This is only applicable while the apprentice is under 25. If they turn 25 during the programme, the employer will need to start paying National Insurance contributions for them.

Member FAQ

TRN Edge is designed for recruitment businesses that want to build genuine AI capability, not simply experiment with new technology or simply talk about it.

Ideal participant profile:

- Someone who can influence change – operations, managers, marketing, senior leaders etc.
- Someone with potential that you want to invest in
- Note: The CEO or business owner may not qualify, as the individual must have a line manager.

What they DON'T need:

- Coding skills
- Technical AI or data science background
- Prior AI engineering experience

What they DO need:

- Curiosity and a mindset that asks "why do we do it this way?"
- Digital confidence
- Strong written and verbal communication
- Genuine interest in technology, data and improving how the business operates

By the end of the Programme, participants complete a nationally recognised Level 4 apprenticeship while becoming trusted internal leaders capable of driving AI transformation.



How Many People Should You Enrol?

TRN Edge is designed to create business wide transformation. The more people you put on the Programme, the easier it will be to drive change.

Zenith recommends a minimum of 2-3 participants per organisation.

While one participant can make a difference, organisations enrolling two or three people will build momentum faster, accelerating adoption.

- **Shared capability**

Learning together creates a common language, shared confidence and stronger collaboration across the business.

- **Faster implementation**

Multiple people can redesign workflows, test ideas and implement improvements simultaneously.

- **Stronger adoption**

Change happens faster when there are internal champions supporting one another throughout the journey. Transformation is a team sport.

- **Future leaders**

Participants graduate with the capability to become your internal AI and automation specialists, helping drive continuous improvement long after the Programme ends.

Why This Programme Is Different

Built by the recruitment industry

Every framework, strategy and practical exercise has been designed specifically around recruitment businesses.

Powered by the TRN community

This Programme continuously evolves using insight gathered from hundreds of recruitment businesses, meaning participants learn what is actually working today.

Practical implementation

Everything learned is immediately applied inside your own business, creating measurable improvements throughout the Programme.

Exclusive AI assets

Participants gain access to AI agents, templates, prompt libraries, implementation frameworks and recruitment specific resources unavailable anywhere else.

Nationally recognised Level 4 apprenticeship

Complete a Level 4 AI & Automation Practitioner apprenticeship whilst building long term capability within your business.

Delivered through TRN, this Programme continuously absorbs what's working across hundreds of recruitment businesses.
Meaning your team learns from the whole industry's wins (and its expensive mistakes), not a textbook.

Why Join The Programme?

TRN Edge helps recruitment businesses:

- Build a practical AI Blueprint tailored to their business
- Develop genuine internal AI capability
- Improve productivity through intelligent automation
- Access recruitment specific AI strategies, frameworks and tools
- Learn from real recruitment businesses already achieving results
- Complete a nationally recognised Level 4 apprenticeship
- Create long term competitive advantage through practical implementation

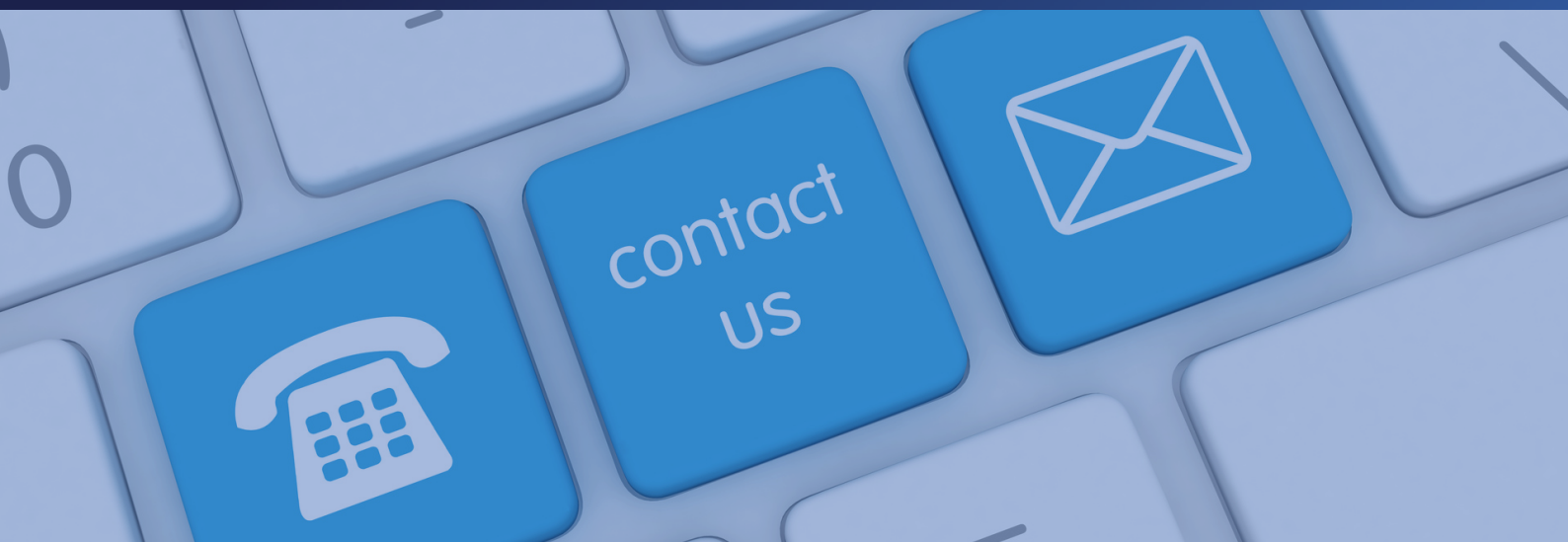
Anyone can put your team on an AI course. This isn't that. The apprenticeship provides the accreditation. The transformation is the point.

This is not a course. It is not a workshop. It is a 14 month programme that changes how your business operates. The agencies investing in their people today are the ones who will be unrecognisable.

Ready to find out more?

To express interest or learn more, contact the TRN team who will connect you with We Are Zenith: support@therecruitmentnetwork.com

***The Recruitment Network | therecruitmentnetwork.com
In partnership with We Are Zenith***



Introducing We are Zenith

We Are Zenith is a leading, specialist provider of the Level 4 Artificial Intelligence & Automation Practitioner apprenticeship, a 14 month programme that develops your people into qualified practitioners capable of identifying, designing, building and leading AI transformation across your organisation. The programme is nationally accredited, fundable through your apprenticeship levy and built to deliver change your organisation can see and measure.

Bespoke to the recruitment sector, every time

We don't deliver off the shelf. We have designed and delivered tailored Level 4 AI transformation pathways for the recruitment sector, housing associations, financial institutions, travel companies and manufacturers, each mapped to the sector's workflows, regulatory context and strategic priorities.

What makes our delivery different

- **Real work, not case studies.** Every assignment is built on the learner's actual role. From the very first session, learners use AI on live tasks from their own workflow.
- **Project Automate, TRN's proprietary transformation engine.** Every learner launches a live AI opportunity register in Month 1, scoring real activities from their organisation for feasibility, impact, ethics risk and estimated hours saved. It runs as the evidence thread through all seven modules, and the estimated versus actual comparison becomes both EPA evidence and a hard ROI figure for your business.

We agree the intended business outcomes with employers and track evidence throughout the programme. Measures actively tracked include:

- hours of employee time saved;
- workflows improved or automated;
- reductions in administration and project timescales;
- increased adoption of approved AI tools;
- improvements in data quality and decision-making;
- revenue or opportunities generated through better insight; and
- employee progression, confidence and capability.

Technology embedded throughout. Microsoft 365 Copilot runs through every module, alongside Copilot Studio and leading generative AI tools, culminating in a live automation built, piloted and deployed in your own environment. Responsible AI, GDPR, bias mitigation and governance are woven through the entire curriculum, not bolted on at the end.

A deliverable your leadership team will actually use. Learners build an AI Transformation Plan chapter by chapter across all seven modules, employer-authenticated at every stage. It doubles as their EPA project report and your organisation's working AI roadmap.

A named coach for every learner. Dedicated Zenith coaches throughout the programme, not a helpline, with small cohorts, practitioner facilitators who have led real organisations.

The Zenith difference

We do not teach AI as a standalone topic. We help employers build the people, processes, governance and internal capability required to put AI to work.

Training introduces the idea. Adoption changes the habit. Zenith's AI apprenticeships turn that adoption into measurable and sustainable business transformation.