

The Recruitment Network

Enabling recruitment leaders to improve
performance, productivity and profitability.

We are welcoming new members every month -
come and join us.

Solo • Plus • Club • Enterprise

Designing your 2026 / 2027 Business Development Roadmap

(R)evolution

the changing landscape of recruitment

Increased Adoption of Artificial Intelligence (AI) in Recruitment

Increased Shift to Remote and Hybrid Work Models

Increased Emphasis on Diversity, Equity, and Inclusion (DEI)

Rise of Gig and Freelance Economy

Implementation of Data-Driven Recruitment Strategies

Integration of Social Media in Talent Acquisition

Increased Focus on Employer Branding

Adoption of Virtual Recruitment Processes

Increased Focus on Candidate Experience

+

New Employment Legislation

Squeeze on Businesses due to the New Labour Budget



Ageing Population and the Retirement Boom

Rapid Advancements in Technology

The Mismatch Between Education and Job Market Needs

Post-Pandemic Workforce Reconfiguration

Declining Birth Rates in Many Countries

Projected Talent Shortfall by 2030

Studies estimate a global deficit of more than **85 million workers** by 2030, potentially resulting in \$8.5 trillion in unrealised annual revenues.



VUCA

volatility • uncertainty • complexity • ambiguity

OPPORTUNITY

agility • innovation • visibility • speed

VUCA markets favour those recruitment businesses that are proactive, customer-focused, and capable of delivering deliberate, business development strategies.

Recruitment businesses that can sell the right products, to the right customers, in the right way... not only survive times like these, but they thrive.

Challenges we face when it comes to BD...

Never had to do it before – hot market

Selling better business (exclusivity)

Capability – planning, pitching, closing

New ways to BD in current market

Building new desks / new markets

Defining what we sell / products

Current market is tougher / candidate flooded

Upselling the ways we work with existing customers

Attitude – getting people to sell

Identifying hiring companies / opportunities

Turning Gatherers into Hunters

Lack of continuity of sales effort (momentum)

Last week, I asked a group of recruitment business leaders what is slowing growth down in their businesses the most. The most common answers were the same:

Too many priorities.

Lack of focus.

No clear direction.

Inconsistent BD.

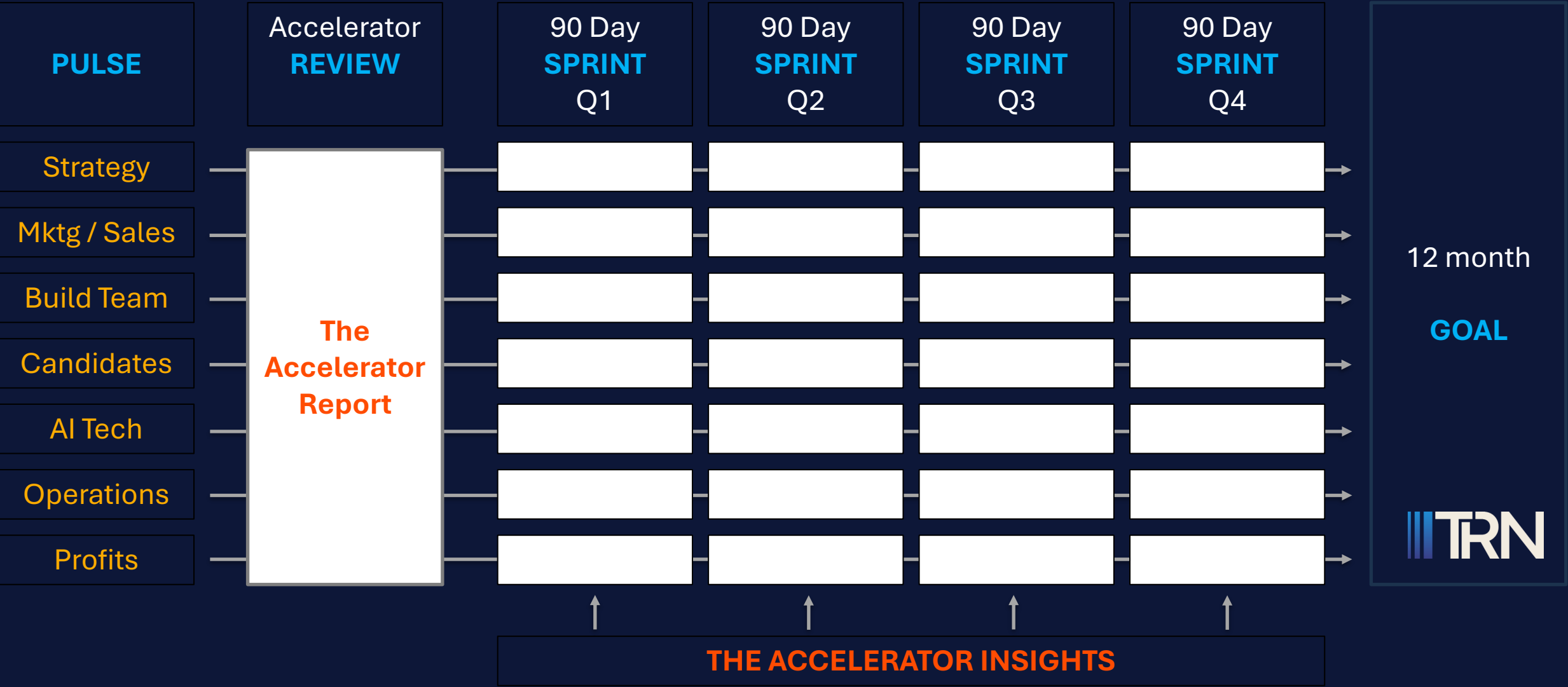
Your Next Step: The TRN Accelerator Framework™

Today is the beginning. The TRN Accelerator Framework gives you a structured 12-month roadmap, quarterly sprints and expert support to keep you accountable and ahead.



The TRN Accelerator Framework™

PURPOSE



TRN Events

Whether they are online or in person, TRN events are designed to inspire and motivate, giving you access to knowledge and insights from a wide range of trainers, thought leaders and industry experts.

[Create an event](#) [Go to my events](#)


Search for events

Search by location

[Clear all filters](#)
[List](#)
[Past](#) [Upcoming](#) [Next 7 days](#) [Next 30 days](#)

Events (23)



21 London - Recruitment Leaders Regional Mee...

Date: 21 May 2025 09:30 - 12:30 BST
Location: Temple Pl, London WC2R 2FH, UK

[Business Strategy & Planning](#) [Director](#)
[In-Person](#)


22 Manchester Rumble - Consultants with...

Date: 22 May 2025 09:00 - 12:30 BST
Location: Novotel Hotel, 21 Dickinson St...

[Consultant](#) [In-Person](#) [Rumble](#)


22 Roadmapping your Business

Date: 22 May 2025 12:00 - 13:00 BST

[Business Strategy & Planning](#) [Director](#) [Online](#)


22 LinkedIn Live: Smarter hiring and happier...

Date: 22 May 2025 12:30 - 13:00 BST
Online event: <https://www.linkedin.co...>

[Systems and Technology](#) [Tech & AI](#)


22 Manchester Rumble - Consultants with OVE...

Date: 22 May 2025 12:30 - 17:00 BST
Location: Novotel Hotel, 21 Dickinson St...

[Consultant](#) [In-Person](#) [Rumble](#)


27 LinkedIn Live: Scaling a Recruitment Business...

Date: 27 May 2025 12:30 - 13:00 BST
Online event: <https://www.linkedin.co...>



27 High Performance Mindset - High...

Date: 27 May 2025 15:00 - 16:00 BST

[Consultant](#) [High Performance Series](#) [Online](#)


28 Hot Flashes, Cool Strategies: Navigatin...

Date: 28 May 2025 09:00 - 10:00 BST

[Director](#) [Key Success Factor](#) [Online](#)
[People](#)


Search for people

Search by location

[More filters](#)
[Clear all filters](#)

Users (163)

Show map: [Recently active](#)

James Osborne
Active today Ashford, United...

Enabling recruitment leaders to maximise their performance...

Vimbal Kurewa
Active today Aberdeen, United...

Hannah Green
Active today Glasgow, United...

Johnie Gurney
Active today Basingstoke...

Rowen Fernando
Active today Manchester...

Liam Thomas
Active today Winchester, Unit...

Neil Woodley
Active today Edinburgh, United...

Dan Barfoot
Active today United Kingdom

Chix Shah
Active today United Kingdom

Gordon Stoddart
Active today Henley-on...



Advanced Recruitment Courses



Operation Phoenix: End to End Sales Training

The new generation Operation Phoenix™ that customers will not simply buy from you because you have a great product but because you have a great process. This course is designed to help you understand the customer journey from initial contact to final sale, ensuring you have the right tools and processes in place to deliver a seamless experience.



Sales-Driven Recruitment

A tailored course designed to help you understand the customer journey from initial contact to final sale, ensuring you have the right tools and processes in place to deliver a seamless experience.



Advanced Recruitment: Client & Candidate

Step into the world of 'Advanced Recruitment' - Client & Candidate. Created for experienced recruitment professionals, this course is your unique opportunity to enhance your recruiting skills to the next level. Through case studies, practical exercises, and expert insights, you will learn how to build a successful recruitment business that meets the needs of both clients and candidates.



Advanced Recruitment: Bespoke Skills

Step into the world of 'Advanced Recruitment' - a transformative course designed to equip you with the skills and knowledge to excel in the recruitment industry. This course is tailored for experienced professionals looking to take their business to the next level, offering practical insights and strategies to help you build a successful recruitment business.

Personal Development Courses



High Performance Hacks for the Resilient Recruiter

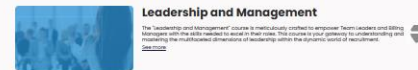
A 4-hour, ground-breaking industry resilience to virtual standard performance. Developing mental fitness, managing time and competing under pressure. Effective and leadership abilities to ensure that you are prepared for the challenges of the future.



Recruiter Resilience

At TRN, we take health and wellbeing very seriously. We believe that recruitment leaders and their employees perform at their best when they are physically, mentally and emotionally fit. This course is designed to help you build a resilient recruitment business that can withstand the challenges of the future.

Leadership Courses



Leadership and Management

The 'Leadership and Management' course is meticulously crafted to empower Team Leaders and Hiring Managers with the skills needed to excel in their roles. This course covers everything from understanding the business, to managing a team, to leading a team to success.

Leadership Academy



Partners

Identify the best solutions, suppliers and offers from TRN's trusted Partners to support your strategies for growth and success.

[Manage group](#)

TRN Partners & Offers

News

Search by keyword

Publication date (From - To) (DD/MM/YYYY)

From To

[Clear all filters](#)

Filter by category

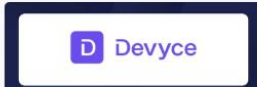
[All](#) [Finance Partners](#) [Insurance Partners](#) [Legal Partners](#) [Marketing Partners](#) [Outsourcing Partners](#) [Systems and Technology...](#) [Training Partners](#)

Results (75)

Sort by: Newest



Ringover
11 May 2025
To celebrate joining TRN as a partner, Ringover are happy to be offering all TRN Plus and Club members an exclusive discount, for...



Devyce
19 May 2025
To celebrate joining TRN as a partner, Devyce are happy to be offering all TRN Plus and Club members an exclusive discount. Rm...



Indian Elites
19 May 2025
Exclusive TRN Member Offer! To celebrate joining TRN as a partner, Indian Elites are happy to be offering all TRN Plus and Club mem...



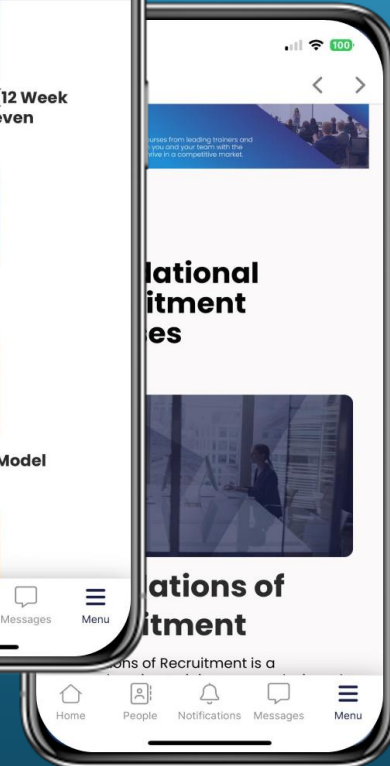
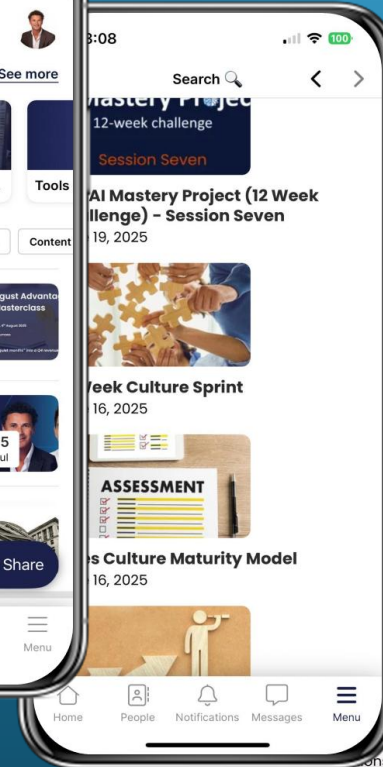
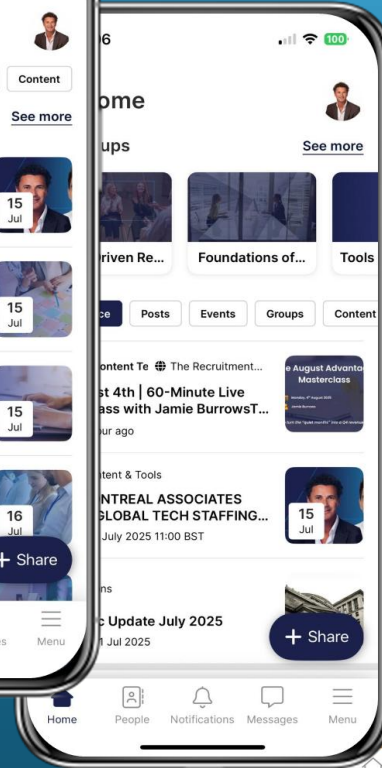
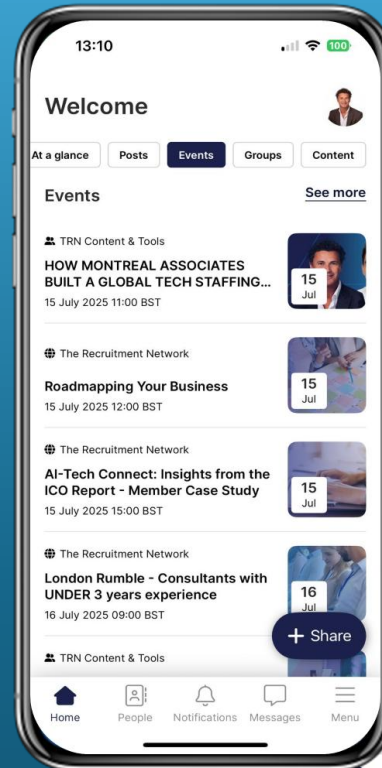
Compare Recruitment Factoring
19 May 2025
For an introduction, please contact: partners@therecruitmentnetwork.com Website: <https://www.linkedin.com/company/compare-recruitment>



Access
14 May 2025
Email us on partners@therecruitmentnetwork.com for an introduction. Website: <https://www.access.com> Key Success Factor: Powerful Candidate...



Infinity Staff Global
12 May 2025
Email us on partners@therecruitmentnetwork.com for an introduction. Website: <https://www.linkedin.com/company/infinity-staff-global> Unlock Efficiency with Outsourc...



ACCELERATOR
REVIEW REPORT

PREPARED FOR

Testing May

11 May 2025

YOUR #1 PRIORITY AREA

High-Performing Team

8

/ 12
COMBINED SCORE

HIGH

YOUR BUSINESS LANDSCAPE

1	High-Performing Team Score 8 / 12	HIGH
2	Growing Profitability Score 6 / 12	HIGH
3	Strategy & Business Plan... Score 6 / 12	MEDIUM
4	Sales & Marketing Score 6 / 12	MEDIUM
5	Systems & Technology (in... Score 6 / 12	MEDIUM
6	Operational Efficiency Score 6 / 12	MEDIUM
7	Candidates Score 2 / 12	LOWER

CONFIDENTIAL - FOR MEMBER USE ONLY

THE ACCELERATOR REVIEW
EXECUTIVE SNAPSHOT

REPORT INTRODUCTION This report is your personalized Accelerator diagnostic. It reflects the data you provided across the seven core business areas and gives you a clear, evidence-based view of where your greatest 90-day opportunity sits. It's a starting point — not a verdict. Bring this to your Accelerator session and we'll turn it into a focused action plan.	
YOUR 12-MONTH GOAL "Revenue has grown 30% and profitability 40%" Source: memo, Nat Publ, Q3/24. Target: 1000000	
YOUR STATED FOCUS AREA "If you must pick focus or two over the next 90 days, what would that be?" Growing Profitability High-Performing Team	
MATERIAL RISK FLAGGED "You have flagged a material risk in the business. Before committing to a growth sprint, this risk needs to be assessed and either resolved or actively managed." Your Accelerator session is the right place to start — bring the report and we'll work through it with you.	
PROBLEM ALIGNMENT 3 / 4 - Not aligned "You have a clear sense of purpose but it does not yet fully drive how the business operates day to day. Bringing it to the surface more explicitly can sharpen decision-making and better alignment."	
SPRINT READINESS 3 / 4 - Good but "Relative execution readiness. Some competing distractions, but the capacity to focus is there with the right prioritization."	
TOP PRIORITY AREAS 1. High-Performing Team 8/12 2. Growing Profitability 6/12 3. Strategy & Business Planning 6/12	

EXECUTIVE SUMMARY
Right now your business is performing through a single point of focus. You have ambition and momentum, but the system in your data is increasingly out of balance. Too many competing priorities, constant firefighting, and a delivery engine that relies heavily on one top billing manager. The priorities you've marked as HIGH sit the story — you're trying to build a high-performing team while also pushing profitability, but the operating reality is reactive rather than planned.

Your 12-month goal is clear: revenue up 30% and profitability up 40%, with Net Profit / EBITDA reaching 1,000,000. The constraint isn't your intent, it's capacity and resilience. The biggest drag on profit growth is that a material proportion of output sits with one person, and you're already quantified the risk. If your top billing manager leaves,

THE ACCELERATOR REVIEW
DEEP DIVE

REPORT INTRODUCTION This report is your personalized Accelerator diagnostic. It reflects the data you provided across the seven core business areas and gives you a clear, evidence-based view of where your greatest 90-day opportunity sits. It's a starting point — not a verdict. Bring this to your Accelerator session and we'll turn it into a focused action plan.	
YOUR 12-MONTH GOAL "Revenue has grown 30% and profitability 40%" Source: memo, Nat Publ, Q3/24. Target: 1000000	
YOUR STATED FOCUS AREA "If you must pick focus or two over the next 90 days, what would that be?" Growing Profitability High-Performing Team	
MATERIAL RISK FLAGGED "You have flagged a material risk in the business. Before committing to a growth sprint, this risk needs to be assessed and either resolved or actively managed." Your Accelerator session is the right place to start — bring the report and we'll work through it with you.	
PROBLEM ALIGNMENT 3 / 4 - Not aligned "You have a clear sense of purpose but it does not yet fully drive how the business operates day to day. Bringing it to the surface more explicitly can sharpen decision-making and better alignment."	
SPRINT READINESS 3 / 4 - Good but "Relative execution readiness. Some competing distractions, but the capacity to focus is there with the right prioritization."	
TOP PRIORITY AREAS 1. High-Performing Team 8/12 2. Growing Profitability 6/12 3. Strategy & Business Planning 6/12	

Over the next 90 days, lock in a single priority (candidate that reduces reactivity, a 90-day commitment meeting to drive the job, additional targets, top roles), and a Friday scorecard review with consequences and coaching. Then have a weekly meeting with a single "who decides" rule for every recurring decision (pricing, job qualification, offer timing, credit terms) so nothing waits for you to decide. Finally, run a quarterly sprint goal the 2/2 ratio that drive profit based on your market (job seeker quality, client contact, candidate contact), close to a demand, and move or add anyone who won't meet it.

THE ACCELERATOR REVIEW
DEEP DIVE

REPORT INTRODUCTION This report is your personalized Accelerator diagnostic. It reflects the data you provided across the seven core business areas and gives you a clear, evidence-based view of where your greatest 90-day opportunity sits. It's a starting point — not a verdict. Bring this to your Accelerator session and we'll turn it into a focused action plan.	
YOUR 12-MONTH GOAL "Revenue has grown 30% and profitability 40%" Source: memo, Nat Publ, Q3/24. Target: 1000000	
YOUR STATED FOCUS AREA "If you must pick focus or two over the next 90 days, what would that be?" Growing Profitability High-Performing Team	
MATERIAL RISK FLAGGED "You have flagged a material risk in the business. Before committing to a growth sprint, this risk needs to be assessed and either resolved or actively managed." Your Accelerator session is the right place to start — bring the report and we'll work through it with you.	
PROBLEM ALIGNMENT 3 / 4 - Not aligned "You have a clear sense of purpose but it does not yet fully drive how the business operates day to day. Bringing it to the surface more explicitly can sharpen decision-making and better alignment."	
SPRINT READINESS 3 / 4 - Good but "Relative execution readiness. Some competing distractions, but the capacity to focus is there with the right prioritization."	
TOP PRIORITY AREAS 1. High-Performing Team 8/12 2. Growing Profitability 6/12 3. Strategy & Business Planning 6/12	

EXECUTIVE SUMMARY
Right now your business is performing through a single point of focus. You have ambition and momentum, but the system in your data is increasingly out of balance. Too many competing priorities, constant firefighting, and a delivery engine that relies heavily on one top billing manager. The priorities you've marked as HIGH sit the story — you're trying to build a high-performing team while also pushing profitability, but the operating reality is reactive rather than planned.

Your 12-month goal is clear: revenue up 30% and profitability up 40%, with Net Profit / EBITDA reaching 1,000,000. The constraint isn't your intent, it's capacity and resilience. The biggest drag on profit growth is that a material proportion of output sits with one person, and you're already quantified the risk. If your top billing manager leaves,

THE ACCELERATOR REVIEW
PRIORITY LANDSCAPE

REPORT INTRODUCTION This report is your personalized Accelerator diagnostic. It reflects the data you provided across the seven core business areas and gives you a clear, evidence-based view of where your greatest 90-day opportunity sits. It's a starting point — not a verdict. Bring this to your Accelerator session and we'll turn it into a focused action plan.	
YOUR 12-MONTH GOAL "Revenue has grown 30% and profitability 40%" Source: memo, Nat Publ, Q3/24. Target: 1000000	
YOUR STATED FOCUS AREA "If you must pick focus or two over the next 90 days, what would that be?" Growing Profitability High-Performing Team	
MATERIAL RISK FLAGGED "You have flagged a material risk in the business. Before committing to a growth sprint, this risk needs to be assessed and either resolved or actively managed." Your Accelerator session is the right place to start — bring the report and we'll work through it with you.	
PROBLEM ALIGNMENT 3 / 4 - Not aligned "You have a clear sense of purpose but it does not yet fully drive how the business operates day to day. Bringing it to the surface more explicitly can sharpen decision-making and better alignment."	
SPRINT READINESS 3 / 4 - Good but "Relative execution readiness. Some competing distractions, but the capacity to focus is there with the right prioritization."	
TOP PRIORITY AREAS 1. High-Performing Team 8/12 2. Growing Profitability 6/12 3. Strategy & Business Planning 6/12	

Over the next 90 days, lock in a single priority (candidate that reduces reactivity, a 90-day commitment meeting to drive the job, additional targets, top roles), and a Friday scorecard review with consequences and coaching. Then have a weekly meeting with a single "who decides" rule for every recurring decision (pricing, job qualification, offer timing, credit terms) so nothing waits for you to decide. Finally, run a quarterly sprint goal the 2/2 ratio that drive profit based on your market (job seeker quality, client contact, candidate contact), close to a demand, and move or add anyone who won't meet it.

THE ACCELERATOR REVIEW
DEEP DIVE

REPORT INTRODUCTION This report is your personalized Accelerator diagnostic. It reflects the data you provided across the seven core business areas and gives you a clear, evidence-based view of where your greatest 90-day opportunity sits. It's a starting point — not a verdict. Bring this to your Accelerator session and we'll turn it into a focused action plan.	
YOUR 12-MONTH GOAL "Revenue has grown 30% and profitability 40%" Source: memo, Nat Publ, Q3/24. Target: 1000000	
YOUR STATED FOCUS AREA "If you must pick focus or two over the next 90 days, what would that be?" Growing Profitability High-Performing Team	
MATERIAL RISK FLAGGED "You have flagged a material risk in the business. Before committing to a growth sprint, this risk needs to be assessed and either resolved or actively managed." Your Accelerator session is the right place to start — bring the report and we'll work through it with you.	
PROBLEM ALIGNMENT 3 / 4 - Not aligned "You have a clear sense of purpose but it does not yet fully drive how the business operates day to day. Bringing it to the surface more explicitly can sharpen decision-making and better alignment."	
SPRINT READINESS 3 / 4 - Good but "Relative execution readiness. Some competing distractions, but the capacity to focus is there with the right prioritization."	
TOP PRIORITY AREAS 1. High-Performing Team 8/12 2. Growing Profitability 6/12 3. Strategy & Business Planning 6/12	

EXECUTIVE SUMMARY
Right now your business is performing through a single point of focus. You have ambition and momentum, but the system in your data is increasingly out of balance. Too many competing priorities, constant firefighting, and a delivery engine that relies heavily on one top billing manager. The priorities you've marked as HIGH sit the story — you're trying to build a high-performing team while also pushing profitability, but the operating reality is reactive rather than planned.

Your 12-month goal is clear: revenue up 30% and profitability up 40%, with Net Profit / EBITDA reaching 1,000,000. The constraint isn't your intent, it's capacity and resilience. The biggest drag on profit growth is that a material proportion of output sits with one person, and you're already quantified the risk. If your top billing manager leaves,

THE ACCELERATOR REVIEW
YOUR NEXT STEPS

REPORT INTRODUCTION This report is your personalized Accelerator diagnostic. It reflects the data you provided across the seven core business areas and gives you a clear, evidence-based view of where your greatest 90-day opportunity sits. It's a starting point — not a verdict. Bring this to your Accelerator session and we'll turn it into a focused action plan.	
YOUR 12-MONTH GOAL "Revenue has grown 30% and profitability 40%" Source: memo, Nat Publ, Q3/24. Target: 1000000	
YOUR STATED FOCUS AREA "If you must pick focus or two over the next 90 days, what would that be?" Growing Profitability High-Performing Team	
MATERIAL RISK FLAGGED "You have flagged a material risk in the business. Before committing to a growth sprint, this risk needs to be assessed and either resolved or actively managed." Your Accelerator session is the right place to start — bring the report and we'll work through it with you.	
PROBLEM ALIGNMENT 3 / 4 - Not aligned "You have a clear sense of purpose but it does not yet fully drive how the business operates day to day. Bringing it to the surface more explicitly can sharpen decision-making and better alignment."	
SPRINT READINESS 3 / 4 - Good but "Relative execution readiness. Some competing distractions, but the capacity to focus is there with the right prioritization."	
TOP PRIORITY AREAS 1. High-Performing Team 8/12 2. Growing Profitability 6/12 3. Strategy & Business Planning 6/12	

Over the next 90 days, lock in a single priority (candidate that reduces reactivity, a 90-day commitment meeting to drive the job, additional targets, top roles), and a Friday scorecard review with consequences and coaching. Then have a weekly meeting with a single "who decides" rule for every recurring decision (pricing, job qualification, offer timing, credit terms) so nothing waits for you to decide. Finally, run a quarterly sprint goal the 2/2 ratio that drive profit based on your market (job seeker quality, client contact, candidate contact), close to a demand, and move or add anyone who won't meet it.

My 90-Day Sprint Plan



Strategy without execution is just, well, it's just strategy! Your 90-day sprint turns this playbook into something that actually delivers.

MONTH 1: FOUNDATION

Get the foundations right

- Lock in your purpose, niche and target client profile
- Audit your current client base - segment into Tiers
- Set your 90-day revenue target and reverse-engineer pipeline needs
- Choose and implement your core tool stack (CRM, AI, calendar)
- Write your first two SOPs (onboarding a client, processing a candidate)
- Build or refresh your LinkedIn profile for your niche positioning
- Identify and brief your first offshore or AI leverage tool

MONTH 2: MOMENTUM

Build your pipeline and presence

- Activate your BD system - 15-20 touchpoints per week minimum
- Send your first client/candidate newsletter or market update
- Pitch retained terms to your top 2 existing clients
- Post consistently on LinkedIn - minimum 10 posts this week
- Run your first AI-assisted sourcing campaign on a live role
- Review and refine your fee conversations - track where you're discounting
- Start weekly pipeline review meeting with yourself (30 min every Friday)

MONTH 3: ACCELERATION

Scale what's working, cut what isn't

- Review month 1-2 data: what's generating revenue? Do more of it
- Cut one time-wasting activity that hasn't produced results
- Expand your offshore/AI support if the first hire is working
- Formalise your retainer offer - put it in writing with pricing
- Build your referral system - ask your best clients for introductions
- Set your next 90-day targets based on real data, not guesses
- Book your TRN Accelerator Review to map your next 12 months

At the end of 90 days: Review your numbers. Double down on what worked. Kill what didn't. Set the next 90-day plan.

... and it works!



“H1 has closed out and we have done more in the first half of this year than the whole of last year... and last year was a good year!”

June was also our biggest month since we set up the business and our current average GP run rate per head is now over £360k.”

The decline of the old model?

Thank you James- it was lovely and I really appreciate your time and advice.. brutal but needed 😊

21:31

And welcomed! 21:31

I'm knackered. I didn't get to move from that table until 6- and then went straight to this event with an army of unemployed EAs who spoke at me for 20 mins each about the market and why they can't get a job

21:32

I had to do a swift exit 21:32

It's exhausting., I need help. I'm trying to do it all and I can't and it's too much. I need the resourcing support asap!

21:33

Today

All good - that's why you need to break away from the way you are currently working and build something better / different.

06:54 ✓✓

That's the plan now... 06:54 ✓✓

Yes please!!!! 06:56

I feel like I need to upgrade that first before I expand 06:57

I didn't realise how old school I was 🙄 06:57

The rise of the new model?

Awesome, will pop something in the diary! Thank you mate, i really appreciate it 07:22



In the diary! Ps strong start to the year - just waiting for the interim numbers but forecasted 28% over target 🎯 07:35

That's excellent [redacted] well done!
Let's make sure we capitalise on that now - this is the [redacted] year :) 07:43 ✓✓



Thanks James great to chat 11:02

I'll have a strategy document most like in the weekend when there's more time to think though 11:03 😊

Just closing out a 6 person hire deal so that's the focus for rest of week 💪 11:03

Finished on a £100k month between 5 of us 06:56



06:56

Yes please! 07:00

4 consecutive month of profitability feels good! 07:00 😊



That's excellent new [redacted] - seriously well done. 06:58 ✓✓

Now to make that a regular thing :) 06:59 ✓✓

VELOCITY

The Ultimate Business Development Playbook for 2026



1



2



3



4



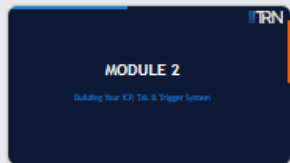
5



6



7



8



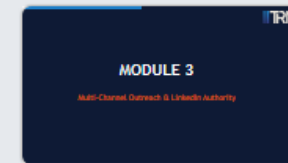
9



10



11



12



13



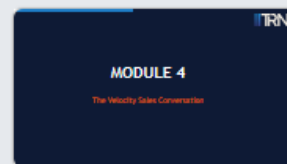
14



15



16



17



18



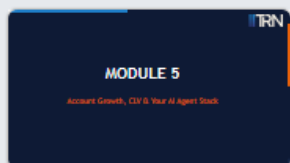
19



20



21



22



23



24



25



26



27



28

The background of the entire image is a stylized, glowing speedometer. The needle is red and points towards the 180 mark. The speedometer has a blue outer ring and a red inner ring. The numbers 60, 80, 100, 120, 140, 160, and 180 are visible on the scale. The overall aesthetic is futuristic and high-tech, with various light flares and lens effects.

October New Members Offer

Free 1:1 BD audit and Velocity strategy session

The RevOps Audit	
This audit helps recruitment leaders evaluate how effectively their business is implementing RevOps principles. Use it to identify gaps in alignment, technology, process, and accountability.	
	1 = Strongly Disagree 5 = Strongly Agree
1. Strategy & Alignment	0
Our agency has a clear Go-To-Market strategy aligned across BD, marketing, and delivery.	
We have defined ideal client and candidate profiles that guide all outreach and engagement.	
Our growth goals are understood and owned by all teams, not just BD.	
Cross-functional planning is part of how we operate, not a once-a-year event.	
2. Process & Workflow Integration	0
We've mapped the entire client and candidate journey using the Flywheel (Attract, Engage, Delight).	
There are clear workflows that guide how leads are handed from marketing to BD to delivery.	
Internal handoffs are seamless, with no duplication or confusion.	
Everyone knows where they fit in the revenue-generating process.	
3. Technology & Automation	0
We use a CRM that all teams consistently update and refer to.	
Automation helps us reduce admin and focus on high-value work.	
Our tech tools (CRM, ATS, comms) are integrated and support collaboration.	
We use AI or data-driven tools to qualify leads and improve targeting.	
4. Data, Metrics & Forecasting	0
We track KPIs that matter (conversion rates, velocity, forecast accuracy, etc).	
Our data is reliable, accessible, and used in decision-making.	
Teams review performance data together regularly.	
We can predict revenue with reasonable accuracy.	
5. Team Collaboration & Revenue Ownership	0
There's a shared language and understanding of how revenue is created.	
Teams hold joint retrospectives or review meetings.	
Success is measured collectively, not just at an individual or team level.	
Everyone in the business contributes to the growth engine.	
6. Candidate & Client Experience	0
Our attraction strategies are tailored to our ideal audience.	
Communications are consistent and personalised throughout the journey.	
We collect and act on feedback from candidates and clients.	
We actively work to create referral-worthy experiences.	
Total Score / 120	0

Results Summary	
1. Strategy & Alignment	0
2. Process & Workflow Integration	0
3. Technology & Automation	0
4. Data, Metrics & Forecasting	0
5. Team Collaboration & Revenue Ownership	0
6. Candidate & Client Experience	0
TOTAL SCORE / 120	0

See page 2 for a detailed interpretation of your score and suggested actions.

	The RevOps Audit
Interpreting Your Score – What It Means and What to Do Next	
After completing the audit (1–5 per item), your totals should be calculated in the summary on the right, where you can compare to the scale below.	

100–120: High-Performance Engine
RevOps is embedded into the culture of your agency. Teams are aligned, systems are integrated, and decision-making is driven by high-quality data. You have a reliable, scalable growth model and are well positioned for long-term success.
Next Steps: - Optimise for scale by replicating RevOps principles across teams, geographies or functions - Double down on predictive analytics and lifecycle marketing to improve LTV - Launch RevOps training or leadership tracks to embed it further across the business - Share success across the team to maintain momentum and attract buy-in from new hires

80–99: Operationally Enabled
Your agency is actively applying RevOps principles. You have shared KPIs, solid cross-functional processes, and useful data that informs decisions. Your tech stack supports your workflows, and you've made progress in aligning team culture and goals.
Next Steps: - Fine-tune Flywheel: Improve feedback loops, eliminate friction and reduce manual tasks - Expand automation and AI to boost personalisation and efficiency - Create dashboards with real-time metrics that all teams can use to track progress - Run regular retrospectives and workshops to reinforce teamwide accountability

60–79: Emerging Alignment
There are signs of collaboration and strategic thinking, but progress is patchy. Some processes are joined-up, but many teams still operate independently or lack clarity on shared goals. Data may be inconsistent or under-utilised, and automation is limited or misaligned.
Next Steps: - Prioritise alignment across BD, marketing and delivery with joint planning and shared success - Implement standardised workflows and internal SLAs for handoffs - Begin integrating core tools (CRM, ATS, marketing automation) - Identify and fix the biggest points of friction in the customer journey

59 or lower: Fragmented Foundation
Your business is operating in clear silos. Teams are working in isolation, data is scattered or unreliable, and growth relies heavily on individual effort rather than collective performance. There may be inconsistent processes, minimal use of automation, and a lack of visibility across the funnel.
Next Steps: - Start by mapping your end-to-end client and candidate journey using the RevOps Flywheel - Run a RevOps kick-off session to build cross-team awareness and ownership - Audit current tech stack and data flows to spot duplication, gaps and inefficiencies - Set shared revenue KPIs and introduce basic pipeline visibility across teams

The TRN RevOps Audit™

100–120: High-Performance Engine

80–99: Operationally Enabled

60–79: Emerging Alignment

59 or lower: Fragmented Foundation

Results Summary	
1. Strategy & Alignment	0
2. Process & Workflow Integration	0
3. Technology & Automation	0
4. Data, Metrics & Forecasting	0
5. Team Collaboration & Revenue Ownership	0
6. Candidate & Client Experience	0
TOTAL SCORE / 120	0

Final Thought:

RevOps isn't just a new system. *It's a new way of thinking*. This audit is your starting point. Whether your agency is laying the groundwork or fine-tuning a high-performance engine, the opportunity is the same: build a business where every team, process, and decision contributes to scalable, sustainable growth.

their business to achieve them. Use this audit to spot your gaps, align your teams, and take confident, coordinated steps forward.

Sales is both an **ART** and a **SCIENCE**

You need to understand both.

Sales is both an **ART** and a **SCIENCE**

What do I mean by that?

SOCIAL SCALING PROGRAMME

The background of the slide features a blurred image of a person's hands holding a smartphone. Overlaid on this background are several orange icons: two speech bubbles, two heart symbols, and one person icon, all representing social media interactions.

4 Week Personal Branding
Development Programme





Step One: Request your LinkedIn data

- Open LinkedIn on your laptop and log in to your personal account.
- Click your profile picture (Me) at the top of the page.
- Select Settings & Privacy.
- Click Data privacy in the left-hand menu.
- Select Get a copy of your data.
- Choose Download larger data archive, then click Request archive.
- Open LinkedIn data download





Step Two: Download your archive

- LinkedIn will email you when your archive is ready. This can take up to 24 hours.
- Open the email, follow the download link and save the ZIP file to your computer.

Step Three: Find your posts

- Open the ZIP file and extract its contents.
- Look for a file called Shares.csv, which should contain your LinkedIn posts. Also look for any files containing your longer-form articles.
- We want your content from 25 September 2025 to 25 September 2026.





Step Four: Upload your files to Claude

- Upload your posts file using the attachment button.
- You can upload the ZIP file instead, but check it first, as it may contain personal account information Claude doesn't need.

Step Five: Get Claude to build your content library

- Once you've uploaded the files, Claude can:
- Organise your posts into themes and topics and identify your strongest ideas
- Create a searchable library of your content.
- Find opportunities to repurpose posts into newsletters, articles, podcasts etc.
- Build a content plan for the next 12 months.

 Hey there, Ozy

How can I help you today?

+

Sonnet 5 Medium ▾



Write



Learn



Code



Life stuff



Claude's choice

Projects

Sort by Last updated ▾

New project

🔍 Search projects...

Create a project



What are you working on?

Name your project

What are you trying to achieve?

Describe your project, goals, subject, etc...



Cancel

Create project

+ New chat

Chats

Projects

Artifacts

Customize

Products

Code

Design

Recents

Quality of thinking in the age of AI

Simplifying project plan frameworks...

Advanced AI workshop concept...

Converting content into executive...

Modeling sustainable business models...



← All projects

Ozy's New Lead Generator

Identifier

Type

+



Share

Instructions

Add instructions from the...

Files

Add PDFs, documents, or other references

Edit details



Name

Ozy's New Lead Generator

Description

Identifies new leads that are coming on to the market from my top 100 ICPs

Cancel

Save

← All projects

Ozy's New Lead Generator

⋮ ☆ Share

Identifies new leads that are coming on to the market from my top 100 ICPs

How can I help you today?



Sonnet 5 Medium ▾



Start a chat to keep conversations
organized and re-use project knowledge.

Instructions +

Add instructions to tailor Claude's responses

Files +



Add PDFs, documents, or other text to
reference in this project.

Turn AI Into Your Personal Business Assistant

Instead of using AI to just answer questions, use it to actively manage your business in the background.

By connecting Claude to the tools you already use, it can do things like:

- Find opportunities you've forgotten about
- Follow up with people who never replied
- Draft personalised emails and messages
- Organise your diary
- Create daily action lists
- Continuously monitor your comms without you having to remember



Most recruiters lose business because they don't follow up consistently.

Every inbox contains:

- Warm prospects who never replied
- Candidates who went quiet
- Clients who said "maybe later"
- Conversations that simply got forgotten

Claude can search years of emails and LinkedIn conversations in minutes and identify every missed opportunity.

The result is:

- More meetings
- More placements
- Better productivity
- No opportunities slipping through the cracks



Example Workflows You Can Build: Outlook + Claude

Connect Claude to Outlook and ask it to:

- Search all sent emails from the last 3-6 months
- Identify everyone you've contacted about a specific campaign who never replied
- Produce a prioritised follow-up list
- Draft a personalised email for every contact based on your previous conversation
- Save each email as a draft ready for approval or sending

Example prompt:

"Review every email I've sent in the last six months about our retained service offering. Find anyone who hasn't replied. Create a personalised follow-up email for each person that references our previous conversation and their business."



Calendar + Claude

Ask Claude to:

- Review tomorrow's calendar
- Prepare a daily briefing
- Highlight preparation needed for each meeting
- Suggest priorities for the day
- Create your daily task list

Instead of checking multiple systems, you receive one AI-generated briefing every morning.



So, what is actually going on?

Notice how some of the things you used to do from a BD perspective just don't seem to work as well anymore?

The buying process has changed (it had to), but the recruitment sales process hasn't kept up with that change.

The core principles of B2B sales have not changed...

- ✓ Sales is a numbers game.
- ✓ People buy when they trust you.
- ✓ You need to understand the buyer's world better than they do.
- ✓ Problems get prioritised before solutions get purchased.
- ✓ People want to buy from you, they don't want to be sold to.
- ✓ Perceived value is defined by the customer, not the seller.
- ✓ Buying decisions are emotional, then justified logically.
- ✓ Credibility is earned through proof of delivery, not marketing.

... but the wrapping has changed.

- ✓ Buyers do most of their research before speaking to suppliers.
- ✓ Buying decisions are made by groups, not individuals.
- ✓ Trust and credibility matter more than brand size.
- ✓ Content influences decisions as much as sales conversations.
- ✓ Sales is no longer linear - buyers use multiple channels.
- ✓ Price is important, but risk reduction is more important.
- ✓ Buying cycles are longer, with more pauses and restarts.
- ✓ Buyers want proof, case studies and data, not promises.
- ✓ Sales and marketing are judged on value, not persistence.



BOOKING

Destination

Arrival

Departure

SEARCH

So, what is going on?





11:56

Incoming Call

**Suspected
Spam**



Block Number



Ask Reason for Calling

Please provide your
name and reason
for calling.

John Smith,
schedule delivery

Decline

Answer

BABY BOOMERS

(1946-1960)



Generation X

(1961-1980)



Generation Y

(1981-1995)



GENERATION Z

(Born after 1995)



Which of the following channels do you use for your outreach?



Tinder



Instagram



Twitter



WhatsApp



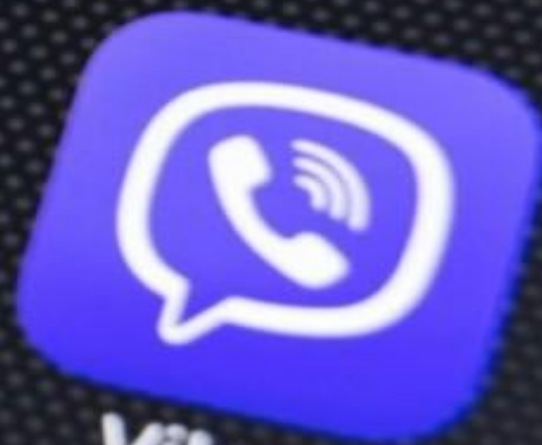
gram



Facebook



Snapchat

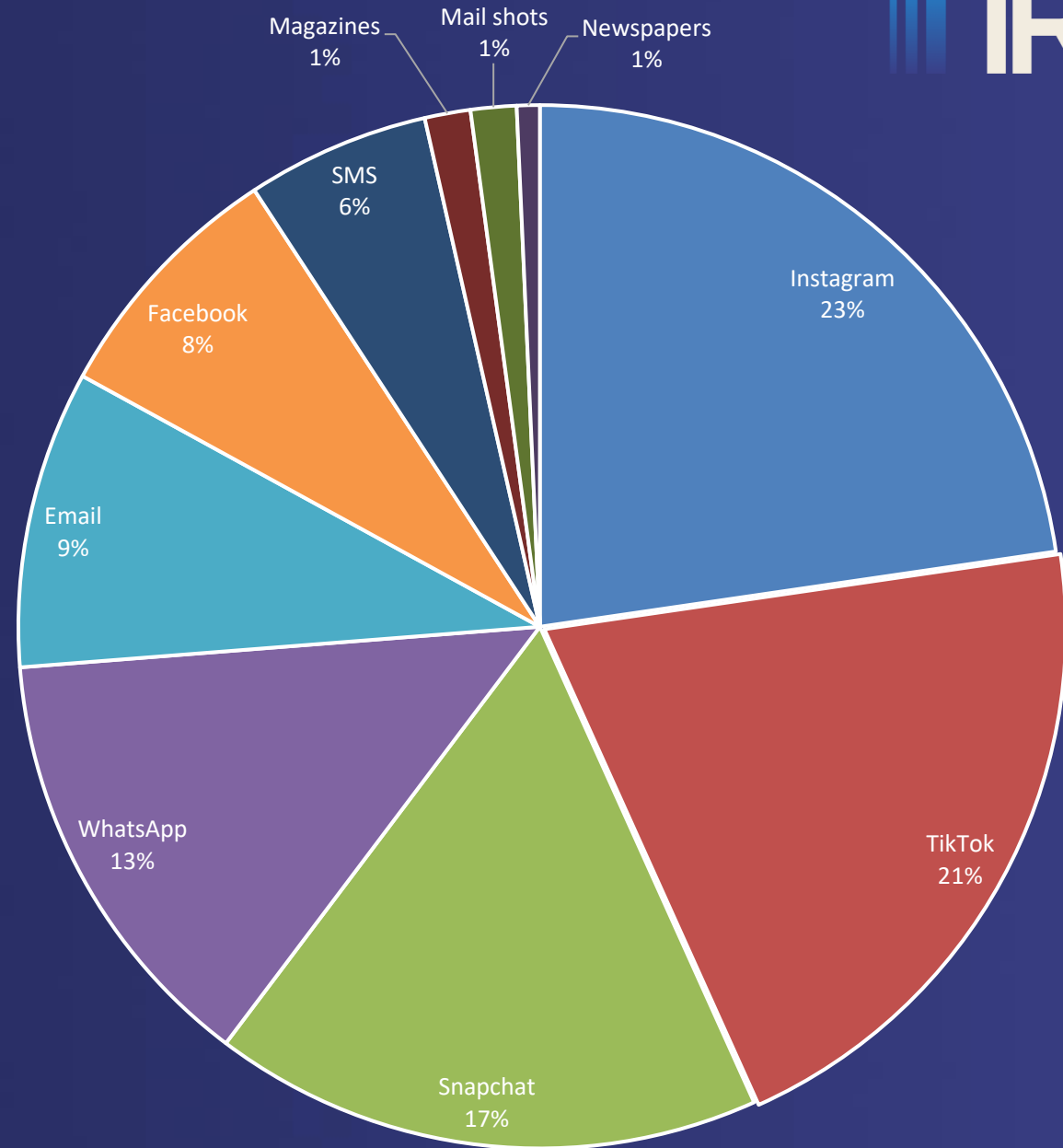


Viber

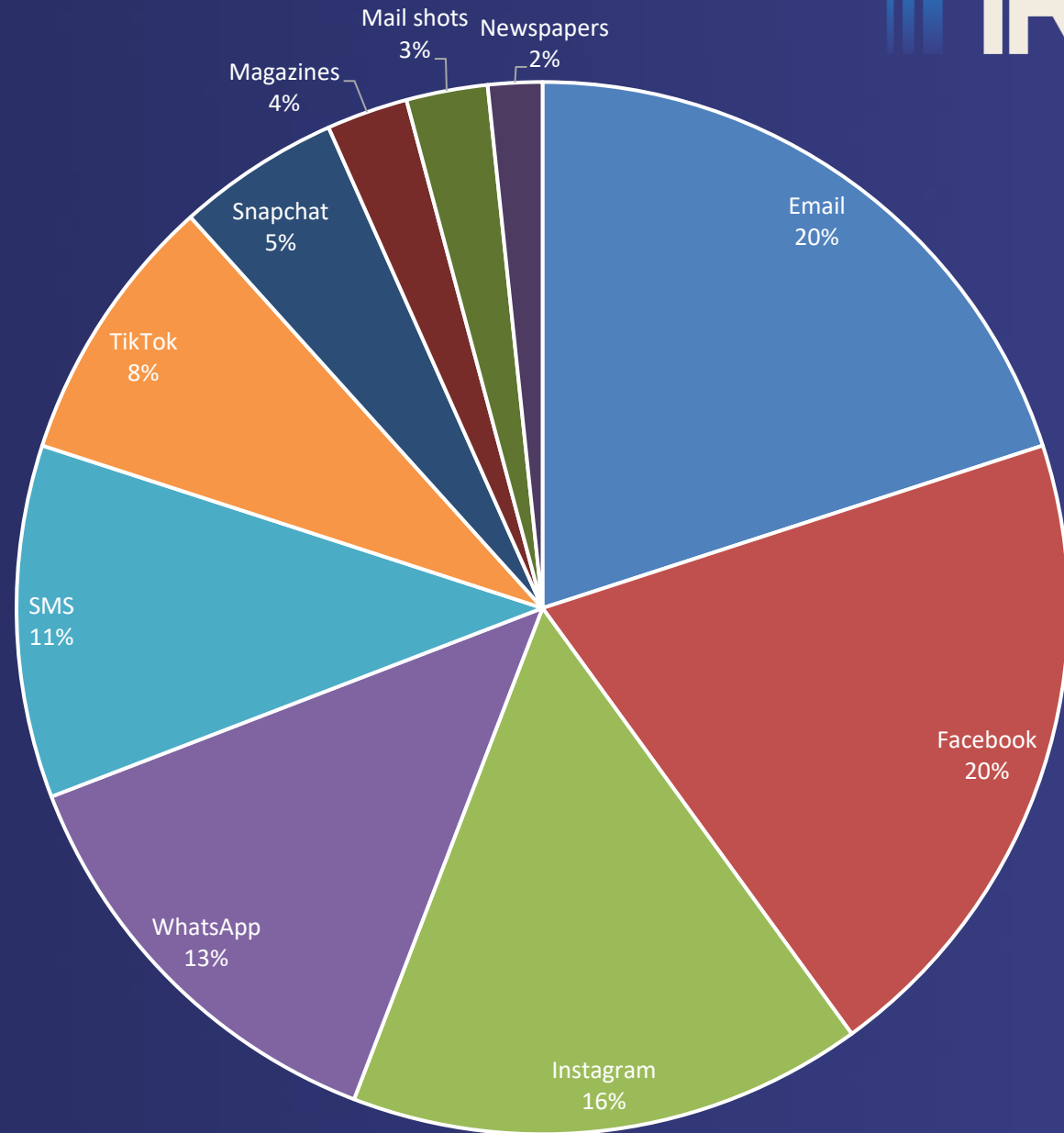


Which of the following channels are your ICPs using?

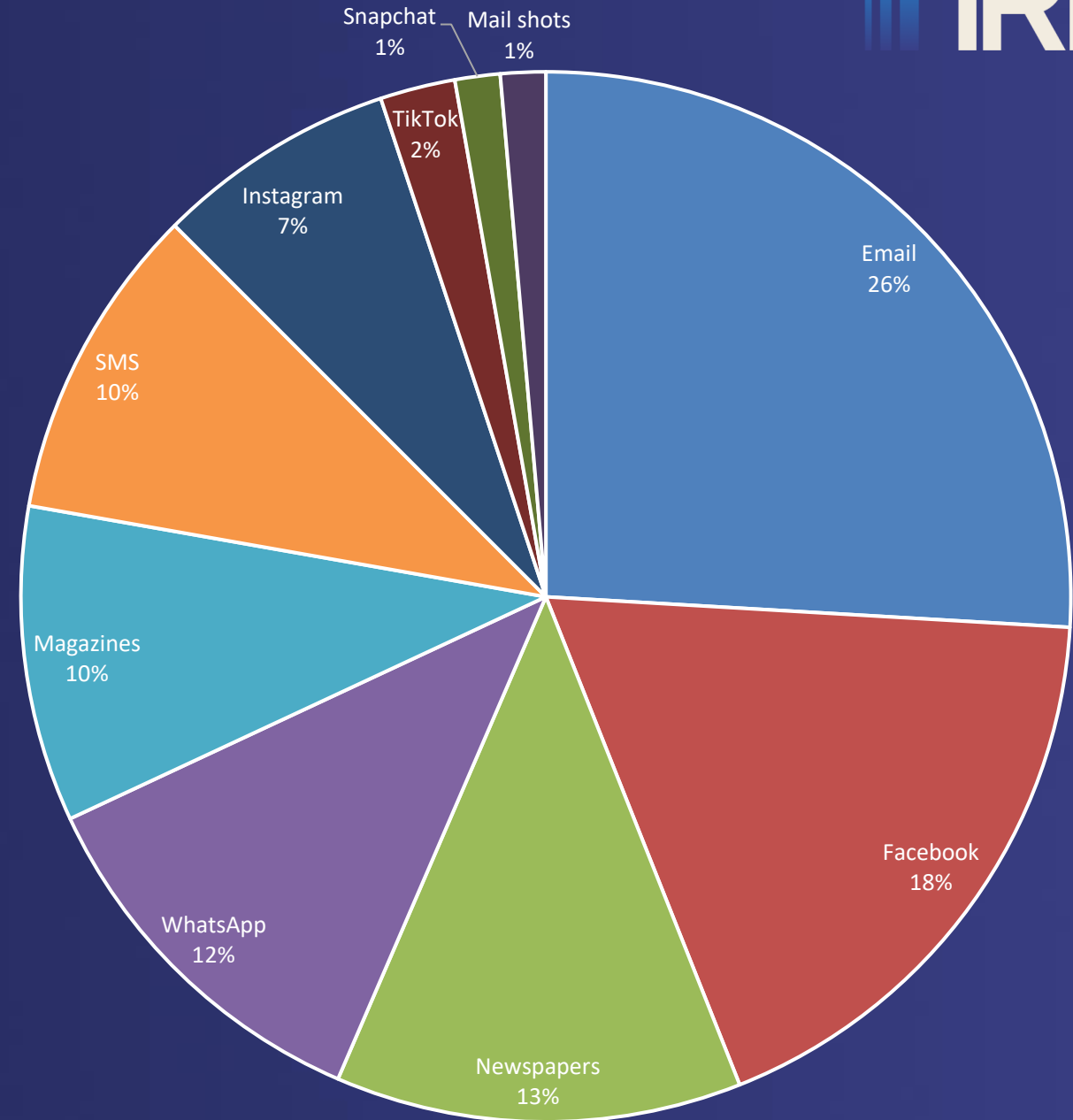
Where do **16–24** year-olds spend their time?



Where do **25–45** year-olds spend their time?



Where do 46+ year-olds spend their time?





SOCIAL SCALING PROGRAMME

The background of the slide features a blurred image of a person's hands holding a smartphone. Overlaid on this background are several orange icons: two speech bubbles, two heart symbols, and one person icon, all representing social media interactions.

4 Week Personal Branding
Development Programme

Be famous for something

1

We feel first, think second

People remember how you made them feel far more than what you actually said.

2

Different beats better

Everyone claims quality, service and expertise - differentiation, not marginal superiority, creates memorability.

3

Famous brands create stories

Word of mouth still beats advertising - give people a remarkable experience worth retelling.

*“If you're famous for nothing, you're invisible.
If you're famous for something, people remember you, trust you and recommend you.”*

Build a BD strategy
that is **relevant** to your
market!

The Talent Reset



1

A reset, not a crisis

The labour market is changing rules, not collapsing - the challenge is how businesses evolve to stay relevant.

2

The talent paradox is real

Employers can't find the right people; candidates can't find the right jobs. Both are true - it's a matching problem.

3

Skills are replacing credentials

Adaptability, curiosity, learning agility and judgement now matter more than degrees or years of experience.

4

AI changes jobs, not headcount

Very few roles disappear entirely - almost every role evolves. Helping people reskill matters as much as hiring.

5

Learning is a commercial edge

Organisations that learn faster than they change will outperform - learning culture is now business infrastructure.

6

Leadership is the real differentiator

The biggest challenge facing organisations isn't AI. It's whether leaders can navigate uncertainty well.

The Talent Reset



1

A reset, not a crisis

The labour market is changing rules, not collapsing - the challenge is how businesses evolve to **stay relevant**.

2

The talent paradox is real

Employers can't find the right people; candidates can't find the right jobs. Both are true - it's a matching problem.

3

Skills are replacing credentials

Adaptability, curiosity, learning agility and judgement now matter more than degrees or years of experience.

4

AI changes jobs, not headcount

Very few roles disappear entirely - almost every role evolves. Helping people reskill matters as much as hiring.

5

Learning is a commercial edge

Organisations that learn faster than they change will outperform - learning culture is now business infrastructure.

6

Leadership is the real differentiator

The biggest challenge facing organisations isn't AI. It's whether leaders can navigate uncertainty well.

Recruitment is not disappearing.

Average recruitment is.

Only **3%** of TA leaders said agencies provide limited value.

What has changed?

- 1 — Clients are not abandoning agencies - they are choosing fewer, better partners.
- 2 — Internal TA is not the enemy - it is the buyer and your future partner.
- 3 — Value has moved upstream: insights and unique access to specialist talent now matter as much as CV flow.

“The future isn't about fewer agencies. It's about fewer relationships.”

This is a list of key priorities for HR professionals this year, in order.

What is your recruitment business doing right now, to help them navigate this list?

HR priorities are not a list - they are buying triggers

-
- Talent shortages
 - Upskilling
 - Redeployment
 - Rethinking the employee value proposition
 - Skills and personality assessment
 - Developing the employee experience
 - Re-engaging the workforce
 - Attracting talent to the enterprise
 - Creating purpose-driven work / workplaces
 - Strengthening leader-employee relationships

-
- Building flexible work models
 - Retention
 - Engagement
 - Diversity, equity, inclusion
 - Managing uncertainty
 - Focus on employee health / well-being
 - Workforce planning
 - Access to high quality talent pools
 - Learning and Development
 - Blended AI / Human Org Strategies

Translate every HR priority into one of four buyer outcomes: reduce risk, increase speed, improve quality or create strategic opportunity.

Great recruiters are selling before a role even exists

The strongest agency relationships are built in the gaps between vacancies.

- **Market mapping** Where talent sits, who moves and what their competitors are doing.
- **Salary intelligence** Pay ranges, flexibility signals, worker behaviours and trade-off realities.
- **EVP positioning** What candidates will believe, challenge or ignore.
- **Hiring strategy** Role design, process friction, assessment and AI impact.
- **Risk sensing** Where scarcity, attrition or capability gaps may hit delivery.

A vacancy is often just one of the outcomes of the conversation, not the only outcome.

SO, ARE YOU RELEVANT?!



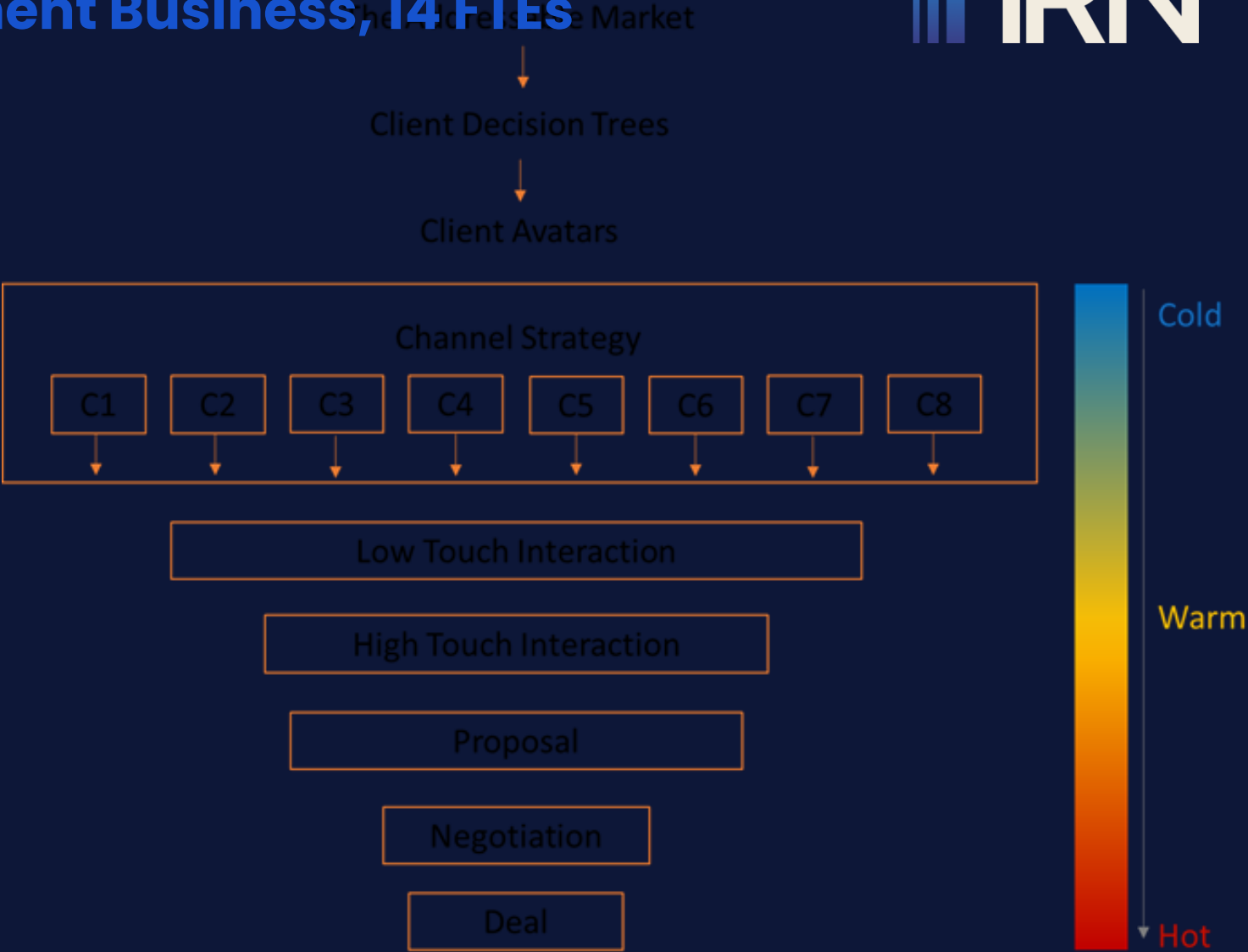
The PINNACLE Programme

Converting 18% average margins to 35%+

Build a strategy to be
visible to your
market!

How many prospect customers are
you / your recruiters in front of every
week?

CASE STUDY: London Recruitment Business, 14 FTEs



CASE STUDY: London Recruitment Business, 14 FTEs



Generate Interest

Share insights and generate Interest on upcoming employment legislation changes



CASE STUDY: London Recruitment Business, 14 FTEs



Generate Interest

Share insights and generate Interest on upcoming employment legislation changes

↓
Call 2 Action: Invitation to Roundtable

↓
Roundtable (132 prospects)
Create urgency with content and expert

↓
Call 2 Action: 1:1 meeting to complete legislation audit



CASE STUDY: London Recruitment Business, 14 FTEs



Generate Interest

Share insights and generate Interest on upcoming employment legislation changes

↓
Call 2 Action: Invitation to Roundtable

Roundtable

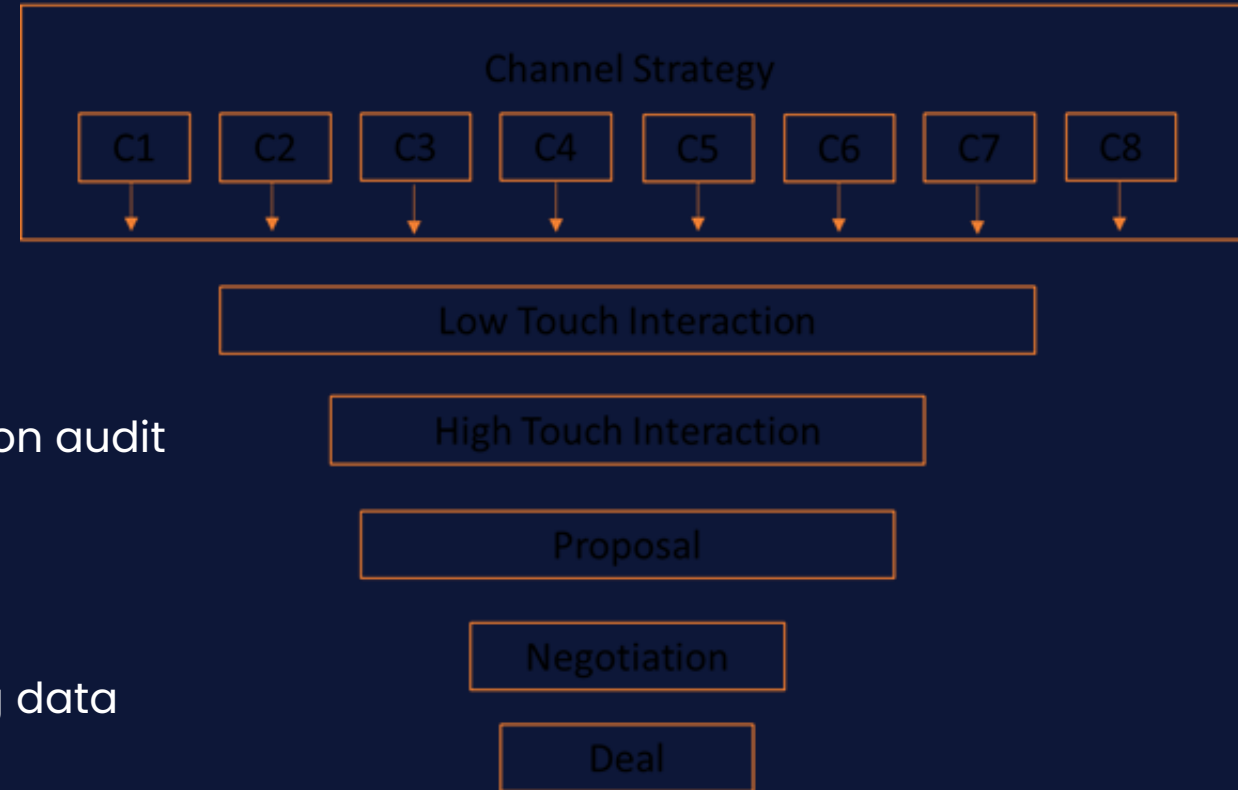
Create urgency with content and expert

↓
Call 2 Action: 1:1 meeting to complete legislation audit

1:1 Meeting (41 prospects)

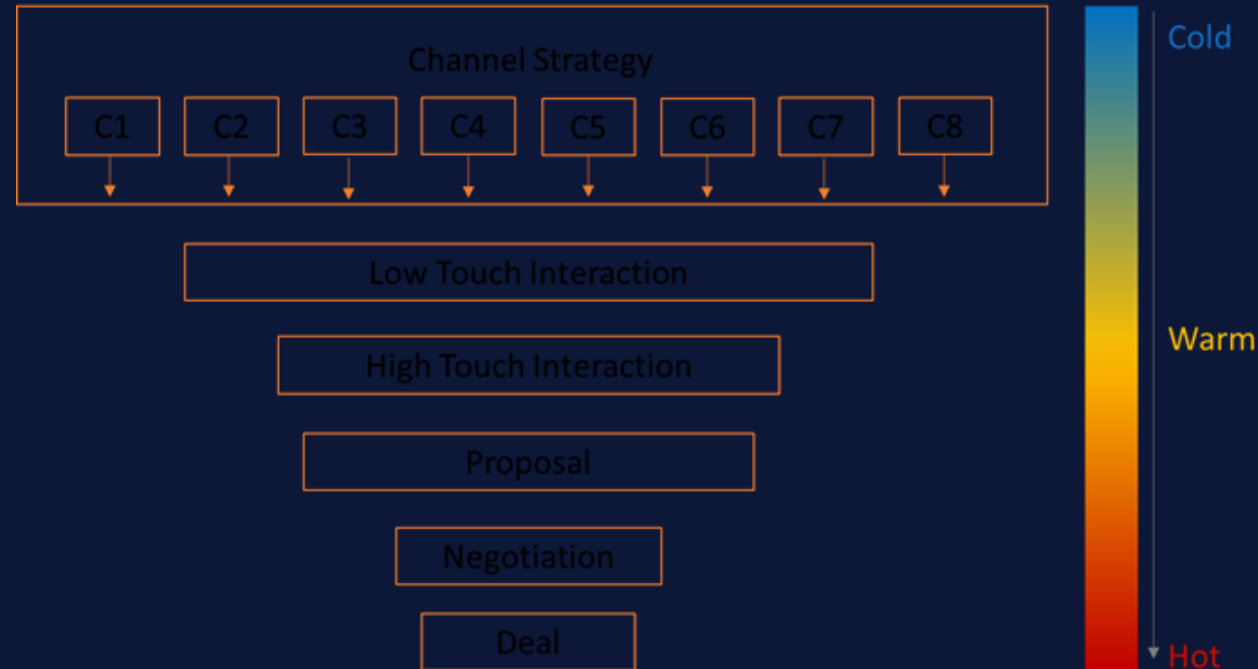
Add value by sharing outputs and comparing data

↓
Call 2 Action: talent planning conversation



So, how do you get in their boardrooms?

omnichannel



Value • Visibility • Velocity

Flip the narrative.

The question is not...

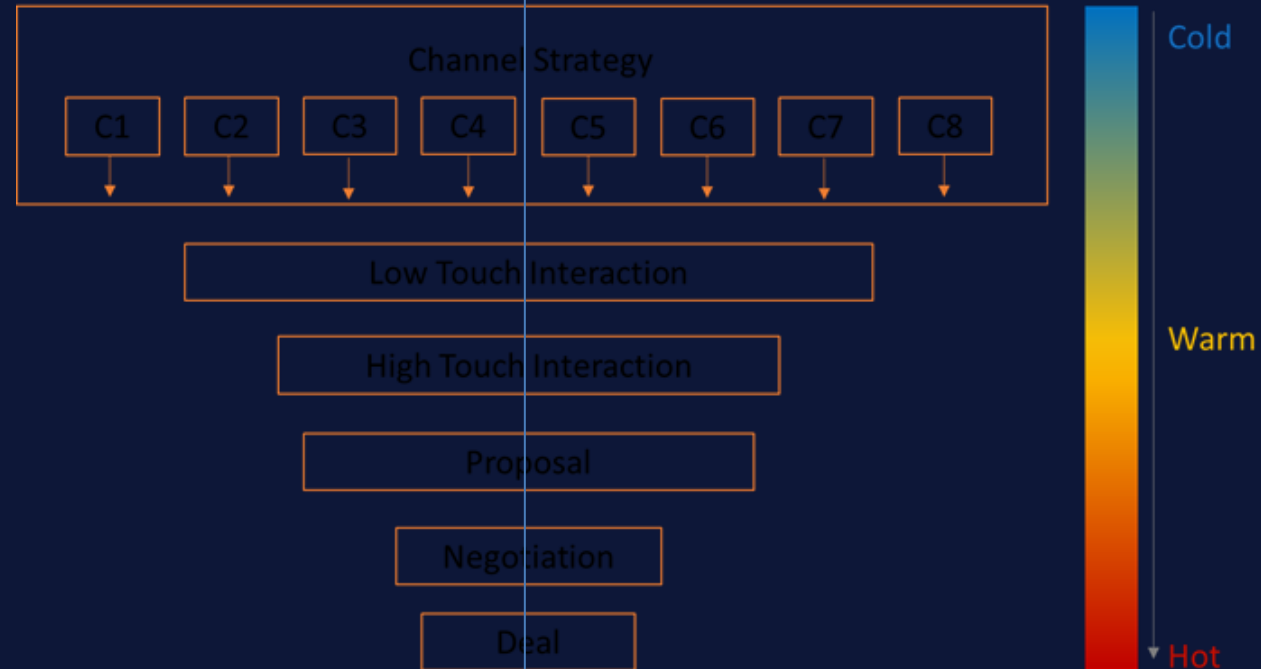
...how can I sell to my ICP, but...

...how can I get my ICP to *want* to buy from me.

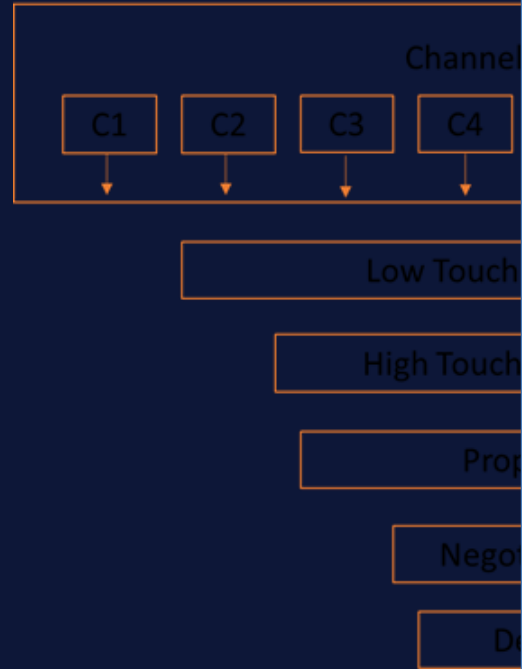
(there is a huge difference)

Outbound

Inbound



Outbound

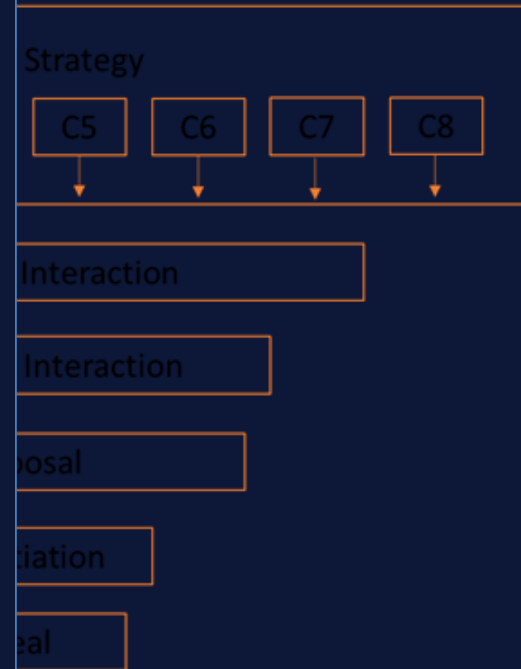


Cold Calling
LinkedIn – direct outreach
Email marketing
Pre-Ad chasing
Google Advertising
Reverse Marketing (The “Bench”)
X / Threads
Partner channel
LinkedIn Advertising
SEO
YouTube



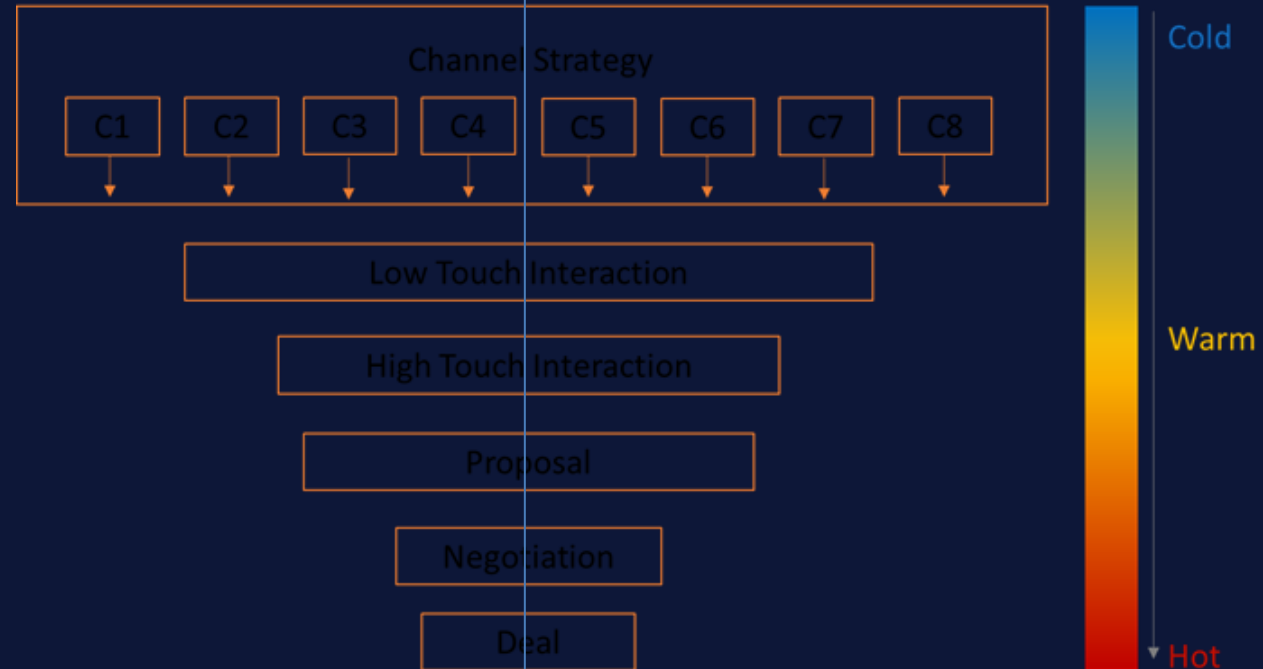
LinkedIn – networking
Instagram – community building
Facebook – community building
Events – internal and external
PCCs – Placed Candidate Campaigns
Partner channel
Community Platform
Online Roundtables
Podcasts
Referral programmes
SEO and AI SEO

Inbound



Outbound

Inbound



omnichannel

LinkedIn – networking
Instagram – community building
Facebook – community building
Events – internal and external
PCCs – Placed Candidate Campaigns
Partner channel
Community Platform
Online Roundtables
Podcasts
Referral programmes
SEO and AI SEO

Cold Calling
LinkedIn – direct outreach
Email marketing
Pre-Ad chasing
Google Advertising
Reverse Marketing (The “Bench”)
X / Threads
Partner channel
LinkedIn Advertising
SEO
YouTube



Value • Visibility • Velocity

Let's look at the research from our customers...

Insights from 137 TA leaders

Clients are consolidating around relationship quality

Your objective is to move up the ladder before the next supplier review.

- | | | |
|----|------------|--|
| 01 | Supplier | Responds to role, fee, speed and CV flow. |
| 02 | Specialist | Owens a hard-to-reach talent niche or market. |
| 03 | Adviser | Brings insight, salary data and competitor context. |
| 04 | Partner | Understands strategy, EVP, capability gaps and risk. |

Fewer suppliers. Deeper relationships. Higher standards.

TA Pressures that drive opportunity



Buyers need help where internal TA is stretched, uncertain or under-informed.

1. Hard-to-reach talent

Specialist search, community access, discreet approaches, passive talent engagement.

Best when the talent problem is scarce, niche or high-impact.

2. Intelligence & advisory

Salary, competitor, location, EVP and process insight packaged as decision support.

Best when leaders need confidence before committing budget.

3. Embedded / project support

Sprint capacity, hiring pods, direct sourcing, process improvement or campaign delivery.

Best when TA has volume, urgency or transformation pressure.

TA Pressures that drive opportunity



Buyers need help where internal TA is stretched, uncertain or under-informed.

1. Hard-to-reach talent

Specialist search, community access, discreet approaches, passive talent engagement.

Best when the talent problem is scarce, niche or high-impact.

2. Intelligence & advisory

Salary, competitor, location, EVP and process insight packaged as decision support.

Best when leaders need confidence before committing budget.

3. Embedded / project support

Sprint capacity, hiring pods, direct sourcing, process improvement or campaign delivery.

Best when TA has volume, urgency or transformation pressure.

A perspective view of a server room with rows of server racks on both sides, illuminated by overhead lights, creating a blue-toned environment.

sentiment data meets
market data meets
benchmarking data meets
economic data meets
strategy

A perspective view of a server room with rows of server racks on both sides, illuminated by overhead lights, creating a blue-toned environment.

Smart recruiters
are selling strategy
as much as they
are selling cvs

Today's briefing

Hiring triggers 7

New leads 8

Live vacancies

Competitors

Market & economy

Content studio

AI agents

Setup & alerts

00:00

▲ 06:30 briefing sent

12:00

24:00

TUESDAY 1 SEPTEMBER · BRIEFING READY

OVERNIGHT SCAN COMPLETE

234 VACANCIES · 5 RIVALS · 6 ECONOMIC SIGNALS

Good morning, James.

THE CALL

NEXT 90 DAYS

Confidence

Rate pressure in ai / machine learning is about to break — call the 9 Africa clients still budgeting at last year's numbers.

WHAT WE SAW

Advertised day rates for ai / machine learning across Africa moved +8% in 21 days, while Kestrel Talent quietly added 105 li...

WHY IT MATTERS

Clients holding last year's approved rate card will start losing offers in roughly three weeks. That failure is your opening, ...

DO THIS TODAY

Send the rate-movement one-pager to every client who hired at the old band, and open with the offer they are about to ...

A perspective view of a server room with rows of server racks on both sides, illuminated by overhead lights, creating a blue-toned environment.

**Smart recruiters
are always three
steps ahead of the
rest of the market**



The 12 Hiring Triggers Every Recruiter Should Monitor



Contact a client at the right moment - and you're not an interruption. You're a solution.

PE Investment / Acquisition

VERY HIGH

Product Launch / New Business Line

HIGH

New CEO / MD Appointment

HIGH

Rapid LinkedIn Headcount Growth +10%

HIGH

Contract Win / Major Announcement

VERY HIGH

Regulatory Change

MEDIUM-HIGH

Funding Round (Series A/B/C)

VERY HIGH

Poor Glassdoor Signal

MEDIUM

Office Opening / Expansion

HIGH

Restructuring Programme

MEDIUM-HIGH

Senior Leadership Departure

HIGH

IPO Preparation

HIGH

Finding clients before they know they need you.

1

Office lease signed

Company takes new space → headcount expansion incoming.

You call before the brief is written.

2

Series B funding round

Startup raises capital → immediate hiring surge across tech, sales, ops.

You're first in.

3

Senior exec appointment

New CTO / CFO / CMO → they always rebuild the team as part of their new remit.

You get to help make them look good!

4

Competitor redundancies

Rival announces layoffs → motivated, experienced talent available and on the market.

You get candidate exclusivity.

Finding clients before they know they need you.



1

Office lease signed

Company takes new space → headcount expansion incoming.

You call before the brief is written.

2

Series B funding round

Startup raises capital → immediate hiring surge across tech, sales, ops.

You're first in.

3

Senior exec appointment

New CTO / CFO / CMO → they always rebuild the team as part of their new remit.

You get to help make them look good!

4

Competitor redundancies

Rival announces layoffs → motivated, experienced talent available and on the market.

You get candidate exclusivity.

Charlie – the office lease agent Auto ▾



Charlie – the office lease agent

By James Osborne 𐌲

Identifies hiring triggers from my ICP

+ Ask anything



10000 chars

Charlie – the office lease agent Auto ▾



Charlie – the office lease agent

By James Osborne 𐀀

Identifies hiring triggers from my ICP

+ London leases



10000 chars

Here are **5 recent London office lease signals** (≤ 90 days) that could indicate **hiring growth or relocation triggers**—useful for agency outreach before competitors. I've included the tenant, building, size (if known), and why it's a trigger.

1. Herbert Smith Freehills Kramer – 268,000 sq ft HQ lease

- Tenant: [Herbert Smith Freehills Kramer](#)
- Building: [8 Exchange Square](#)
- Size: **268,000 sq ft**
- Lease length: **21 years**
- Move date: **2030**

Trigger:

- Major consolidation move (Canary Wharf → Broadgate)
- Post-merger HQ for combined firm
- Bringing teams together from multiple offices

Why it matters for recruitment:

- Law firms usually **scale hiring before HQ relocations**
- Likely hiring across **legal, operations, and support staff**

F N London

2. Visa – European HQ lease

- Tenant: [Visa Inc.](#)
- Building: [1 Canada Square](#)
- Size: **~190,000 sq ft across 11 floors**

Trigger:

- New **European headquarters**
- Large footprint expansion

Why it matters:

- HQ moves typically precede **regional hiring growth**
- Expect hiring in:
 - fintech
 - payments
 - regulatory
 - product teams

avisonyoung.co... +1

✓ [BBVA](#) — Canary Wharf expansion

- **Building:** Canary Wharf estate
- **Size:** **~250,000 sq ft**
- **Sector:** Banking / financial services

Prospecting angle:

- Banks expanding into London usually add **investment banking, fintech partnerships and compliance teams** shortly after leasing.

Reuters

✓ [Zopa](#) — HQ move to Canary Wharf

- **Sector:** Fintech / digital banking
- **Location:** Canary Wharf
- **Trigger:** HQ relocation to support growth

Prospecting angle:

- Fintech HQ relocations almost always coincide with **engineering + product hiring waves**.

Reuters



✓ **Patterns worth targeting right now (London office leasing):**

- **Fintech & crypto:** Ripple, Zopa
- **Banks expanding footprints:** HSBC, BBVA
- **Global HQ consolidations:** Visa

Financial services accounted for **~34% of Central London office take-up**, making it the biggest tenant group. [The London Eco...](#)

Manchester Office Lease Trigger List

1. Canopus Group – Tech Hub Expansion



Company: Canopus Group
Building: 100 Barbirolli Square
Lease size: ~13,500 sq ft
Lease length: 10 years
Use: Data + technology hub

Hiring trigger

- Data science
- insurance analytics
- digital underwriting teams

Who to call

- COO
- Head of UK Operations
- Head of Data / Technology

Reason

Tech hubs normally scale quickly after lease completion.

2. Lewis Silkin – Manchester Expansion



Company: Lewis Silkin
Building: Trinity Manchester
Lease size: ~8,000 sq ft
Lease: 10 years

Hiring trigger

- Employment lawyers
- support staff
- litigation teams

Who to call

- Managing Partner (Manchester)
- Operations Director

Reason

Office 4× larger than previous space → expansion strategy.

3. Co-operative Bank – HQ Expansion



Company: The Co-operative Bank
Building: One Balloon Street
Additional space: ~15,500 sq ft

Hiring trigger

- operations
- customer services
- banking tech

Who to call

- Head of Workplace
- Property Director

Reason

Banks often expand space before hiring waves.

4. TDC – New Manchester Investment Office



Company: TDC
Building: 55 King Street
Size: ~3,300 sq ft

Hiring trigger

- investment analysts
- deal teams
- finance support

Who to call

- Partner / Managing Director
- COO

Reason

Private credit firms typically grow deal teams after opening regional offices.

TRACTION

4 Week AI Development and Coaching Programme



The 12 Hiring Triggers Every Recruiter Should Monitor



Contact a client at the right moment - and you're not an interruption. You're a solution.

PE Investment / Acquisition

VERY HIGH

Product Launch / New Business Line

HIGH

New CEO / MD Appointment

HIGH

Rapid LinkedIn Headcount Growth +10%

HIGH

Contract Win / Major Announcement

VERY HIGH

Regulatory Change

MEDIUM-HIGH

Funding Round (Series A/B/C)

VERY HIGH

Poor Glassdoor Signal

MEDIUM

Office Opening / Expansion

HIGH

Restructuring Programme

MEDIUM-HIGH

Senior Leadership Departure

HIGH

IPO Preparation

HIGH



DNA
MISSION CONTROL



Today's briefing



Hiring triggers

7



New leads

8



Live vacancies



Competitors



Market & economy



Content studio



AI agents



Setup & alerts

09:47 · Tuesday 25 August

FEEDS LIVE

DEMO DATA

Re-run analysis

00:00

▲ 06:30 briefing sent

12:00

24:00

TUESDAY 25 AUGUST · BRIEFING READY

OVERNIGHT SCAN COMPLETE

338 VACANCIES · 5 RIVALS · 6 ECONOMIC SIGNALS

Good morning, James.

THE CALL

NEXT 90 DAYS

Confidence



Rate pressure in marketing is about to break — call the 13 US West Coast clients still budgeting at last year's numbers.

WHAT WE SAW

Advertised day rates for marketing across US West Coast moved +4% in 21 days, while Orrick Bay quietly added 68 live roles in the same space.

WHY IT MATTERS

Clients holding last year's approved rate card will start losing offers in roughly three weeks. That failure is your opening, and it is easier to sell before it happens.

DO THIS TODAY

Send the rate-movement one-pager to every client who hired at the old band, and open with the offer they are about to lose rather than the date.

New leads

SCORED ON FIT, SIGNAL STRENGTH AND WARMTH

Va

Vantage Bridge

Management consulting · US West Coast · Business development

96

FIT

Their careers page went live with 7 vacancies before the job boards saw them.

WARM ROUTE IN

DIRECTOR OF PEOPLE

Draft opener

Or

Orrick Bay

Media, marketing & creative · US East Coast · Business development

95

FIT

Two of their hires last quarter came from your placed candidates' networks.

COLD

DIRECTOR OF PEOPLE

Draft opener

St

Stanmore Ellis

Management consulting · US West Coast · Business development

90

FIT

Two of their hires last quarter came from your placed candidates' networks.

WARM ROUTE IN

PRINCIPAL PEOPLE

Draft opener

Ha

Halden & Roe

Media, marketing & creative · US West Coast · Sales & commercial

87

FIT

Their careers page went live with 4 vacancies before the job boards saw them.

COLD

INTERIM HEAD OF PEOPLE

Draft opener

-  Today's briefing
-  **Hiring triggers** 7
-  New leads 8
-  Live vacancies
-  Competitors
-  Market & economy
-  Content studio
-  AI agents
-  Setup & alerts

09:46 · Tuesday 25 August

 FEEDS LIVE

DEMO DATA

Re-run analysis

Hiring triggers 7 FIRING · SCORED 0-100

Events that reliably precede a hire. Scored on how often that signal converted to a live brief in your sectors, weighted by how recently it fired.

Lo	Lockwood Klein — Job ads reposted 3× Same Lead Customer Success role live for 76 days across three boards. Internal team is stuck. LEAD WITH CANDIDATES, NOT CREDENTIALS · BUSINESS DEVELOPMENT · TODAY	92 SCORE	Draft
Ar	Ardent & Co — Head of function resigned Interim Head of Business Development updated their profile to "open to work". Backfill plus their team churn is the opening. OFFER A MARKET MAP OF REPLACEMENTS · CUSTOMER SUCCESS · 3D AGO	89 SCORE	Draft
Pi	Pilcrow — Series B closed £22m raised. Historically, 36% of headcount growth lands within 90 days of close. GET IN BEFORE THE RETAINED BRIEF GOES OUT · CUSTOMER SUCCESS · 3D AGO	85 SCORE	Draft

09:47 · Tuesday 25 August

FEEDS LIVE

DEMO DATA

Re-run analysis

Content studio

VOICE: STORYTELLER

Rewrite my week

Five posts built from your own market data — not generic recruitment platitudes. Each one carries a number your competitors do not have.

WRITTEN 25 AUG · EDIT ANYTHING BEFORE IT GOES OUT

MONDAY

CONTRARIAN TAKE

Everyone in Professional services says hiring is flat.

Advertised roles in UK-wide moved 4% this month. Business development demand is running at index 99 while Customer success sits at 60.

That is not a flat market. That is a market that moved and did not tell you.

If your headcount plan was written against last year's assumptions, it is now aimed at the wrong direction.

TUESDAY

DATA BREAKDOWN

Median time to hire: 54 days (+9).

Most people will read that and move on. Here is what it actually does to you.

Slower processes mean more failed hires. That is your interim conversation.

The businesses that adjust their offer in the next few weeks will hire from the ones that wait.

WEDNESDAY

FIELD NOTE

A professional services client called this week about a role that has been live for 85 days.

Three job boards. Same advert. No shortlist.

The problem was never the advert. 20 new roles landed in UK-wide today alone, and every one of them is competing for the same twelve people.

Speed is the offer now. Not the salary.

Remember, sales is as much about increasing the value of your existing customer base as it is about building new pipeline.

You need to do both really well!

OPERATION GOLDMINE

(the low hanging fruit)

Here's how Laura Clark at OA Group found £7m worth of business sitting WITHIN their client base, using Operation Goldmine...

1. They graded their clients based on spend from A through to E.
2. They mapped 2023 spend vs 2024 and highlighted any key accounts that were down.
3. They identified clients that were sitting within C, D and E and reached out to them, finding out their 2025 business plans and how they could potentially add value.
4. They asked about referrals, different sites, different departments, different hiring managers and started mapping out the business.
5. They visited the top 25 clients that they believed they could do more with.



Laura Clark • 1st
CEO of OA Recruitment Solutions. Partnering with clients that want to do re...
[Visit my website](#)
1mo • 🌐

Here's how we found £7mill worth of business sitting WITHIN our client base.

I genuinely believed we knew where the business was within our client base but the truth is; we did NOT.

So if this post helps one other business today - then I am happy with that.

8 weeks ago, myself, [Karen Dobson](#) and [Natasha Holey MREC CertRP](#) set off on a mission to map out all of our current and lapsed client recruitment spend within our service offering.

Here are the simple steps we followed to uncover £7 million pounds worth of spend we DIDN'T have;

1. We graded our clients based on spend from A through to E
2. We mapped 2023 spend vs 2024 and highlighted any key accounts that were down
3. We identified clients that were sitting within C, D and E and reached out to them, finding out their 2025 business plans and how we could potentially add value
4. We asked about referrals, different sites, different departments, different hiring managers and started mapping out the business
5. We visited the top 25 clients that we believed we could do more with

And then we added it all up together.

It's a bitter sweet exercise - GREAT news for 2025 now being able to form a concrete plan around our account growth and offering.

But just look at how much business we left on the table.

The next step is monitoring, tracking and most importantly CELEBRATING the growth - therefore, going into 2025 - we are on a mission to be the best partner we can to all our existing and NEW clients and truly understanding what opportunities we have right under our nose.

Don't sit on business like we have this year, go get it in 2025.

(P.S Thank you to [James Osborne](#) who first sparked this project within "Operation Goldmine" - if I don't mention him, I will be in big trouble).

 You and 115 others 26 comments • 2 reposts

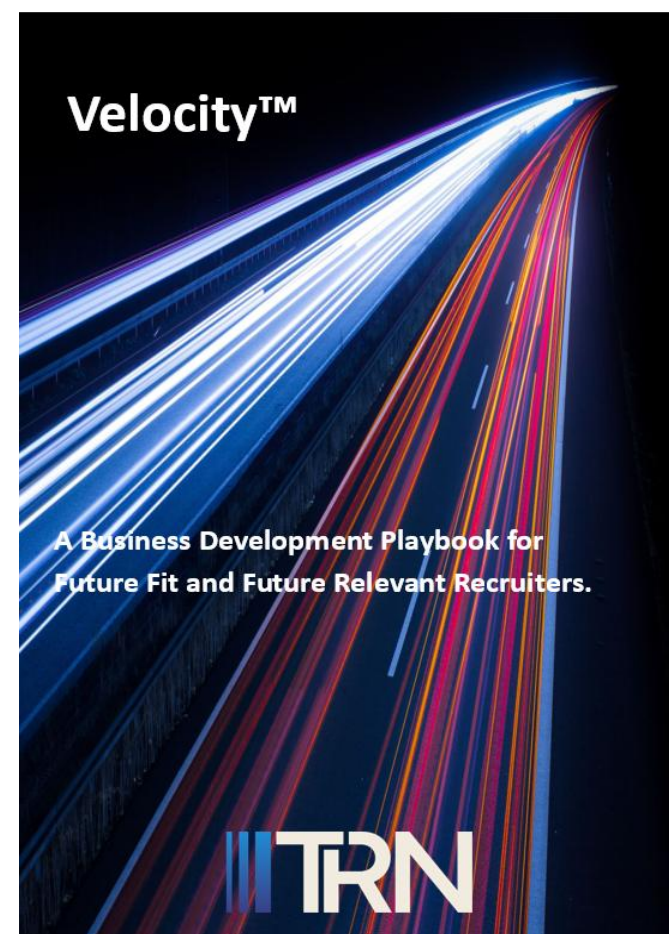
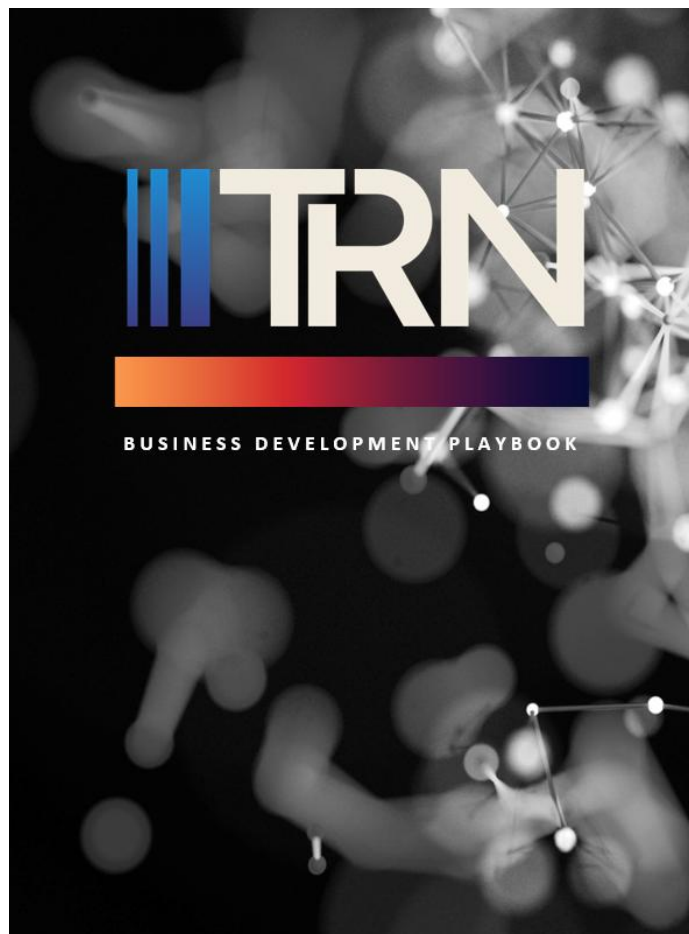
  Celebrate  Comment  Repost  Send

POLL RESULTS: *One particular **STRENGTH** when it comes to Account Management*

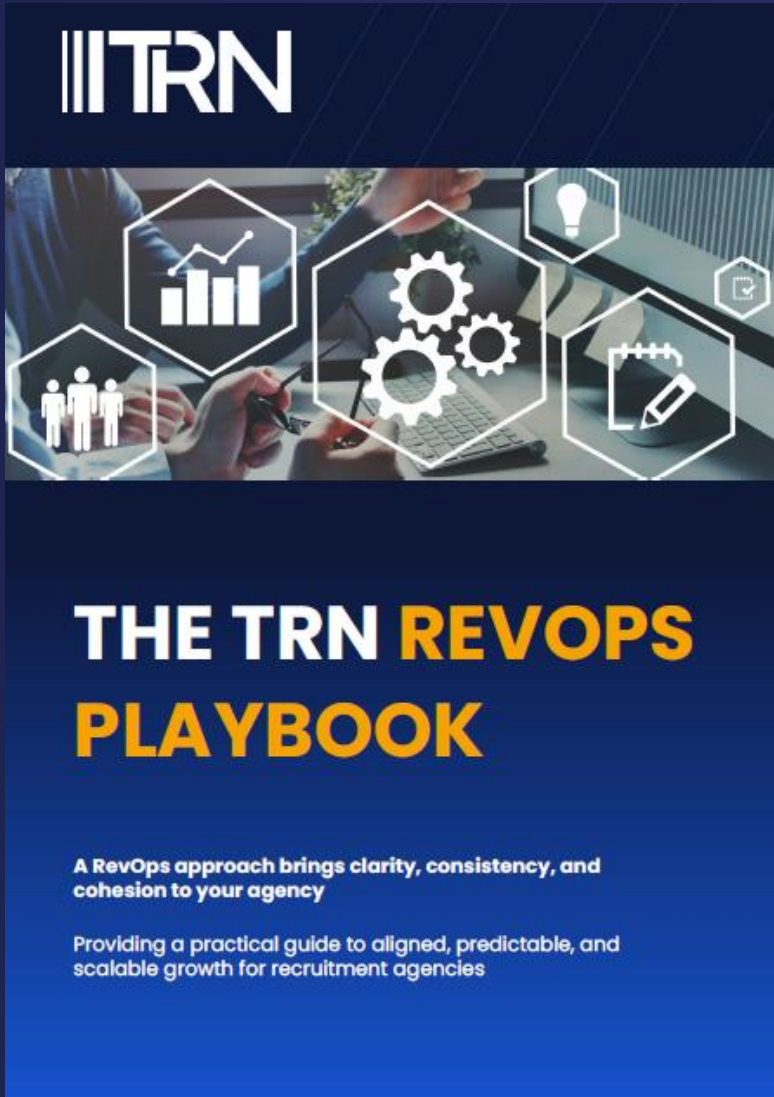


POLL RESULTS: *One particular **WEAKNESS** when it comes to Account Management*





The TRN RevOps Playbook



The playbook emphasises a shift from a linear "funnel" to a continuous "flywheel" model (**Attract, Engage, Delight**) that focuses on building momentum and continuous improvement beyond initial placement.

It outlines some core pillars to consider such as, **process alignment, smart use of technology, data-driven decision-making,** and **shared accountability** for revenue, all designed to break down silos and unify growth efforts.

The RevOps Audit	
This audit helps recruitment leaders evaluate how effectively their business is implementing RevOps principles. Use it to identify gaps in alignment, technology, process, and accountability.	
	1 = Strongly Disagree 5 = Strongly Agree
1. Strategy & Alignment	0
Our agency has a clear Go-To-Market strategy aligned across BD, marketing, and delivery.	
We have defined ideal client and candidate profiles that guide all outreach and engagement.	
Our growth goals are understood and owned by all teams, not just BD.	
Cross-functional planning is part of how we operate, not a once-a-year event.	
2. Process & Workflow Integration	0
We've mapped the entire client and candidate journey using the Flywheel (Attract, Engage, Delight).	
There are clear workflows that guide how leads are handed from marketing to BD to delivery.	
Internal handoffs are seamless, with no duplication or confusion.	
Everyone knows where they fit in the revenue-generating process.	
3. Technology & Automation	0
We use a CRM that all teams consistently update and refer to.	
Automation helps us reduce admin and focus on high-value work.	
Our tech tools (CRM, ATS, comms) are integrated and support collaboration.	
We use AI or data-driven tools to qualify leads and improve targeting.	
4. Data, Metrics & Forecasting	0
We track KPIs that matter (conversion rates, velocity, forecast accuracy, etc).	
Our data is reliable, accessible, and used in decision-making.	
Teams review performance data together regularly.	
We can predict revenue with reasonable accuracy.	
5. Team Collaboration & Revenue Ownership	0
There's a shared language and understanding of how revenue is created.	
Teams hold joint retrospectives or review meetings.	
Success is measured collectively, not just at an individual or team level.	
Everyone in the business contributes to the growth engine.	
6. Candidate & Client Experience	0
Our attraction strategies are tailored to our ideal audience.	
Communications are consistent and personalised throughout the journey.	
We collect and act on feedback from candidates and clients.	
We actively work to create referral-worthy experiences.	
Total Score / 120	0

Results Summary	
1. Strategy & Alignment	0
2. Process & Workflow Integration	0
3. Technology & Automation	0
4. Data, Metrics & Forecasting	0
5. Team Collaboration & Revenue Ownership	0
6. Candidate & Client Experience	0
TOTAL SCORE / 120	0

See page 2 for a detailed interpretation of your score and suggested actions.

	The RevOps Audit
Interpreting Your Score – What It Means and What to Do Next	
After completing the audit (1–5 per item), your totals should be calculated in the summary on the right, where you can compare to the scale below.	

100–120: High-Performance Engine
RevOps is embedded into the culture of your agency. Teams are aligned, systems are integrated, and decision-making is driven by high-quality data. You have a reliable, scalable growth model and are well positioned for long-term success.
Next Steps: - Optimise for scale by replicating RevOps principles across teams, geographies or functions - Double down on predictive analytics and lifecycle marketing to improve LTV - Launch RevOps training or leadership tracks to embed it further across the business - Share success across the team to maintain momentum and attract buy-in from new hires

80–99: Operationally Enabled
Your agency is actively applying RevOps principles. You have shared KPIs, solid cross-functional processes, and useful data that informs decisions. Your tech stack supports your workflows, and you've made progress in aligning team culture and goals.
Next Steps: - Fine-tune Flywheel: Improve feedback loops, eliminate friction and reduce manual tasks - Expand automation and AI to boost personalisation and efficiency - Create dashboards with real-time metrics that all teams can use to track progress - Run regular retrospectives and workshops to reinforce teamwide accountability

60–79: Emerging Alignment
There are signs of collaboration and strategic thinking, but progress is patchy. Some processes are joined-up, but many teams still operate independently or lack clarity on shared goals. Data may be inconsistent or under-utilised, and automation is limited or misaligned.
Next Steps: - Prioritise alignment across BD, marketing and delivery with joint planning and shared success - Implement standardised workflows and internal SLAs for handoffs - Begin integrating core tools (CRM, ATS, marketing automation) - Identify and fix the biggest points of friction in the customer journey

59 or lower: Fragmented Foundation
Your business is operating in clear silos. Teams are working in isolation, data is scattered or unreliable, and growth relies heavily on individual effort rather than collective performance. There may be inconsistent processes, minimal use of automation, and a lack of visibility across the funnel.
Next Steps: - Start by mapping your end-to-end client and candidate journey using the RevOps Flywheel - Run a RevOps kick-off session to build cross-team awareness and ownership - Audit current tech stack and data flows to spot duplication, gaps and inefficiencies - Set shared revenue KPIs and introduce basic pipeline visibility across teams

The TRN RevOps Audit™

100–120: High-Performance Engine

80–99: Operationally Enabled

60–79: Emerging Alignment

59 or lower: Fragmented Foundation

Results Summary	
1. Strategy & Alignment	0
2. Process & Workflow Integration	0
3. Technology & Automation	0
4. Data, Metrics & Forecasting	0
5. Team Collaboration & Revenue Ownership	0
6. Candidate & Client Experience	0
TOTAL SCORE / 120	0

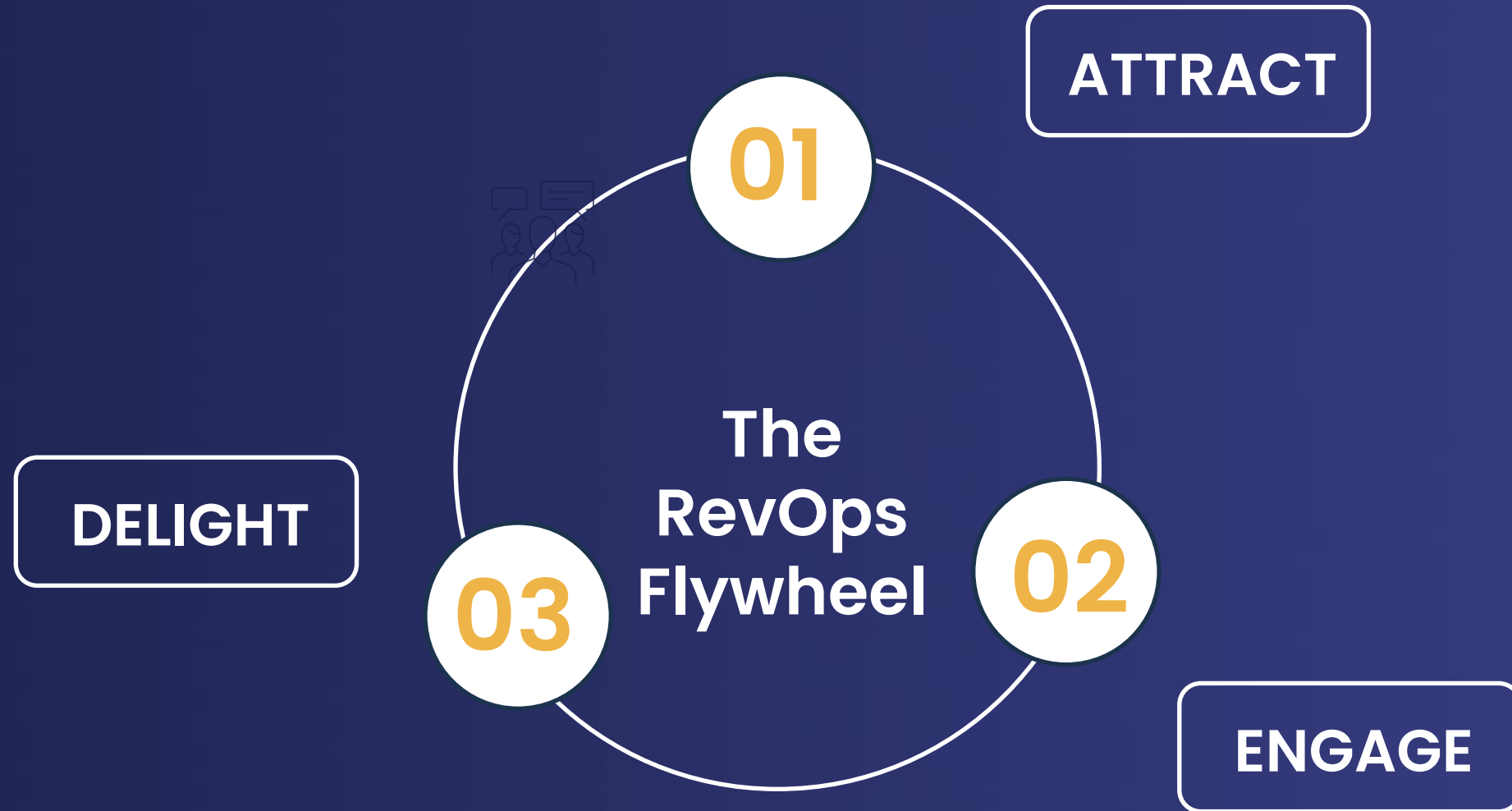
Final Thought:

RevOps isn't just a new system. *It's a new way of thinking*. This audit is your starting point. Whether your agency is laying the groundwork or fine-tuning a high-performance engine, the opportunity is the same: build a business where every team, process, and decision contributes to scalable, sustainable growth.

their business to achieve them. Use this audit to spot your gaps, align your teams, and take confident, coordinated steps forward.

The Fundamental Principles of RevOps

- Less of a funnel, more of a continuous flywheel
- Effects the end-to-end customer journey
- No silos – totally joined up – shared goals
- Driven by the data
- Underpinned by technology
- Marketing touches every part of the process



So, where do you start?

Who is your ICP?

What do you *really* know about them?

How does this drive your RevOps playbook?



Social Scaling: Personas and Pyramids

To attract the right clients and candidates, your content must be built around clear Target Customer and Candidate Personas. By understanding their goals, pain points, and preferred channels, you can create content that resonates, gets picked up by algorithms, and drives engagement.

Target Customer Personas and Targeted Candidate Personas

In its most basic format, these are pictorial overviews of your target audience.

By mapping out things such as their likes, dislikes, content markers, pain points and go-to sources of information, you can build out a complete profile of the people you are trying to attract to ensure that all content you produce lands with them whilst getting picked up by the algorithms.



- Demographics**
 - Age
 - Gender
 - Educational level
- Interests**
 - What are their hobbies?
- Behaviours**
 - Product use
 - Information they need/search
- Challenges**
 - What are their pain points?
- Geographic**
 - Where do they reside?
- Email Preference**
 - How often do they email?
 - How often do they click?

AI Prompt starter:

I have this [article/webinar/transcript] attached. Can you suggest and create 30 different ways to break it down into smaller content pieces that I can use on LinkedIn as part of my social media content strategy that would engage hiring managers? Then create a LinkedIn content calendar based on this article, scheduling different formats over the next four weeks.

You can follow a similar process just by looking at general themes (as aligned to your ICPs above) that are trending right now, and then creating content around what's being talked about today, right now by your personas. We refer to this as Trend Surfing.

AI Prompt starter:

I have uploaded my target customer persona (ICP). Looking at various sources across the internet, what are the top trending topics that would be affecting them this week. Please suggest and create 30 different pieces of content that I can use on LinkedIn as part of my social media content strategy that would add value to them based on their personas and these trending themes. Then create a LinkedIn content calendar based on this trending theme, scheduling different formats over the next four weeks.

Building a Content Pyramid

The Content Pyramid is a very simple way to take pre-existing content (source) and extract a number of different short form pieces of content that you can then use and repurpose as part of your content strategy.

Start with a long-form piece of content (e.g., a whitepaper or article, or a recorded webinar).

Then get AI to break that down for you into multiple short-form pieces of content.

For example, you can post a link to the article, or paste the transcript of a YouTube video into ChatGPT and get it to break that down into micro pieces of content to reuse, or use a tool like Opus Clip to cut up videos for you in seconds that you can repurpose.

You can ask the AI to reproduce that content either as a poll, or a carousel, or a micro report and so on.

Remember, to make it engaging by adding a question or call to action.



You can Google customer Personas (sometimes known as Avatars) and you will see a number of different examples. You can also use ChatGPT to help you build these out.

 Peter Purchaser Role: Head of Procurement Location: Remote Salary Level: £20K+ Role: Decision Maker	Content & Data Markers
Goals & Objectives	Sources of information
Problems & Pain Points	Decision Making Criteria

Available in the Social Scaling area on TRNWorld, along with the ICP and Persona AI Agents (free to download)

Buyer Journey & Triggers

When They Typically Need a Recruiter

(e.g. new projects, investment rounds, attrition spikes)

Decision-Making Process: (fast/slow, committee/individual)

Average Sales Cycle:

Budget Ranges for Recruitment Spend:

Content & Outreach Preferences

Where They Consume Content: (LinkedIn, industry events, podcasts, media)

Type of Content They Value: (market insights, salary guides, case studies, data, thought leadership)

Tone & Style That Resonates: (professional, informal, data-driven, people-focused)

Fit / Non-Fit Criteria

Best-Fit Clients Are: (e.g. fast-scaling tech SMEs, UK-based, need multiple hires per year)

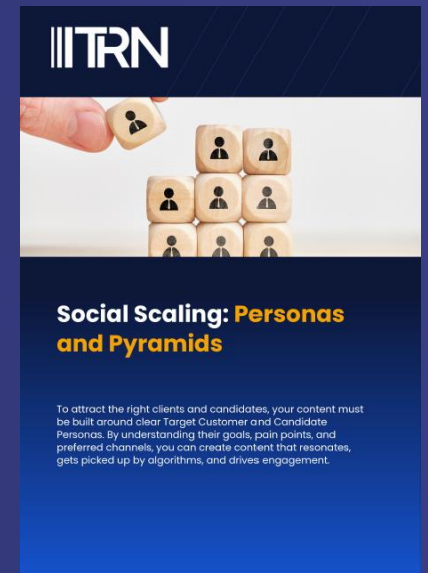
Poor-Fit Clients Are: (e.g. one-off, highly transactional, unwilling to pay market fees)

Marketing & Outreach Alignment

Content Ideas That Speak to this ICP: (e.g. “5 hiring mistakes fintechs make in scaling from Series A to B”)

Channels for Outreach: (e.g. LinkedIn InMail, networking events, targeted newsletters, webinars)

Calls-to-Action that Work: (e.g. “Book a salary benchmarking session” vs “Let’s jump on a call”)



Social Scaling - Content Planner 5.2 ▾



Social Scaling - Content Planner

By James Osborne 𐀀

Write the name of your Ideal Customer Profile and location (for example. "Software Firm London"), I will build you the perfect content plan for next week's social media posts

+ Fintech business in London



10000 chars

Fintech business in London

Great — you're targeting **FinTech businesses in London**.

Below is a **completed Ideal Customer Profile (ICP)** based on that, followed by a **ready-to-post LinkedIn weekly content plan** (5 days × 4–5 posts per day). All content adds value, speaks directly to your ICP, and includes clear CTAs. UK English throughout.

Ideal Customer Profile (ICP)

Business Type: FinTech businesses based in London

Size: 10–250 employees (startups to scaleups)

Role(s) You're Targeting:

- Founders/Co-Founders
- CEOs/COOs
- Heads of Product/Tech/Engineering
- Heads of Talent / People



+ Ask anything



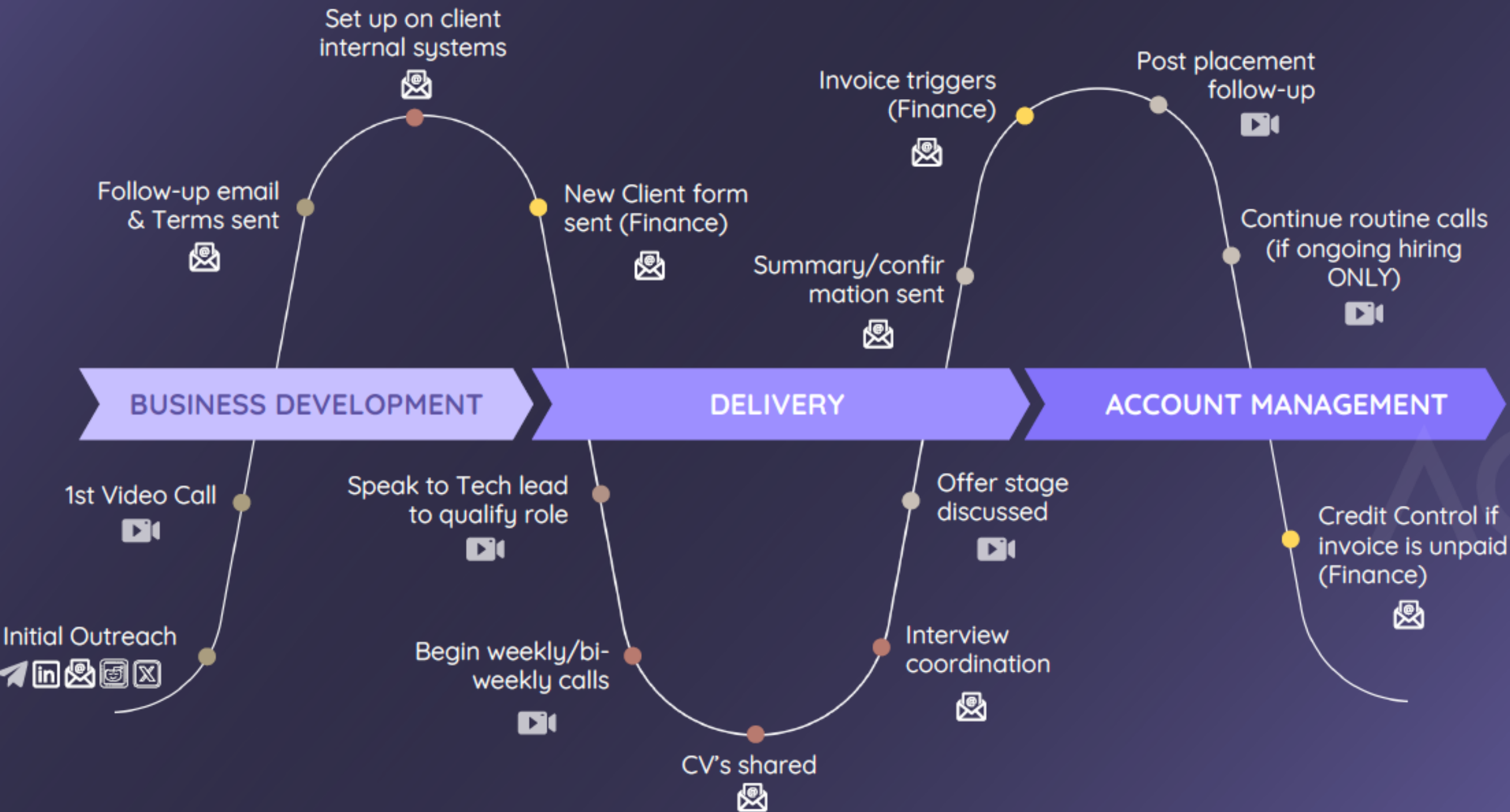
10000 chars

[illegible]

Customer Journey

Mapping

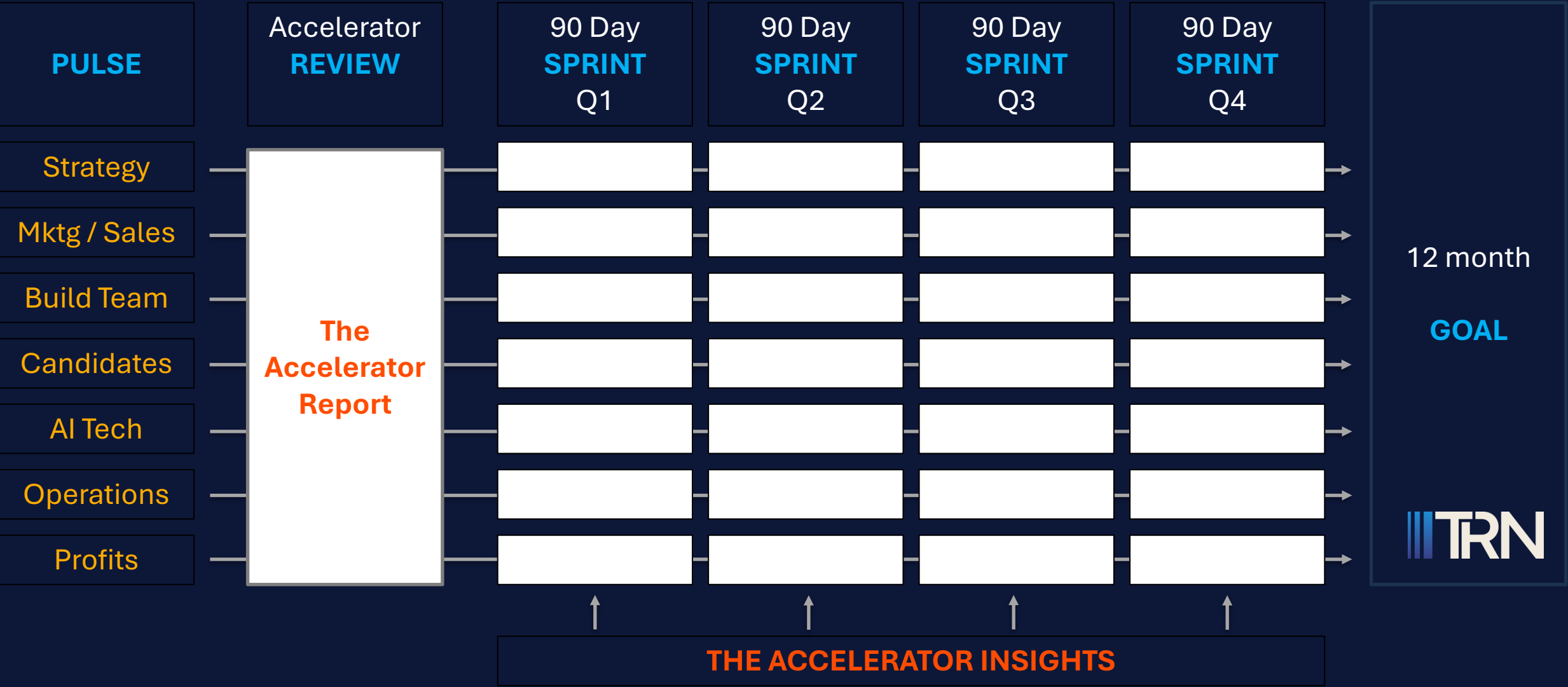




Next Steps...

The TRN Accelerator Framework™

PURPOSE



omnichannel

LinkedIn – networking
Instagram – community building
Facebook – community building
Events – internal and external
PCCs – Placed Candidate Campaigns
Partner channel
Community Platform
Online Roundtables
Podcasts
Referral programmes
SEO and AI SEO

Cold Calling
LinkedIn – direct outreach
Email marketing
Pre-Ad chasing
Google Advertising
Reverse Marketing (The “Bench”)
X / Threads
Partner channel
LinkedIn Advertising
SEO
YouTube



Value • Visibility • Velocity

The background of the entire image is a stylized, glowing speedometer. The needle is pointing towards the 180 mark. The speedometer has a blue outer ring and a red inner ring. The numbers 60, 80, 100, 120, 140, 160, and 180 are visible on the scale. The overall color scheme is dark blue and red with glowing light effects.

October New Members Offer

Free 1:1 BD audit and Velocity strategy session

The RevOps Audit	
This audit helps recruitment leaders evaluate how effectively their business is implementing RevOps principles. Use it to identify gaps in alignment, technology, process, and accountability.	
	1 = Strongly Disagree 5 = Strongly Agree
1. Strategy & Alignment	0
Our agency has a clear Go-To-Market strategy aligned across BD, marketing, and delivery.	
We have defined ideal client and candidate profiles that guide all outreach and engagement.	
Our growth goals are understood and owned by all teams, not just BD.	
Cross-functional planning is part of how we operate, not a once-a-year event.	
2. Process & Workflow Integration	0
We've mapped the entire client and candidate journey using the Flywheel (Attract, Engage, Delight).	
There are clear workflows that guide how leads are handed from marketing to BD to delivery.	
Internal handoffs are seamless, with no duplication or confusion.	
Everyone knows where they fit in the revenue-generating process.	
3. Technology & Automation	0
We use a CRM that all teams consistently update and refer to.	
Automation helps us reduce admin and focus on high-value work.	
Our tech tools (CRM, ATS, comms) are integrated and support collaboration.	
We use AI or data-driven tools to qualify leads and improve targeting.	
4. Data, Metrics & Forecasting	0
We track KPIs that matter (conversion rates, velocity, forecast accuracy, etc).	
Our data is reliable, accessible, and used in decision-making.	
Teams review performance data together regularly.	
We can predict revenue with reasonable accuracy.	
5. Team Collaboration & Revenue Ownership	0
There's a shared language and understanding of how revenue is created.	
Teams hold joint retrospectives or review meetings.	
Success is measured collectively, not just at an individual or team level.	
Everyone in the business contributes to the growth engine.	
6. Candidate & Client Experience	0
Our attraction strategies are tailored to our ideal audience.	
Communications are consistent and personalised throughout the journey.	
We collect and act on feedback from candidates and clients.	
We actively work to create referral-worthy experiences.	
Total Score / 120	0

Results Summary	
1. Strategy & Alignment	0
2. Process & Workflow Integration	0
3. Technology & Automation	0
4. Data, Metrics & Forecasting	0
5. Team Collaboration & Revenue Ownership	0
6. Candidate & Client Experience	0
TOTAL SCORE / 120	0

See page 2 for a detailed interpretation of your score and suggested actions.

	The RevOps Audit
Interpreting Your Score – What It Means and What to Do Next	
After completing the audit (1–5 per item), your totals should be calculated in the summary on the right, where you can compare to the scale below.	

100–120: High-Performance Engine
RevOps is embedded into the culture of your agency. Teams are aligned, systems are integrated, and decision-making is driven by high-quality data. You have a reliable, scalable growth model and are well positioned for long-term success.
Next Steps: - Optimise for scale by replicating RevOps principles across teams, geographies or functions - Double down on predictive analytics and lifecycle marketing to improve LTV - Launch RevOps training or leadership tracks to embed it further across the business - Share success across the team to maintain momentum and attract buy-in from new hires

80–99: Operationally Enabled
Your agency is actively applying RevOps principles. You have shared KPIs, solid cross-functional processes, and useful data that informs decisions. Your tech stack supports your workflows, and you've made progress in aligning team culture and goals.
Next Steps: - Fine-tune Flywheel: improve feedback loops, eliminate friction and reduce manual tasks - Expand automation and AI to boost personalisation and efficiency - Create dashboards with real-time metrics that all teams can use to track progress - Run regular retrospectives and workshops to reinforce teamwide accountability

60–79: Emerging Alignment
There are signs of collaboration and strategic thinking, but progress is patchy. Some processes are joined-up, but many teams still operate independently or lack clarity on shared goals. Data may be inconsistent or under-utilised, and automation is limited or misaligned.
Next Steps: - Prioritise alignment across BD, marketing and delivery with joint planning and shared success - Implement standardised workflows and internal SLAs for handoffs - Begin integrating core tools (CRM, ATS, marketing automation) - Identify and fix the biggest points of friction in the customer journey

59 or lower: Fragmented Foundation
Your business is operating in clear silos. Teams are working in isolation, data is scattered or unreliable, and growth relies heavily on individual effort rather than collective performance. There may be inconsistent processes, minimal use of automation, and a lack of visibility across the funnel.
Next Steps: - Start by mapping your end-to-end client and candidate journey using the RevOps Flywheel - Run a RevOps kick-off session to build cross-team awareness and ownership - Audit current tech stack and data flows to spot duplication, gaps and inefficiencies - Set shared revenue KPIs and introduce basic pipeline visibility across teams

The TRN RevOps Audit™

100–120: High-Performance Engine

80–99: Operationally Enabled

60–79: Emerging Alignment

59 or lower: Fragmented Foundation

Results Summary	
1. Strategy & Alignment	0
2. Process & Workflow Integration	0
3. Technology & Automation	0
4. Data, Metrics & Forecasting	0
5. Team Collaboration & Revenue Ownership	0
6. Candidate & Client Experience	0
TOTAL SCORE / 120	0

Final Thought:

RevOps isn't just a new system. *It's a new way of thinking*. This audit is your starting point. Whether your agency is laying the groundwork or fine-tuning a high-performance engine, the opportunity is the same: build a business where every team, process, and decision contributes to scalable, sustainable growth.

their business to achieve them. Use this audit to spot your gaps, align your teams, and take confident, coordinated steps forward.



TRACTION

4 Week AI Development and Coaching Programme



SOCIAL SCALING PROGRAMME

4 Week Personal Branding
Development Programme



The PINNACLE Programme

Converting 18% average margins to 35%+



Rumbles and Trailblazers



We are welcoming new members every month -
come and join us.

Solo • Plus • Club • Enterprise