

Build your AI Execution Plan - 90 Days to Implementation



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 • Executive Forum

Quick update from TRN HQ

VELOCITY

The Ultimate Business Development Playbook for 2026



1



2



3



4



5



6



7



8



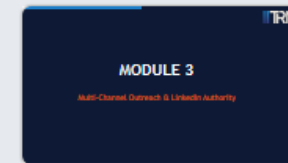
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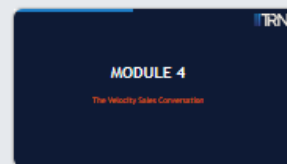
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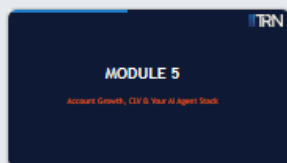
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21



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23



24



25



26



27



28



The PINNACLE Programme

Converting 18% average margins to 35%+

SOCIAL SCALING PROGRAMME

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

4 Week Personal Branding
Development Programme

TRACTION

4 Week AI Development and Coaching Programme





TRN REGIONALTM MEET-UPS

DUBLIN

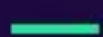


MANCHESTER

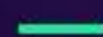


BRISTOL

BIRMINGHAM



LONDON



PORTSMOUTH

Rumbles and Trailblazers





Tuesday 26th January

New Year Huddle





TRN JobSync

Live Vacancies Portal

Share the Role.
Find the Candidate.
Make the Placement.

TRN JobSync enables recruitment agencies to work together on live vacancies by connecting an agency with a client role to other members that have suitable candidates, while the posting agency retains ownership of the client relationship.

The **posting agency** creates the vacancy, provides the commercial terms and role information, selects participating agencies, shares a video briefing and manages all employer communication. Once the role is filled, it closes the vacancy and pays the receiving agency within 14 days.

The **receiving agency** reviews the opportunity, agrees to the terms, submits candidates through the platform and tracks their progress using the messaging facility.

TRN JobSync gives members a clear, controlled way to collaborate, extend their candidate reach and generate additional placement opportunities.

TRN EDGE

AI and Automation Programme

A 14-month, fully accredited Level 4 AI & Automation Practitioner apprenticeship



scan for more info 

delivered by **we are zenith*** in partnership with **ITRN**
Recruit. Develop. Retain.



Job Board Discounts

**50% savings on all
job boards!**

Spend Less.
Perform
Better.

Through TRN's partnership with Talent Nexus, members can access exclusive pricing, expert support and improved performance across Totaljobs, CV-Library, Reed, Indeed and LinkedIn.

TRN members can save more than 50% against standard rate card pricing across selected job boards in the first year, with both fixed package and pay as you go options available.

Members can also access free campaign audits, contract and renewal support, onboarding, training, performance optimisation and day to day help across Indeed and LinkedIn.

This benefit helps recruitment businesses reduce wasted spend, improve candidate attraction and get more value from the platforms they already use.

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.

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[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](#)


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Users (163)

[Show map:](#) [Sort by:](#) 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...



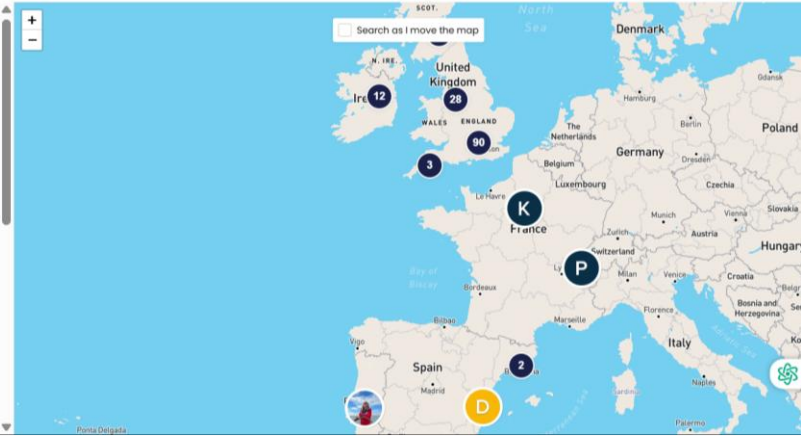
Dan Barfoot
Active today United Kingdom



Chix Shah
Active today United Kingdom



Gordon Stoddart
Active today Henley-on...



Advanced Recruitment Courses



Operation Phoenix: End to End Sales Training

The core principle behind Operation Phoenix™ is that customers will not simply buy from you because you have provided them with multiple customer... [View course](#)



Sales-Driven Recruitment

A tailored course designed to empower recruitment consultants with the critical sales techniques needed to succeed in a competitive industry, learn how to leverage digital tools, harness client insights, and adopt compelling selling strategies... [View course](#)



Advanced Recruitment: Client & Candidate

Step into the world of 'Advanced Recruitment' - Client & Candidate. Crafted for experienced recruitment professionals, this course is your unique opportunity to enhance your recruiting skills... [View course](#)



Advanced Recruitment: Bespoke Skills

Step into the world of 'Advanced Recruitment' - a transformative course designed to equip your recruitment leaders with bespoke skills. This course is tailored to your specific business needs, offering a range of techniques that will empower your existing skills and elevate your performance in the dynamic world of recruitment... [View course](#)

Personal Development Courses



High Performance Hacks for the Resilient Recruiter

A 10-hour, ground-breaking industry resilience to virtual standard performance. Developing mental fitness, managing focus and conquering pressure. Effective self-leadership enables recruiters to show their own growth and resilience with confidence, bringing great results to their business, personal and professional lives... [View course](#)



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 mentally, mentally and physically fit for purpose. With this in mind, we have launched the Resilience Academy programme to ensure you have access to everything you need to thrive in your role... [View course](#)

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 is your gateway to understanding the... [View course](#)



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](#)

15 members

TRN Partners & Offers

News

Search by keyword

Type a name or keyword

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

From To

[Clear all filters](#)

Filter by category

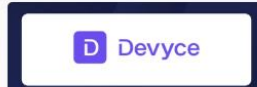
[All](#)
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[Outsourcing Partners](#)
[Systems and Technology...](#)
[Training Partners](#)

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
10 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
10 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...



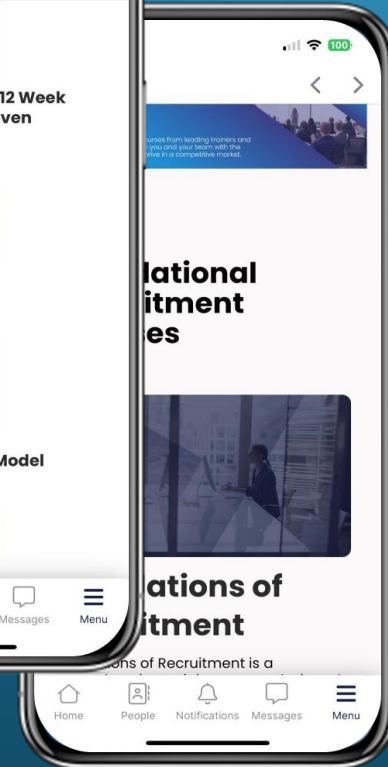
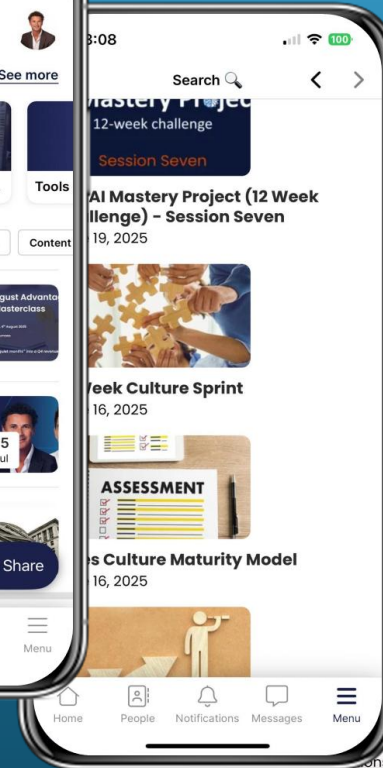
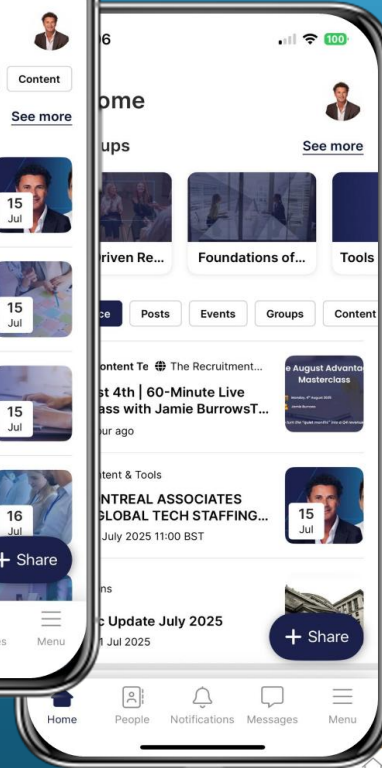
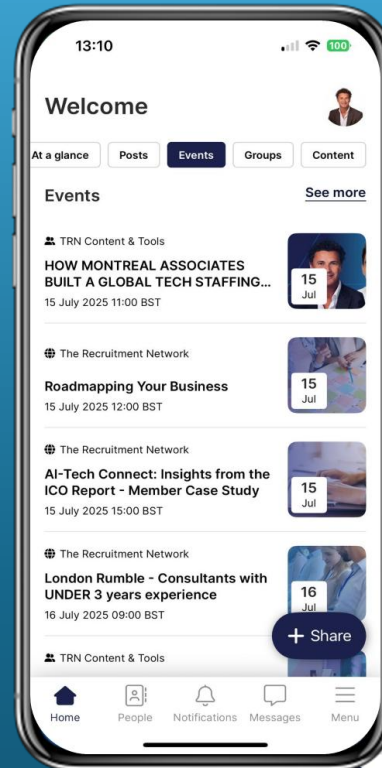
Compare Recruitment Factoring
10 May 2025
For an introduction, please contact: partners@therecruitmentnetwork.com Website: <https://www.linkedin.com/company/compare-recruitment-factoring>



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



The High Performance Series

Welcome to the 2X challenge

The TRN 2X Profit Engine

Part of The 2X Business Challenge · Double your performance. Not your headcount.

My 2X profit multiple

1.00X

1X

2X

Undo

Workshop mode

Menu

1 My business today

2 My 2X opportunity

3 The five performance levers

4 My 2X profit dashboard

5 My 2X performance playbook

6 My 90-day action plan

Demo business. These are illustrative figures for facilitator demonstrations, not your own numbers.

Step 1

My business today

Start with an honest picture of where you are now. Everything else is measured against these numbers.

Business profile

Business name (optional)

Northbridge Talent (demo)

Your name (optional)

Facilitator

Currency

GBP

Figures entered

Annual (recommended)

Business model

Solo

Permanent

Contract / temporary

Mixed

Revenue-generating people ?

10

Total headcount (optional)

14

Your starting position

Annual figures.

Net fee income ? **£862,900**

Permanent fees £504,000

Contract gross profit £328,900

Consultancy and other £30,000

Direct delivery costs ? -£116,000

Contribution ? £746,900

Fixed overheads ? -£546,900

Operating profit ? £200,000

Margin ? 23.2%

The TRN 2X Profit Engine

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Step 2

My 2X opportunity

You don't need to double everything in your business. You need to find the right combination of improvements that creates the commercial and operational result you're looking for.

£200,000

£400,000

Additional profit to find

£200,000

Current operating profit ?

£200,000

Additional annual profit required

£200,000

NFI per revenue-generating person

£86,290

10 revenue-generating people

Operating profit at 2X

£400,000

Current NFI ?

£862,900

Operating profit margin ?

23.2%

What this does and doesn't mean

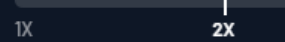
Doubling profit does not mean doubling NFI or headcount. Because most of your costs are fixed, every extra pound of contribution goes almost straight to profit. At

The TRN 2X Profit Engine

Part of The 2X Business Challenge · Double your performance. Not your headcount.

My 2X profit multiple

1.00X



Undo

Workshop mode

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My 2X profit dashboard

The combined effect of every lever, calculated so that nothing is counted twice. Select any bar or improvement to see exactly how it was worked out.

Current position

Conservative

Target

Ambitious

Annual run-rate

Year 1 (after one-off costs)

Presenter view

My 2X profit multiple

1.00X



£200,000 still to find to reach 2X.

Current operating profit

£200,000

Projected operating profit

£200,000

Additional operating profit

+£0

Profit improvement

0%

Commercial performance (NFI)

0.0%

£862,900 to £862,900

Productivity (NFI per recruiter)

0.0%

£86,290 to £86,290, same headcount

Operating profit margin ?

23.2%

+0.0 points from 23.2%

Remaining gap to 2X

£200,000

Commercial performance, productivity and profit are measured separately. Doubling profit doesn't mean doubling NFI.

For a simple SME permanent recruitment business:

Measure	Today	Target
Qualified assignments per year	80	100
Fill rate	50%	62.5%
Average fee	€9,500	€10,500
Annual fee income	€380,000	€656,000
Annual business costs	€100,000	€100,000
Profit before tax	€280,000	€556,000

20% more qualified assignments, a fill rate rising from 50% to 62.5% and 12% higher fees doubles profit in this example.

What are your 2X numbers?

6 of the more “basic” questions
from the 2X dashboard you
should be asking...

Q. Where is your profit actually already coming from?

Q. How could you earn more from each client?

Q. What new service offerings should you add to your portfolio?

Q. Where are the areas of leakage in your business?

Q. Where will the extra time and capacity come from?

Q. How could you make the income more repeatable?

This is where AI comes in and plays a big part in today's recruitment businesses

Remember, the core ROI of
AI isn't speed, it's space –
space for you / your best
people to do their best work.

This is where you make money in recruitment

Writing email campaigns.
 Doing admin.
 Pulling data from the internet.
 Generating new leads.
 Creating job adverts.
 Content creation.
 Gathering market insights and trends
 Client proposals and pitches
 Market mapping
 Candidate outreach
 Scheduling interviews

80%

This gets in the way / creates excuses

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In Meetings.
 Networking.
 On the Phone.
 Attending Events.

20%

Writing email campaigns.
 Doing admin.
 Pulling data from the internet.
 Generating new leads.
 Creating job adverts.
 Content creation.
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 Candidate outreach.
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80%

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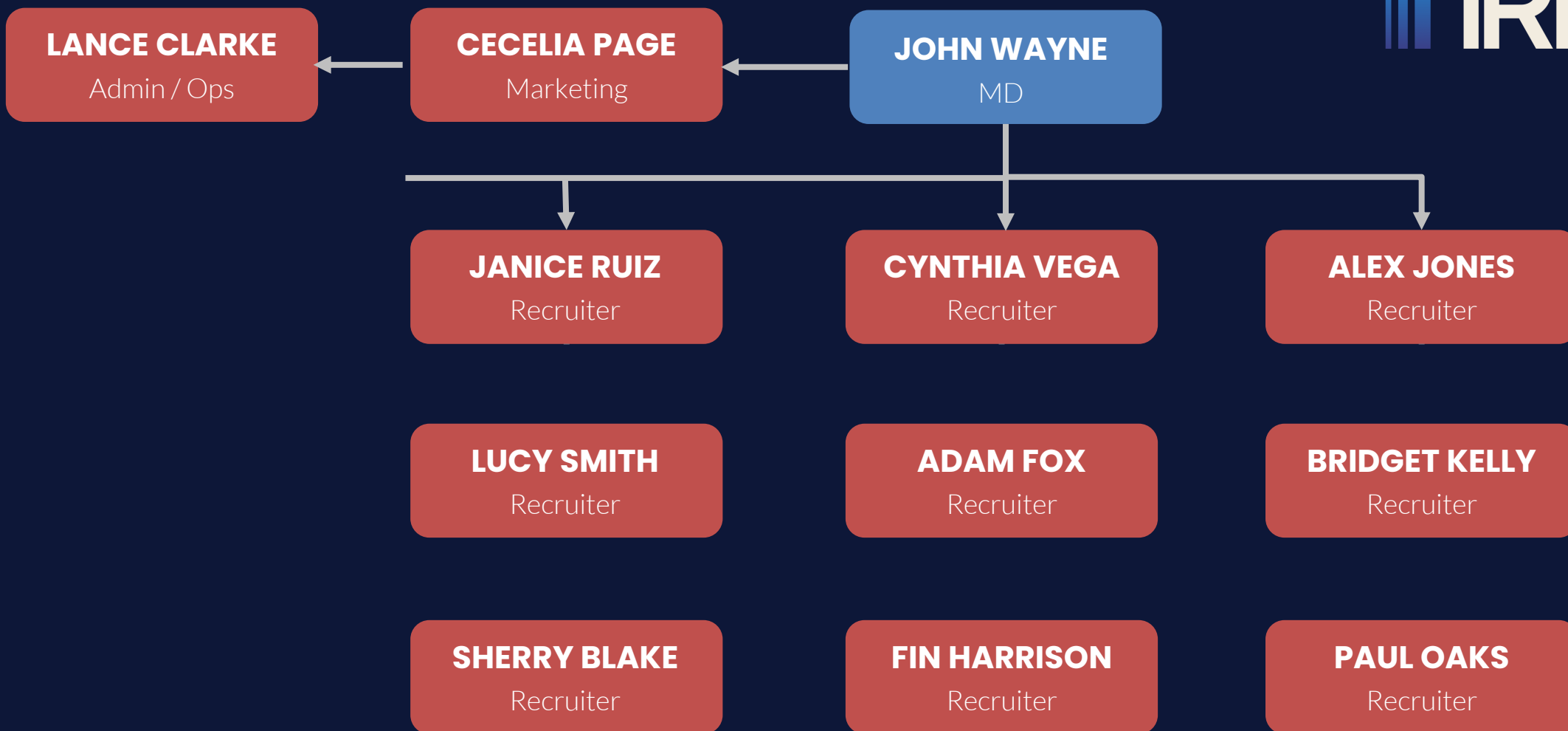
In Meetings.
 Networking.
 On the Phone.
 Attending Events.

20%



Using AI and Automations to allow you to 4X amplify your human activity

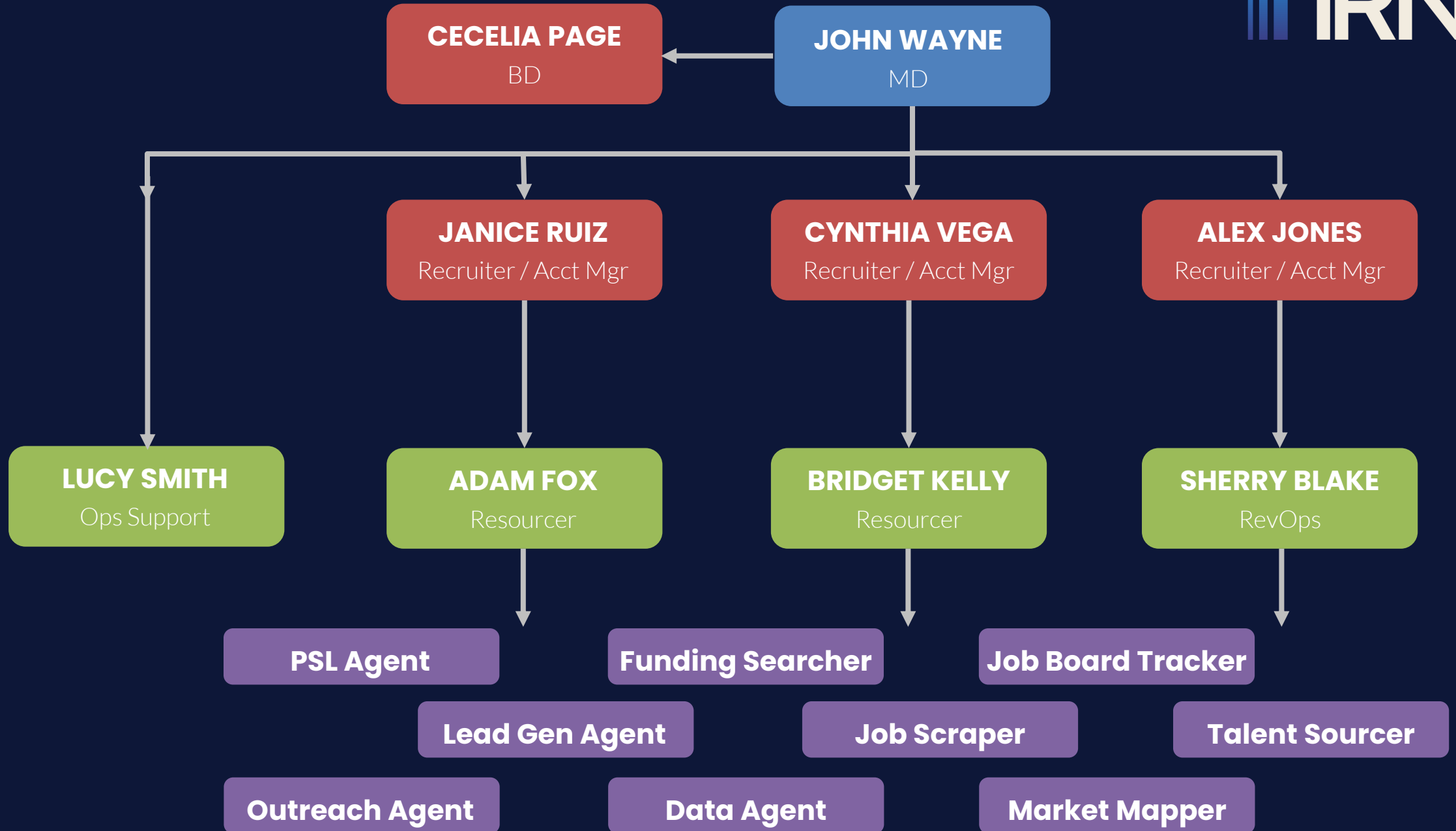
(that should mean 4x the Net Contribution)



Core Team

Offshore Team

AI Agents



Where do you start...



Internal Performance



Systems and Processes

Consultant Productivity

Key Metric Management

Data Driven Decision Making

Waste Elimination

External Performance



Jobflow and Lead Generation

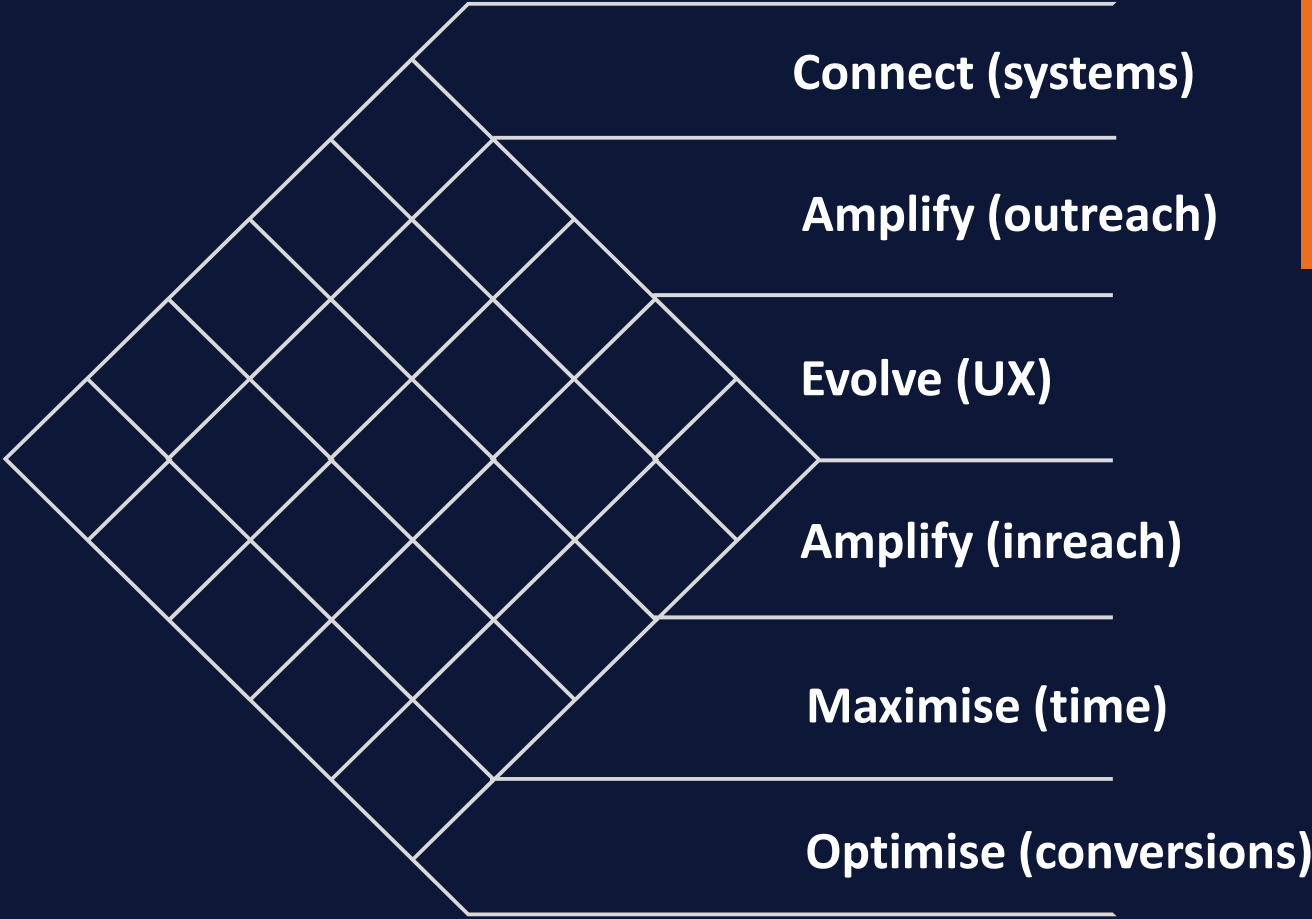
Brand Visibility

Candidate UX

New Products and Services

Market Insights

TRN's AI People Matrix™



TRN's AI People Matrix™



Candidates

Engaging with active and passive jobseekers, more regularly and more aligned to how they want to be engaged with.

Customers

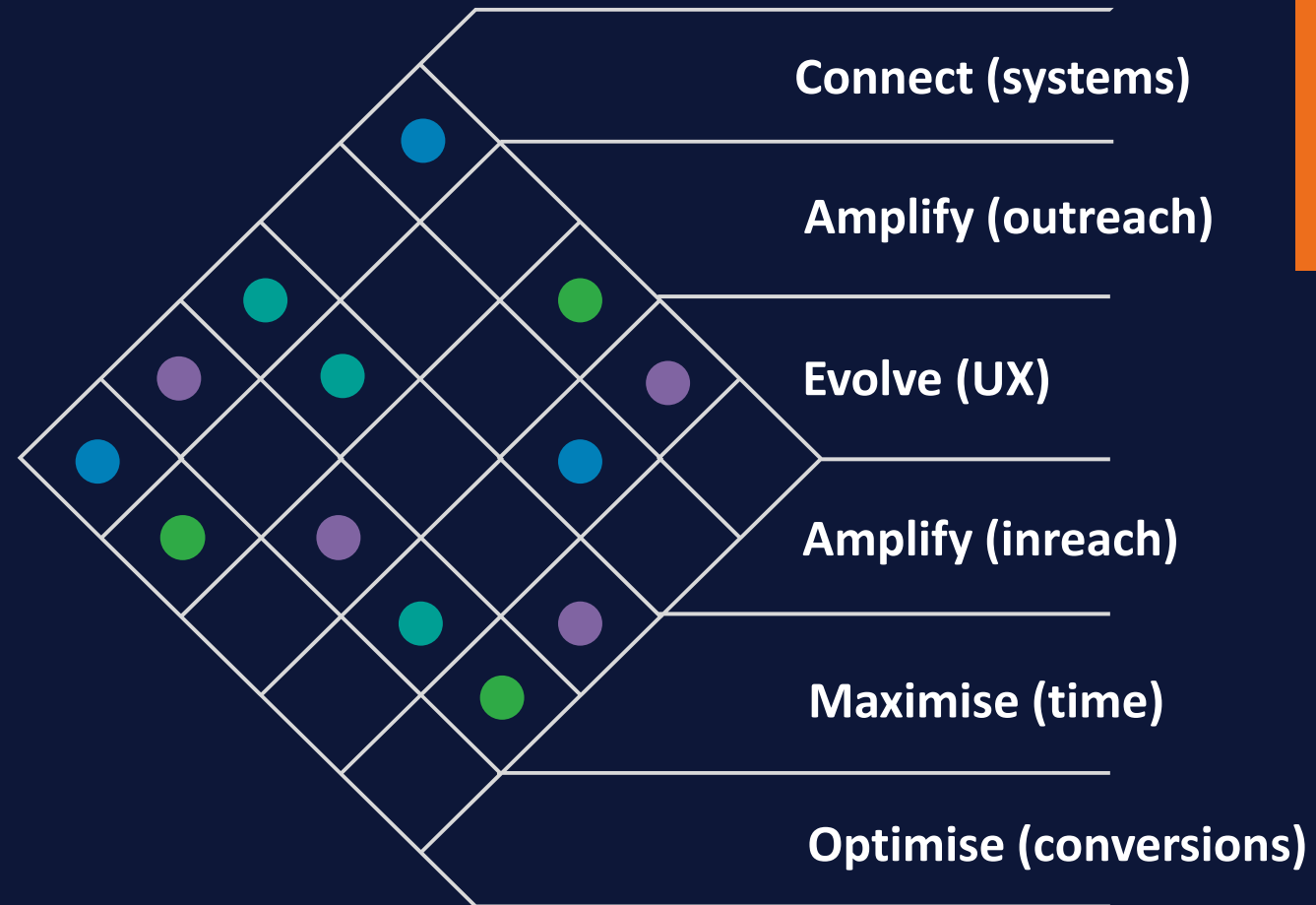
Getting closer to your target demographic of customers with greater frequency and with more human interactivity.

Consultants

Increasing the capacity, efficiency, outputs and performance expectations of your recruiters.

Operations

Making the business more efficient and more streamlined, whilst elongating your delivery capability (24/7).



What to Automate vs What to keep Human?

“... it is not what percentage of jobs AI will do, but
what percentage of tasks will AI do.

So, if you think of all the five-second tasks in your business, the five minute tasks, the five hour tasks, maybe even the five day tasks, how many of those can AI now do?”

Sam Altman – CEO, OpenAI

TRACTION

4 Week AI Development and Coaching Programme



Example AI-First Recruitment Flow

This is where AI actually matters

Not hype
Not prompts

Time + output

Example AI-First Recruitment Flow

 Stage	 Manual Workflow (BEFORE)	 AI-First Workflow (AFTER)	 Type
1 Sourcing	Consultants search job boards, CRMs manually	AI auto-searches and ranks candidates based on job spec and hiring history	Human + AI Hybrid
2 Candidate Outreach	Manually write emails, InMails and follow-ups	AI drafts tailored outreach messages and sequences	Human + AI Hybrid
3 Discovery Call	Consultant runs call, manually takes notes	Consultant runs call, AI transcribes and summarizes key takeaways	Human + AI Hybrid
4 Interview Scheduling	Manually chase calendars and availability	AI automates scheduling, confirmations, and rescheduling	Fully AI-Automated
5 Offer Negotiation	Consultant manages emotional, complex negotiation	Consultant handles process, with AI prompting risks and benchmarks	Human - Only
6 Onboarding Kick-Off	Consultant shares info, collects docs, sets up process	AI guides through onboarding steps, but human leads trust-building	Human + AI Hybrid
7 Candidate Coaching	Consultant offers encouragement and overcomes doubts	Human builds trust, reads tone, manages emotions	Human - Only

Most recruiters spend 40–60% of their time on low value work



Automate

Interview scheduling

Database reactivation

Note summarisation from calls

Process reminders & alerts

Basic outreach / re-engagement



Augment

Candidate Q&A (with AI support)

CV formatting assistance

CRM updates from voice or chat input

Prompted follow-ups

Talent pooling using market data



Avoid

Deep candidate qualification

Negotiation and counteroffers

Relationship management

Value-based objection handling

Managing complex client dynamics

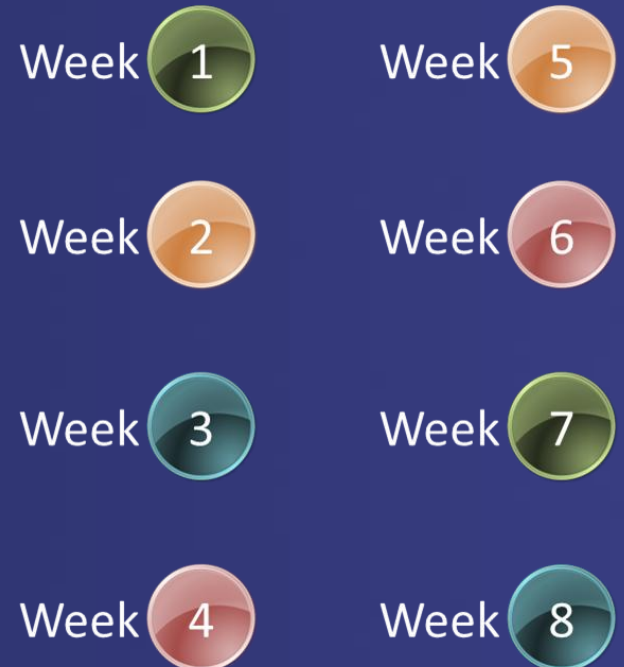
AI Mastery Project (On TRN World)

AI Mastery Project

This isn't theory.

- 8 week structured programme
- 1 hour per week
- Practical tools + workflows
- Real implementation

This is where you actually learn
how to use AI properly



PROJECT AUTOMATE

Project Automate

Last updated: 14/02/2024

Hours Saved to Date

6880



per annum

Activity	Priority	Current Process	Current Time Spent (minutes)	Frequency	No of People who do this activity	Outsource or Automate?	If Automated, how?	Completed?	Hours Saved to Date (per annum)
Weekly monitoring of live vacancies	High	Manually typed into a spreadsheet by manager on call, no cadence with what is on the CRM	30	Weekly	65	Automate	All vacancies added to the system. If no activity in X days / weeks = job closed	Yes	1560
Actioning of live vacancies	High	Manually typed into a spreadsheet by manager on call, no cadence with what is on the CRM	80	Weekly	65	Automate	Notifications to alert the owner that there hasn't been any shortlist updates or CV sends in x days	In progress	4160
Populate missing data	Medium	N/A	10	Weekly	30	Automate	No email address, scrape CV	In progress	240
Post interview follow up	Low	N/A	20	Weekly	15	Automate	Reminders to consultants to contact Remove source after x years and make a required field for any new shortlist status update	Not Started	240
Update Source field on CRM	Low	Not always updated, especially the "latest" source	5	Weekly	65	Automate		In progress	260
Contractor management	Medium	Manual reminders for project end dates	5	Weekly	65	Automate	Automatically update the "date available" field so that it always shows the end of the live contract. Send automatic reminders when date gets close / automate email directly to contractors to re-engage	In progress	260
Candidates with no CV	Low	N/A	0	Weekly	5	Automate	Reminder if new candidate added to the system with no CV. Send automatic survey to collect latest information	Not Started	0
Candidate re-engagement	High	N/A	10	Weekly	5	Automate	No activity in x time. Receive emails - are you still looking? Do we have your correct details? Have you registered?	Not Started	40
CV formatting	Low	Manually re-formatted, sometimes added to the system but not monitored	10	Weekly	15	Automate	Use HireDeck to directly integrate CV formatting into Bullhorn/	Yes	120

Aim

Automate 10%-15% of all the manual Operations tasks within the next 3 months. This initiative aims to streamline operational processes, enhance efficiency, and optimise resource allocation within the project. By automating manual tasks, we aim to improve internal processes, reduce repetitive activities, and empower the Ops team to focus on strategic projects such as Culture, Hiring, People Development and other value added activities.

Marketing / Social Media

Task	Priority	Time spent	Frequency	Automate or Outsource	Completed	Hours saved
Daily content creation and posting on social media channels (research for content ideas, creation of visual material using Canva, blog creation and posting on the website, etc)	Medium	1 hour	Daily		In progress	
Force24 email campaign creation (design of email marketing templates, creation of journeys and landing pages)	High	4-6 hours	Weekly		In progress	
Transferring the data from Luce to Force (exporting the data from the CRM, cleaning the spreadsheets, uploading them to Force24 field mapping)	High	2 hours	Monthly		In progress	
Monthly marketing / social media reporting (compiling data from different sources - the back end of the website, social media channels - into one spreadsheet) - analysis	Medium	2 hours	Monthly		In progress	

Admin

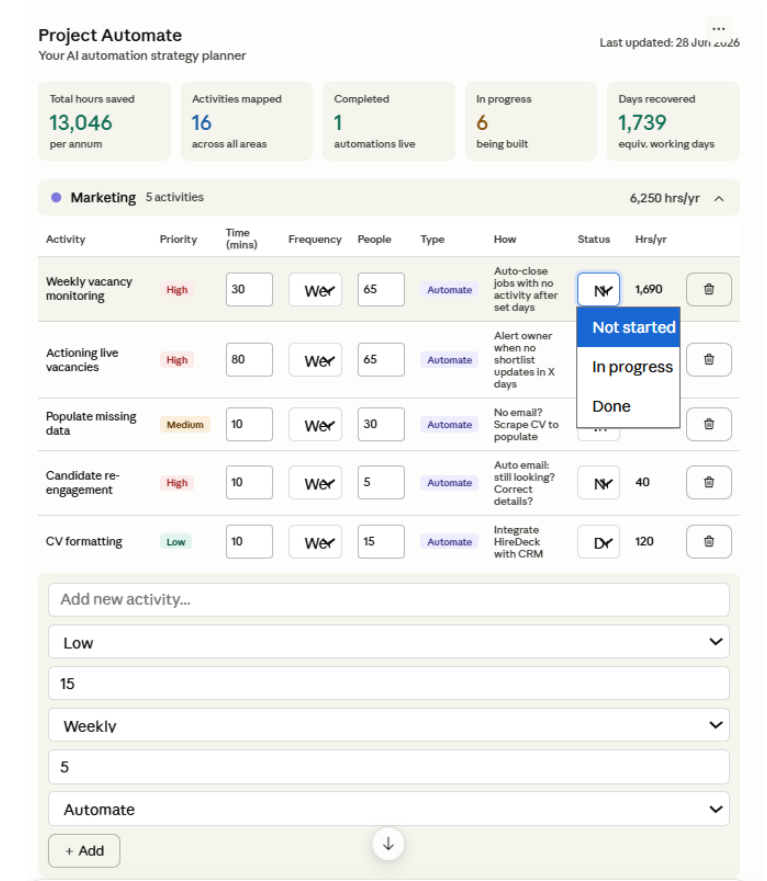
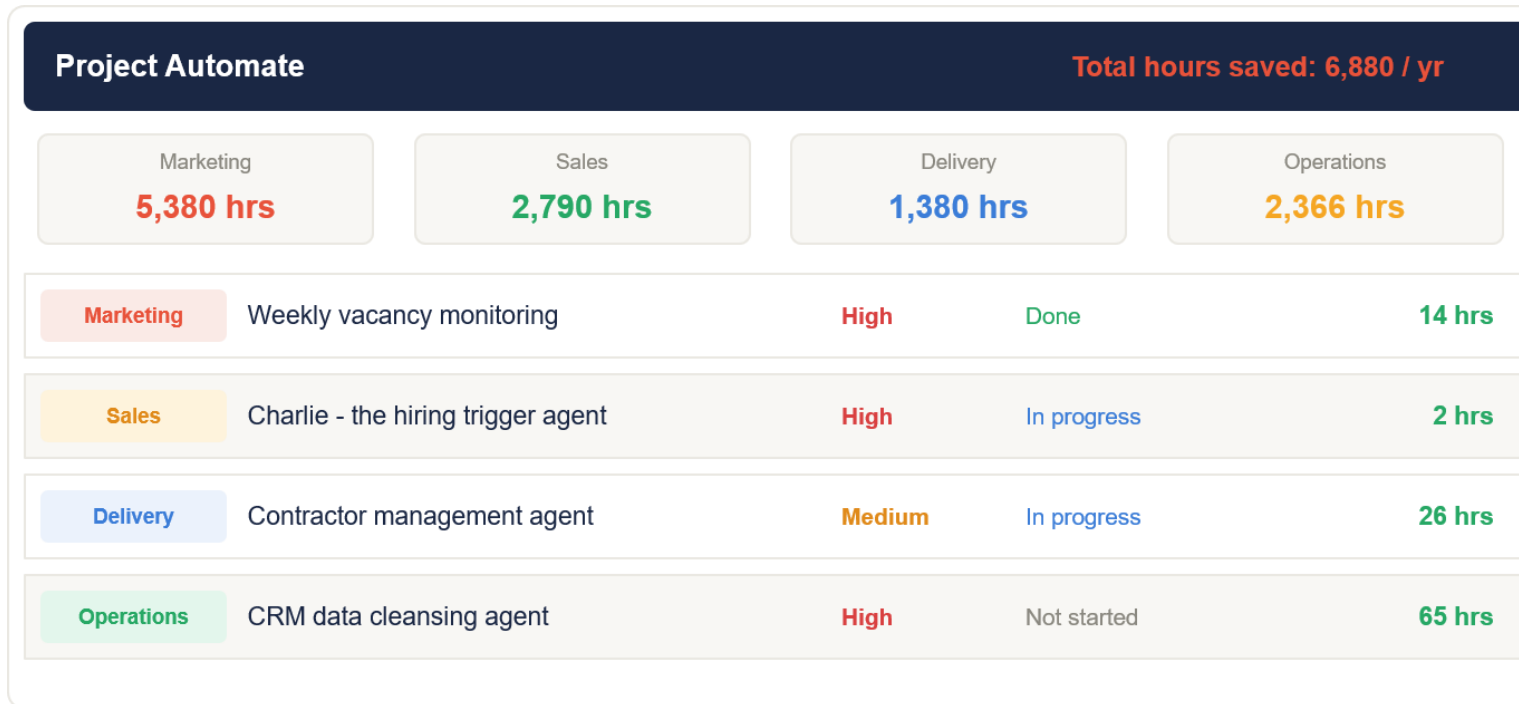
Task	Priority	Time spent	Frequency	Automate or Outsource	Completed	Hours saved
Arranging company files on Google Drive	High	2 hours	Weekly		In progress	
Posting adverts on the back end of the website (Wordpress) in line with SEO requirements	High	1-2 hours	Weekly		In progress	
Taking notes from the meetings	Medium	1 hour	Weekly		In progress	
Forwarding / getting back to the inquiries	Medium	30mins	Weekly		In progress	
Handling manual billing and invoicing processes on Xero (upcoming in April?)	TBC	TBC	TBC			
Data cleanse	TBC	TBC	TBC			

Hiring / People

Task	Priority	Time spent	Frequency	Automate or Outsource	Completed	Hours saved
CV sifting	High	1-2 hours	Daily		In progress	
Scheduling and coordinating internal interviews	High	2 hours	Weekly		In progress	
Handling paperwork for employee onboarding/offboarding (e.g. drafting offer letters / contracts, exit interview notes, etc)	Medium	1 hour	Weekly		In progress	



Your automation strategy starts here...



Automate:

Think scheduling, CRM updates, CV formatting, reminders etc.

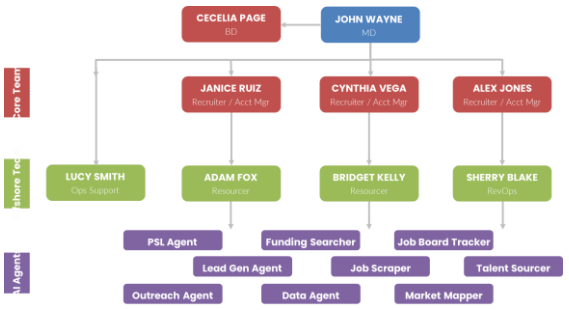
Augment:

Think candidate Q&A, CV shortlisting, talent pooling etc.

Human only:

Think negotiations, deep qualification, managing complex client relationships etc.

Project Automate™



Activity	Current Process	How could this be automated?	Time Spent	Time Saved
Weekly Monitoring of Live Vacancies	Manually typed into a spreadsheet by Manager on a phone call, no cadence with what's on BH	All vacancies added to the system If no activity in x days/weeks = job closed	30+ minutes per person to review	30 minutes
Actioning of Live Vacancies	Manually typed into a spreadsheet by Manager on a phone call, no cadence with what's on BH	Notifications to alert the owner that there hasn't been any shortlist updates or CV sends in X days		
Populate missing / poor data	N/A	No email address, scrape CV.		
Candidates that were interviewed	N/A	Reminders to consultant to contact		
Update Source Field	Not always updated, especially the "latest" source.	Remove source after x years and make a required field for any new shortlist status update		
Contractor Management	Manual reminders for project end dates	Automatically update the "date available" field so that it always shows the end of the live contract. Send automatic reminders when date get's close/automate email directly to contractors to re-engage	Adhoc	
Candidates without CV	N/A	Reminder if new candidate added to the system with no CV. Send survey to collect latest info		
Candidate re-engagement	N/A	No activity in X time: Receive emails - Are you still looking? Do we have your correct details? Have you signed up to our job		
CV Formatting	Manually re-formatted, sometimes added to the system but not monitored	Tools like HireDeck have a CV formatting and Parsing tool which works directly in Bullhorn	Approx 20 minutes per CV	20 minutes

PROJECT AUTOMATE

Initial Kick-off meeting: 26/01/24

Goals / Objectives

Aim: 15% of all company activities to be automated in 3 months.

This should improve internal user experience by reducing repetitive tasks and give the teams back 15% of their time to spend on candidate/client generation, or other Deal Generating Activities "DGA's".

Outcome: Increase candidate/client generation by 40%

Process

Step 1. Build steering committee. This project will need involvement from all aspects of the business from Sales, Marketing, Operations, and IT.

Step 2. Use steering committee to review current processes; identify biggest pain points in the day-to-day workflows for each team or business outcome and investigate where automations can be introduced immediately.

Confirm priority areas. For example:

- Business Development (e.g., client / contact nurturing and engagement)
- Account Management (e.g., business processes and proactive engagements)
- Candidate Generation (e.g., candidate nurturing and engagement)
- Data Cleansing (ongoing)

Step 3. Implementation

As part of this ongoing project, we will look at all types of automations but will initially focus on simple yet impactful workflows in the CRM that could make a difference straight away.

Once priority areas are decided, confirm if the CRM automation is the solution. Are there any other platforms that could support. E.g., CV formatting

Considerations

- **DATA:** Automations are only as good as the data being utilised, so as part of this process we will look to clean up the database. This too, can be actioned via automations.
- **CHANGE MANAGEMENT:** Training of the team is imperative. We must demonstrate the benefits of implementing automations and ensuring the data being entered is correct.
- **EXPECTATIONS:** this is a long-term project. There may be some initial quick wins that help to tidy up our processes and data entry, but to optimize our business with automation will take time and input from a variety of sources.
- **AI:** Although this is a key component of development and should be on our radar, we need to stay on task. Consider AI generative or other, as phase 2 / 3.

Notes from Steering Committee

As suspected, there's no real set process for any BD / Candidate generating activities on the CRM. **We're not a "database first" company... yet.** Data health is the biggest challenge and people stop using it when the data is bad.

Automation Utopia:

- Everyone in some sort of engagement process (customers, prospects, cold - all with different flows)
- Can be targeted based on region and skills.
- All key info updated automatically, i.e., availability on contractors and added to a workflow.
- However, data cleanliness is a priority - focus on email address, phone number, location and CV. Make sure all clients/contacts are tagged correctly.

Actions:

- Start using the CRM to correct data we know is wrong, i.e., update all locations based on phone number area codes.
- Commence email campaigns to confirm data is correct.
- Consider signing up to xxx for a short period to utilise the advanced cleansing tools if we get stuck with the CRM.
- Get the CV parsing from the company done! This should help with tagging. Do a CV amnesty for the rest of the company to ensure all are on the system.
- Potentially employ an intern to do data entry to help where automations can't. For example, tagging all consultancies as consultancies, end users as end users and what their technology focus is. We've done similar things in the past.
- As perm is a clear need in the business, start introducing client-based re-engagement automations for those that aren't currently our clients.

PROGRESS AND ACTIONS

Currently building a log of all consultant/back office/marketing activities, assessing how / if it could be automated.

Example below:

Activity	Current Process	Automation / Improvement	Time Saved	Time Spent
Weekly monitoring of live vacancies	Manually typed into a spreadsheet by Manager on a phone call, no cadence with what's on the	All vacancies added to the system. If no activity in x days/weeks a job closed	30 minutes per person to review	30 minutes
Acting on live vacancies	Manually typed into a spreadsheet by Manager on a phone call, no cadence with what's on the	Notifications to alert the owner that there hasn't been any shortlist updates or CV sends in x days		
Populate missing / poor data	N/A	No email address, scrape CV		
Candidates that were interviewed	Not always updated, especially the "latest" source	Reminders to consultants to contact Remove source after x years and make a required field for any new shortlist status update		
Contractor Management	Manual reminders for project end dates	Automatically update the "date available" field so that it always shows the end of the live contract. Send automatic reminders when date gets close/automate email directly to contractors to re-engage	Approx	
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Automation Examples

According to our CRM automation specialist, these are the essential automations we should consider implementing (if we haven't already).

Candidate based

- Re-engagement: Get in contact with candidates not contacted within a certain period (90 days is a good idea)
- Introduction message: Start relationships off the right way
- Top talent safety net: Classify top talent in your ATS and maintain regular contact with that pool
- Boost word of mouth: Ask for reviews / referrals & feedback



AI Buckets



Automate / AI

(total replacement)



Augment



Human Only

(local / offshore)

What are some of the things
you are now doing with AI in
your businesses?

We're experimenting but doing so much more than we were...

- Note-taking from calls
- Job advert creation
- Content creation
- Social media management
- Market insights and trends
- Auto rewriting CVs
- Writing outreach messaging
- Lead generation
- Email personalisation
- CRM management
- Talent pool management
- Client proposals and pitches
- Market mapping
- Predictive analytics
- Lead generation (jobs hunting)
- Training calls analysis
- Sourcing candidates
- Screening and shortlisting
- Candidate outreach
- Scheduling interviews
- Compliance and onboarding



Ozy
The Recruitment Network

Live: 17 In Dev: 3

- Navigation
-  **My Agents**
 -  Prompt Library
 -  Exchange
 -  Shared With Me
 -  Admin Panel



[\[→ Sign Out\]](#)



 Search agents by name or description...



Business Development (4)



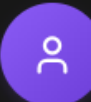
Content Creator
Creates LinkedIn posts, articles and thought leadership content



ICP Tracker
Tracks and analyzes ideal customer profiles across markets



Lead Generator
Generates qualified leads from multiple data sources



Account Management (4)



Account Planner
Creates detailed account plans with opportunity mapping



Market Mapper
Maps market landscape and competitive intelligence



Network Analyzer
Analyzes professional networks for warm introductions



Candidate Sourcing (4)



Boolean Builder
Builds advanced boolean search strings for sourcing



CV Screener
Screens and scores CVs against job specifications



Interview Prepper
Prepares tailored interview questions and scorecards



Content & Marketing (3)



Social Media Writer
Creates engaging social media content calendar



Blog Generator
Generates SEO-optimized blog posts and articles



Email Campaign Builder
Builds targeted email campaign sequences

Operations (2)

AI ROI Scorecard

[MEMBER NAME]

Q2

Q3 2026



AI ROI SCORE

8 of 9 numbers moved.

North star · profit per employee

£64k → £81k

ACTIVITY not scored

50 agents live 0 pts

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Baseline = pre-AI quarter · every metric tied to the agent that moved it

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+14 pts

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from £18.2k / month

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from 11 live jobs

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£890

from £1,240 / placement

Moved by Admin automation -28%

Submit-to-interview conversion

0 pts

31%

from 31%

Moved by Candidate prep agent flat

Redeployment rate

+4 pts

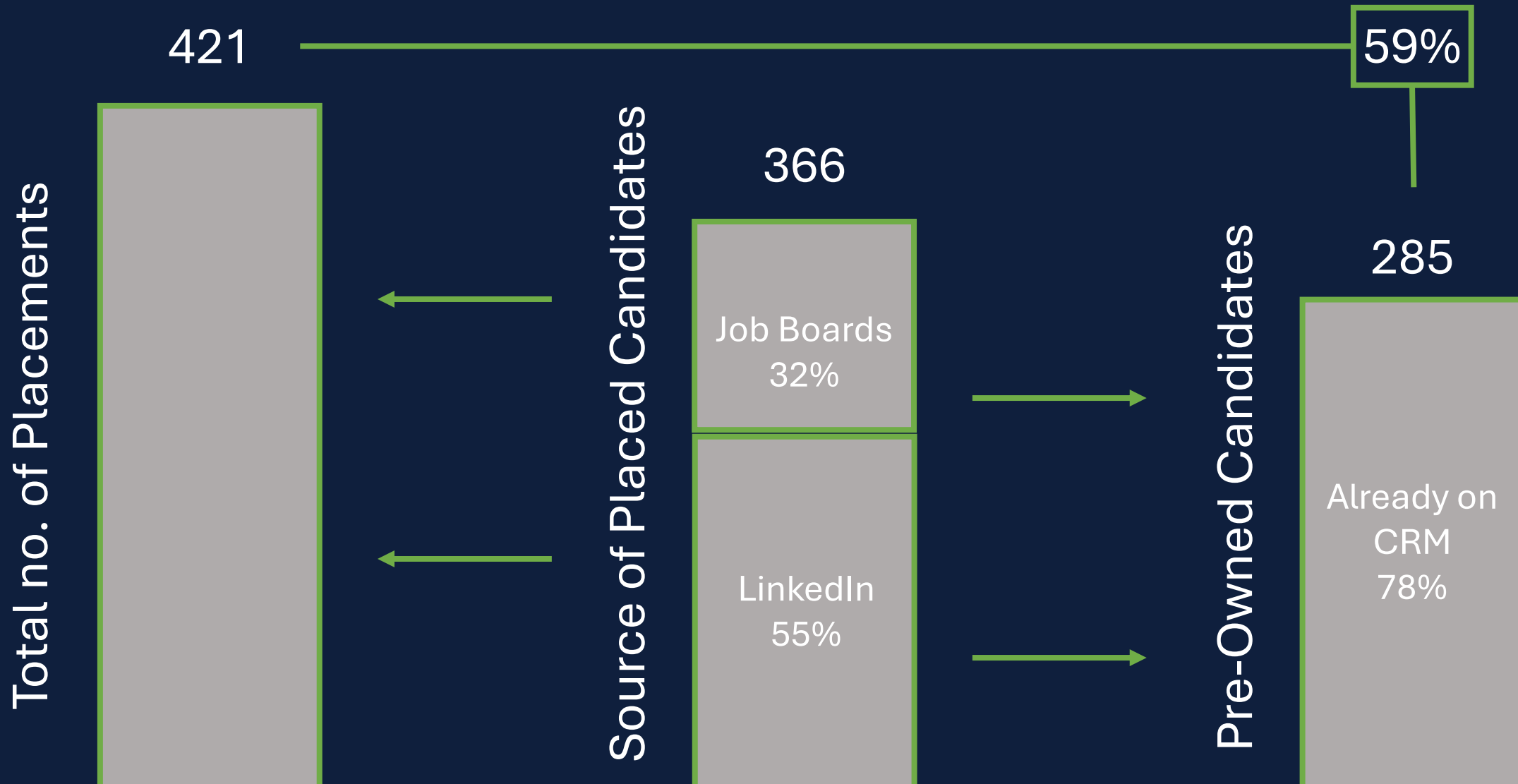
16%

from 12%

Moved by Redeployment agent +4 pts

CRM FIRST!

18 months of placement data...





The Ultimate Candidate Pool Playbook

How to Build, Segment and Nurture
Candidate Pools That Actually Place



AI ASSISTANTS



Is everyone in the business playing to their superpowers?



What 3 tasks
add the most
value to the
business?



IMPACT

What 3 tasks
am I really
bloody good
at doing?



SKILL

What 3 tasks
do I really
enjoy doing
in my job?



PASSION



Everything else, goes...



 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...

James Osborne
Pro plan

← All projects

Ozy's New Lead Generator

Identifier

Type

+



Share

Instructions

Add instructions from the...

Files

Add PDFs, docu...
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.







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.

AI AGENTS



Ozy
The Recruitment Network

Live: 17 In Dev: 3

- Navigation
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 -  Prompt Library
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 -  Admin Panel



[\[→ Sign Out\]](#)



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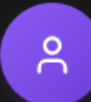
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Moved by Redeployment agent +4 pts

VELOCITY

The Ultimate Business Development Playbook for 2026
(with added AI)

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 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.



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Charlie – the office lease agent Auto ▾



Charlie – the office lease agent

By James Osborne 𐀀

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...](#)

- Charlie – the office lease agent
- Identifies hiring triggers from my ICP
- So, I can call them before other agencies do to pick up new vacancies
- Don't look at anything older than 90 days
- Run once per week
- Scrape media databases and notify me of any new lease agreements
- Look at sources like Property Week and CoStar news
- But not LinkedIn
- I want 5 new leases per month from across my ICP



Charlie – the office lease agent Auto ▾



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+ Ask anything



10000 chars

ChatGPT Plus

 New chat

 Search chats

 Library

 Scheduled

 Apps

 Codex

... More

Projects

 TRN Data Centre

 Writing

 TRN Project Utopia

 Focus Cloud Custom GPTs

 TRN Members - Custom GPTs

Chats

 James Osborne
Plus

What's on your mind today?

+ Ask anything



Instant ▾



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 Write or edit

 Look something up



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<https://chatgpt.com/gpts>

Images

Deep research

GPTs

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Explore GPTs

My GPTs

+ Create

GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

Search GPTs

Top Picks Productivity Lifestyle Programming Education DALL·E Research & Analysis Writing

Featured

Curated top picks from this week



Video AI by invideo

4.0 ★ - AI video maker GPT
(Supercharged with Sora 2) -
generate engaging videos with...
By invideo.io



Expedia

Bring your trip plans to life – get
there, stay there, find things to see
and do.
By expedia.com

Create

Configure

+

Name

Name your GPT

Description

Add a short description about what this GPT does

Instructions

What does this GPT do? How does it behave? What should it avoid doing?

Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters

x

Knowledge

Conversations with your GPT can potentially reveal part or all of the files uploaded.

Preview

Model 5 ▾

+

Start by defining your GPT.

10000 chars

Create

Configure



Name

Charlie – the office lease agent

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Preview

Model

Auto

▼



Charlie – the office lease agent



+ Start by defining your GPT.

⚙️

📄

🎤

10000 chars



CreateConfigure



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PreviewModel Auto



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+ Start by defining your GPT.

10000 chars



CreateConfigure



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I run a recruitment business and want to identify early hiring signals from companies that are likely to be growing. One of the strongest indicators of upcoming hiring is when a company signs a new office lease or expands office space. These organisations often recruit shortly after securing new premises.

Conversations with your GPT can potentially include part or all of the instructions provided.

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PreviewModel Auto



Charlie – the office lease agent

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+ Start by defining your GPT.

Settings

Share

Microphone

10000 chars



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Manchester

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PreviewModel Auto



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Manchester

London

Dublin

Cardiff

+ Start by defining your GPT.

10000 chars



CreateConfigure

Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters

Manchester

Knowledge

Conversations with your GPT can potentially reveal part or all of the files uploaded.

Upload files

Recommended Model

No Recommended Model - Users will use any model they prefer

Capabilities

☒ Web Search

☒ Canvas

☒ Image Generation

☐ Code Interpreter & Data Analysis

Actions

Create new action

PreviewModel Auto



Charlie – the office lease agent

Identifies hiring triggers from my ICP

Manchester

London

Dublin

Cardiff

+ Start by defining your GPT.

Settings

Share

Microphone

10000 chars



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Manchester

Knowledge

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Upload files

Recommended Model ?

Recommend a model to the user, which should be used by default for best results.

No Recommended Model - Users will use any model they prefer

Capabilities

☒ Web Search

☒ Canvas

☒ Image Generation

☐ Code Interpreter & Data Analysis ?

Actions

Create new action

PreviewModel Auto



Charlie – the office lease agent

Identifies hiring triggers from my ICP

Manchester

London

Dublin

Cardiff

+ Start by defining your GPT.



10000 chars



CreateConfigure

Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters

ManchesterX

Knowledge

Conversations with your GPT can potentially reveal part or all of the files uploaded.

Upload files

Recommended Model ?

Recommend a model to the user, which should be used by default for best results.

No Recommended Model - Users will use any model they prefer

Capabilities

☒ Web Search

☒ Canvas

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Settings

Share

Microphone

10000 chars



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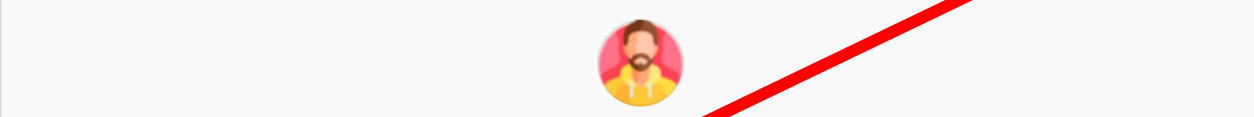
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Actions

Create new action

Preview

Model Auto



Charlie – the office lease agent

Identifies hiring triggers from my ICP

Manchester

London

Dublin

Cardiff

+ Start by defining your GPT.

10000 chars



Charlie – the office lease agent Auto ▾



Charlie – the office lease agent

By James Osborne 𐀀

Identifies hiring triggers from my ICP

- Manchester
- London
- Dublin
- Cardiff

+ London leases

⚙️

📄

🎤

🔊

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

From GPTs to Plugins and Skills

OpenAI is retiring custom GPTs and migrating them into ChatGPT plugins, with a general retirement date of December 11, 2026.

You can start the transition by navigating to My GPTs in ChatGPT and selecting **Migrate** to plugin when the option is available for your account.

What Transfers Over:

- GPT instructions become a skill inside the new plugin.
- Knowledge/reference files are copied over to the plugin's reference files.
- Connected apps are transferred into the plugin structure.

How to Migrate a Custom GPT

- Open ChatGPT and go to My GPTs in the workspace where you created the GPT.
- Click Migrate to plugin next to the specific GPT you want to convert.
- Review the migrated instructions, reference files, and settings.
- Test the new plugin to ensure it handles your typical prompts and tasks properly.

AI COPILOT

TRACTION

4 Week AI Development and Coaching Programme

(free to attend for TRN members)



Three stages.



1

CoPilot

AI works with you

Agents in the loop. Human in control.

The tools you've heard of, now actually deployed.

That's why we built Traction.

Three stages.



1

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2

AutoPilot

AI works for you

Agents running in the background. No
human trigger needed. Your business
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That's why we automated the agents.

Three stages.



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3

Mission Control

AI thinks for you

A total business brain that is building the
intelligence you need to maintain your
strategic advantage.
That's what's coming next for members.

Two versions



 AI-Powered Executive Intelligence

One Screen. Every Answer. Instant Action.

Replace your fragmented tech stack. TRN Mission Control unifies your recruitment business data, analyzes it in real-time, and tells you exactly what to do next.

Enter Mission Control →

3

Mission Control

AI thinks for you

A total business brain that is building the intelligence you need to maintain your strategic advantage.

That's what's coming next for members.

Your business. Analysed. Every day.

Revenue & pipeline

Live billing, deals going cold, forecast to month end

Consultants / Agents performance

Target tracking, call analysis, behavioural signals

Sales opportunities

Clients showing buying signals before they brief you

Risks & alerts

Cashflow, churn signals, GDPR gaps, competitor moves

Market intelligence

Rate movements, skill demand shifts, your niche in real time

Actions & accountability

Prioritised actions generated and emailed to you every morning at 7am

BUSINESS HEALTH



↗ vs last week

Revenue This Month

£820k

↗ 12.4%

Placements

109

↘ 4%

Pipeline Status

Strong

Cashflow

Green

Utilisation

80%

Top Performer

Sarah Mitchell

AI BRIEFING — TODAY'S PRIORITY ACTIONS

- 1 Call Nexus Group before your competitor does — they posted 3 senior engineering roles this morning sales £45k

They haven't placed with you in 4 months but have been actively hiring. Their preferred competitor just lost a key account manager.

- 2 Increase contractor rates by 2% for logistics sector clients finance £28k

Manufacturing pay rates have compressed your contract margin by 4.2% this month. Logistics clients are less price sensitive and currently underserved.

- 3 Move Mike onto the healthcare desk this afternoon people £32k

Mike has missed target 3 weeks running on construction. His call recordings suggest confidence drop. Healthcare desk has 6 warm roles unfilled.

BUSINESS HEALTH AREAS

● Revenue



£820k

Revenue tracking 12% above target. Healthcare desk leading growth.

● Pipeline



£517k weighted

3 deals at proposal stage. Follow up on Nexus Group before competitor does.

● Cashflow



37 days runway

Contractor invoices need acceleration to maintain buffer past 37 days.

● Recruiter Utilisation



80%

Two consultants below 70% — consider reallocation.

● Client Health



6 active, 2 at risk

2 clients haven't placed in 6+ months but are actively advertising.

● Marketing



3 opportunities

LinkedIn trending: AI in recruitment, Skills-based hiring. Publish tomorrow morning for peak engagement.

⚠ Biggest Risk Today

Mike Harrison on construction desk underperforming

AI ANALYSIS

Revenue is tracking 12% ahead of last month driven by healthcare placements. Contract desk margin has tightened — recommend reviewing client pricing this week. Three high-value pipeline deals are at proposal stage and need follow-up today.

AI Workforce

Performance-managed AI agents — scorecarded like your best employees

FLEET STATUS

5

TOTAL AGENTS

4

OPERATIONAL

1

DEGRADED

0

OFFLINE

91.7%

AVG ACCURACY

224

TASKS TODAY

1,419

TASKS THIS WEEK

10

ACTIVE ALERTS

AGENT ROSTER

SA-01

Sales Agent

Client Acquisition & Pipeline Intelligence

47

TASKS TODAY

94.2%

ACCURACY

99.7%

UPTIME

MA-02

Marketing Agent

Brand Intelligence & Content Operations

23

TASKS TODAY

88.7%

ACCURACY

98.4%

UPTIME

RA-03

Research Agent

Market Intelligence & Economic Signals

34

TASKS TODAY

96.8%

ACCURACY

99.1%

UPTIME

CA-04

Candidate Agent

Talent Pipeline & Candidate Experience

89

TASKS TODAY

91.3%

ACCURACY

97.9%

UPTIME

RO-05

RevOps Agent

Revenue Operations & Business Intelligence

31

TASKS TODAY

87.4%

ACCURACY

94.2%

UPTIME

SA-01 — SALES AGENT

SA-01

ACTIVE MISSION

94%

ACC.

Sales Agent

Client Acquisition & Pipeline Intelligence

CURRENT MISSION

Cross-referencing 18 dormant client accounts against LinkedIn hiring signals

47

TASKS TODAY

312

THIS WEEK

91.5%

EFFICIENCY

340ms

RESPONSE

PERFORMANCE SCORECARD

Outreach Sequences Triggered

target: 1012 today

Client Opportunities Identified

target: 23 high-value

CRM Records Updated

target: 3047 records

Pipeline Hygiene Score

target: 90%96%

Missed Follow-Ups Caught

target: 58 flagged

Revenue at Risk Identified

£143k at risk

7-DAY PERFORMANCE

100

50

25

0

Mon

Tue

Wed

Thu

Fri

AI ASSESSMENT

Operating at 94.2% accuracy across 312 tasks this week. Highest-value action today: Identifying the Nexus Group hiring signal 4 hours before market open. Recommend deploying the 12 outreach sequences before 3pm to maximise response rates.

ACTIVITY LOG — TODAY

Midday pipeline snapshot: £770k total, £517k weighted. Ahead of last week by 8%.

13:15

Finance

Revenue forecast, cashflow, and financial intelligence

This Month

£276k

Actual

Projected Month

£350k

Forecast

Year to Date

£1881k

Cumulative

Projected Year

£3800k

Full Year

Revenue Forecast 2026



AI REVENUE ANALYSIS

Revenue is tracking above forecast for Q2. Healthcare and technology sectors are driving growth. Contract desk experiencing slight margin compression — recommend client pricing review. Q3 pipeline suggests revenue acceleration if proposal-stage deals close on schedule.

Risk Factors:

- Contract margin compression in manufacturing sector
- Two large clients reducing hiring for Q3
- Competitor undercutting on permanent placement fees

AI REVENUE ANALYSIS

Revenue is tracking above forecast for Q2. Healthcare and technology sectors are driving growth. Contract desk experiencing slight margin compression — recommend client pricing review. Q3 pipeline suggests revenue acceleration if proposal-stage deals close on schedule.

Risk Factors:

- Contract margin compression in manufacturing sector
- Two large clients reducing hiring for Q3
- Competitor undercutting on permanent placement fees

CASHFLOW STATUS

Monitor

37 days runway

Current Balance

£284k

Projected: £147k

CASHFLOW RISKS

medium

due in 14 days

£87k

Outstanding contractor invoices not yet collected

high

due in 30 days

£45k

Large client payment 30 days overdue

medium

due in 12 days

£62k

VAT payment due end of month

Intelligence

AI-generated insights, market intelligence, and competitor activity

All Insights

Competitors

Economic

↗ Hiring Demand

⚡ **Contract desk margin dropped 4.2% this month**

sales



Recommendation: Increase client pricing by 2% for logistics clients. Target Nexus Logistics and PrimeMove — both have grown 30%+ this year. Reallocate Sarah to healthcare desk where margins are 6% higher.

⚡ John has missed target 3 weeks running

people

medium impac



Recommendation: Recommend coaching session rather than performance management. Review his territory allocation — he may be working a depleted market. Consider pairing him with your top performer for 2 weeks.

⚡ 18 dormant clients showing external hiring signals

clients



Recommendation: Prioritise calling the top 5 by estimated value today. Lead with insights about the current candidate market — not with a sales pitch

Two versions



3

Mission Control

AI thinks for you

A total business brain that is building the intelligence you need to maintain your strategic advantage.

That's what's coming next for members.



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

96

FIT

Management consulting · US West Coast · Business development

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

95

FIT

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

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

COLD

DIRECTOR OF PEOPLE

Draft opener

St

Stanmore Ellis

90

FIT

Management consulting · US West Coast · Business development

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

WARM ROUTE IN

PRINCIPAL PEOPLE

Draft opener

Ha

Halden & Roe

87

FIT

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

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 triggers7
- 🎯

New leads8
- 📁

Live vacancies
- 🔍

Competitors
- 📊

Market & economy
- 📄

Content studio
- 🤖

AI agents
- ⚙️

Setup & alerts

Re-run analysis

Hiring triggers7 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.

A bright yellow sun with many thin, white, radiating lines is in the top left corner. A stylized rocket ship, colored orange, yellow, and red, is positioned diagonally across the center of the image, pointing towards the top right. The rocket has a blue circular window and a red stripe along its side.

My One Big Summer AI Project

Internal

Something that will
increase internal
performance and
productivity

External

Something that will
give me an additional
revenue stream or
reason to engage



Internal

- Client proposals and pitches
- Market mapping
- Predictive analytics
- Lead generation (jobs hunting)
- Training calls analysis
- Sourcing candidates
- Screening and shortlisting
- Candidate outreach
- Scheduling interviews
- Compliance and onboarding

- Note-taking from calls
- Job advert creation
- Content creation
- Social media management
- Market insights and trends
- Auto rewriting CVs
- Writing outreach messaging
- Lead generation
- Email personalisation
- CRM management
- Talent pool management



External

**Turn every perm
opportunity into two
perm placements**

**Something that will
give me an additional
revenue stream or
reason to engage**



● LIVE NETWORK

The Top 0.1% of London Sales Talent

A private, filterable directory of verified Account Executives. Pay to browse. Pay to reveal. Pay on placement. The definitive edge for GTM hiring.

[Explore the Map](#)[Browse Directory](#)

The latest profiles verified in our network.

[View all talent →](#)

London
AE #002

✓ VERIFIED

London AE
#002

SECTOR ACV BAND
Cybersecurity £100k–250k

CITY QUOTA
ATTAIN.
📍 London ↗ 118%

View Full Profile

London
AE #003

✓ VERIFIED

London AE
#003

SECTOR ACV BAND
📄 MarTech £50k–100k

CITY QUOTA
ATTAIN.
📍 London ↗ 142%

View Full Profile

London
AE #004

✓ VERIFIED

London AE
#004

SECTOR ACV BAND
📄 Enterprise SaaS £500k+

CITY QUOTA
ATTAIN.
📍 London ↗ 127%

View Full Profile

London
AE #001

✓ VERIFIED

London AE
#001

SECTOR ACV BAND
📄 Fintech £250k–500k

CITY QUOTA
ATTAIN.
📍 London ↗ 134%

View Full Profile

FILTERS

PROFILE TIER

Verified (quota confirmed)

Sourced (high signal)

SECTOR

Fintech

Cybersecurity

Enterprise SaaS

MarTech

HR Tech

DevTools

Revenue Intelligence

Search by sector, location...

London AE #001

London AE #001

SECTOR

Fintech

ACV BAND

£250k–500k

CITY

London

QUOTA ATTAIN.

134%

View Full Profile

VERIFIED

London AE #002

London AE #002

SECTOR

Cybersecurity

CITY

London

View Full P

London AE #003

London AE #003

VERIFIED

London AE #004

London AE #004



20

TOTAL PROFILES



12

VERIFIED AES



8

SOURCED PROFILES



133%

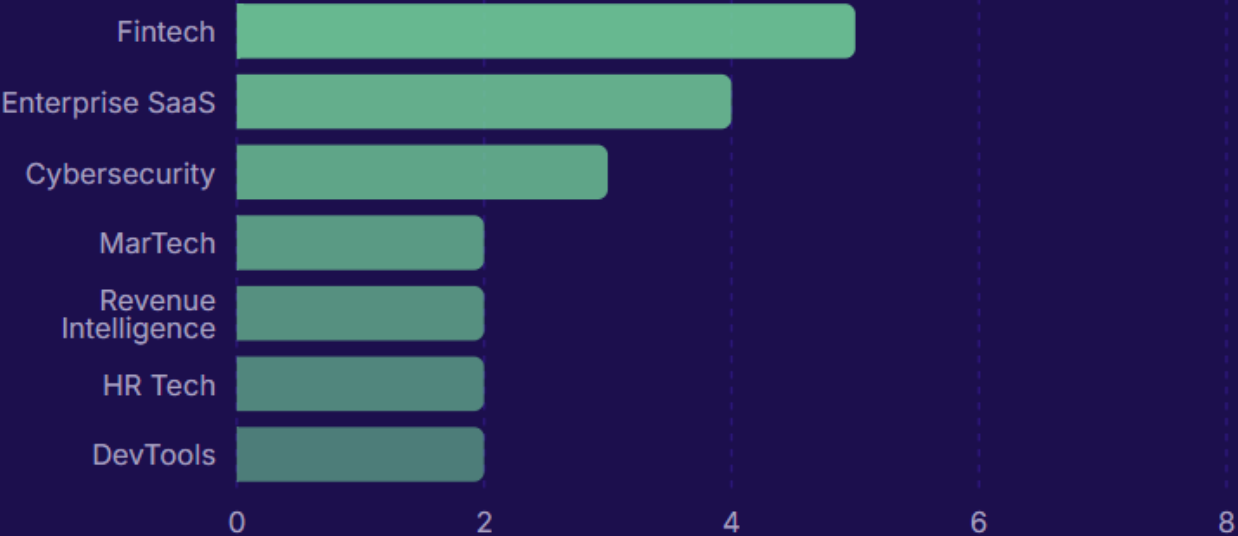
AVG QUOTA
ATTAINMENT



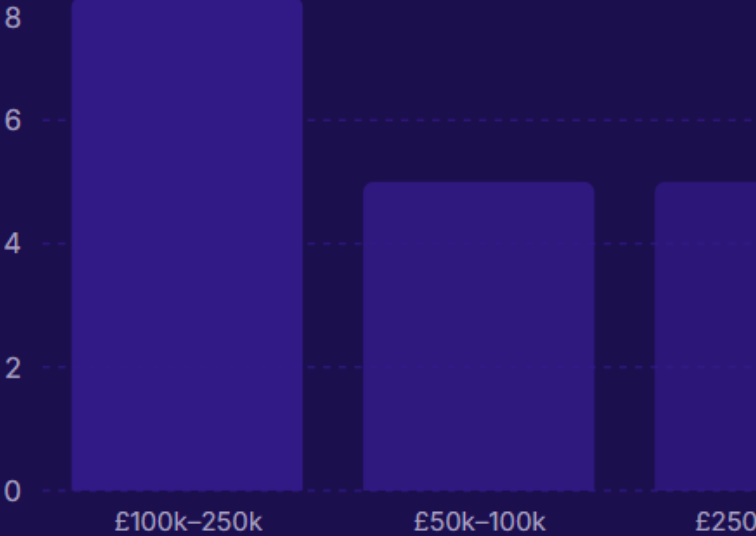
3

PENDING REVEALS

PROFILES BY SECTOR



PROFILES BY ACV BAND



Where next from here?

PROJECT AUTOMATE

Project Automate

Last updated: 14/02/2024

Hours Saved to Date

6880



per annum

Activity	Priority	Current Process	Current Time Spent (minutes)	Frequency	No of People who do this activity	Outsource or Automate?	If Automated, how?	Completed?	Hours Saved to Date (per annum)
Weekly monitoring of live vacancies	High	Manually typed into a spreadsheet by manager on call, no cadence with what is on the CRM	30	Weekly	65	Automate	All vacancies added to the system. If no activity in X days / weeks = job closed	Yes	1560
Actioning of live vacancies	High	Manually typed into a spreadsheet by manager on call, no cadence with what is on the CRM	80	Weekly	65	Automate	Notifications to alert the owner that there hasn't been any shortlist updates or CV sends in x days	In progress	4160
Populate missing data	Medium	N/A	10	Weekly	30	Automate	No email address, scrape CV	In progress	240
Post interview follow up	Low	N/A	20	Weekly	15	Automate	Reminders to consultants to contact Remove source after x years and make a required field for any new shortlist status update	Not Started	240
Update Source field on CRM	Low	Not always updated, especially the "latest" source	5	Weekly	65	Automate		In progress	260
Contractor management	Medium	Manual reminders for project end dates	5	Weekly	65	Automate	Automatically update the "date available" field so that it always shows the end of the live contract. Send automatic reminders when date gets close / automate email directly to contractors to re-engage	In progress	260
Candidates with no CV	Low	N/A	0	Weekly	5	Automate	Reminder if new candidate added to the system with no CV. Send automatic survey to collect latest information	Not Started	0
Candidate re-engagement	High	N/A	10	Weekly	5	Automate	No activity in x time. Receive emails - are you still looking? Do we have your correct details? Have you registered?	Not Started	40
CV formatting	Low	Manually re-formatted, sometimes added to the system but not monitored	10	Weekly	15	Automate	Use HireDeck to directly integrate CV formatting into Bullhorn/	Yes	120

Aim

Automate 10%-15% of all the manual Operations tasks within the next 3 months. This initiative aims to streamline operational processes, enhance efficiency, and optimise resource allocation within the project. By automating manual tasks, we aim to improve internal processes, reduce repetitive activities, and empower the Ops team to focus on strategic projects such as Culture, Hiring, People Development and other value added activities.

Marketing / Social Media

Task	Priority	Time spent	Frequency	Automate or Outsource	Completed	Hours saved
Daily content creation and posting on social media channels (research for content ideas, creation of visual material using Canva, blog creation and posting on the website, etc)	Medium	1 hour	Daily		In progress	
Force24 email campaign creation (design of email marketing templates, creation of journeys and landing pages)	High	4-6 hours	Weekly		In progress	
Transferring the data from Luce to Force (exporting the data from the CRM, cleaning the spreadsheets, uploading them to Force24 field mapping)	High	2 hours	Monthly		In progress	
Monthly marketing / social media reporting (compiling data from different sources - the back end of the website, social media channels - into one spreadsheet) - analysis	Medium	2 hours	Monthly		In progress	

Admin

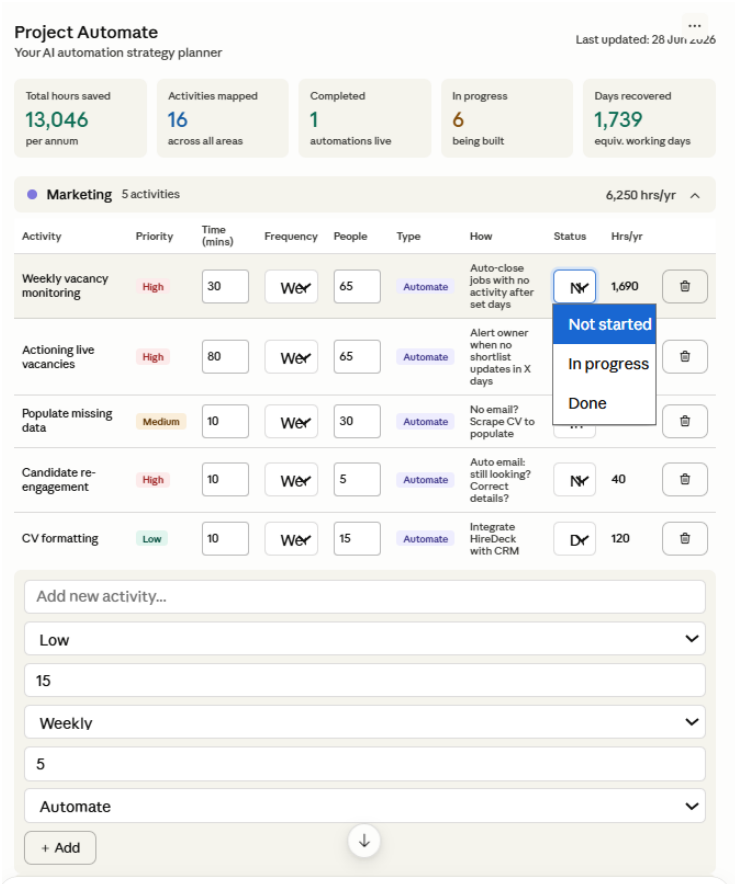
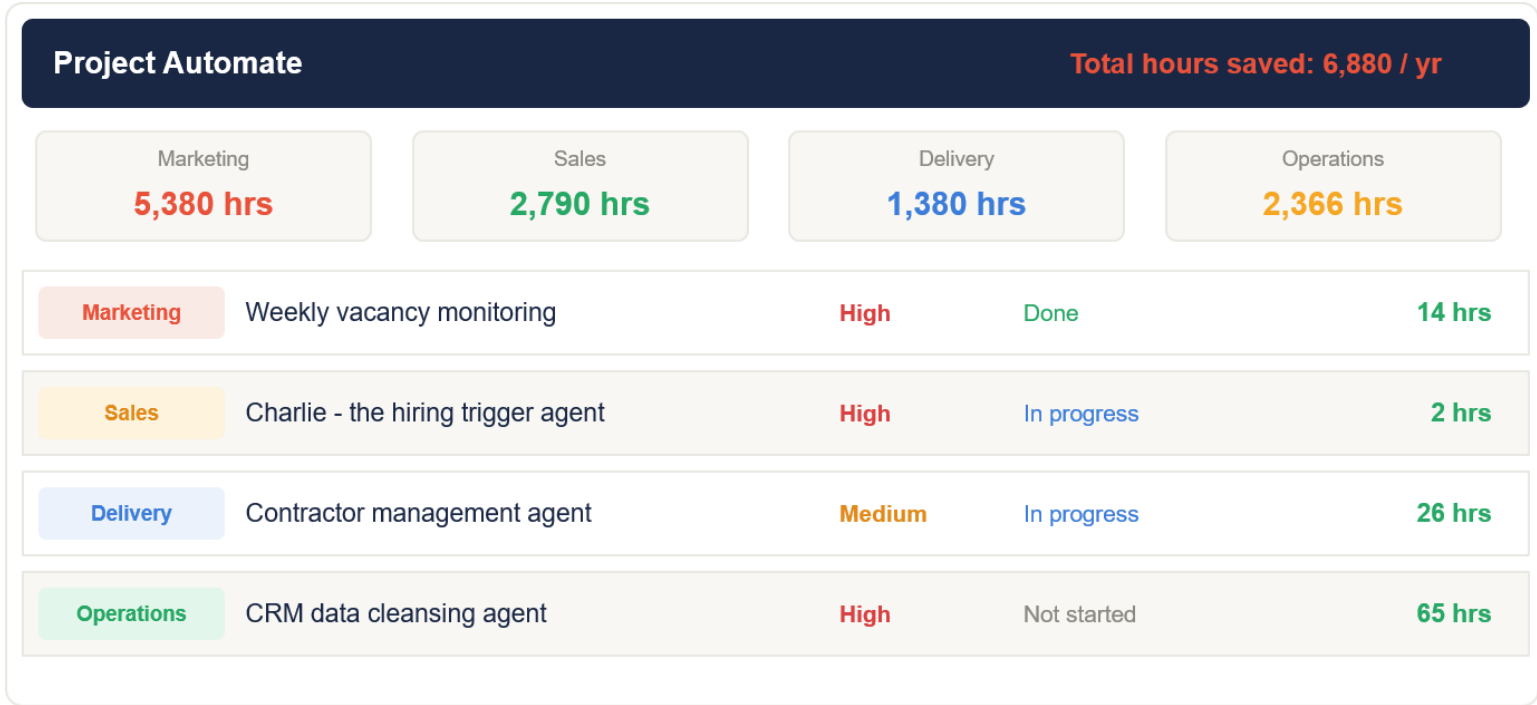
Task	Priority	Time spent	Frequency	Automate or Outsource	Completed	Hours saved
Arranging company files on Google Drive	High	2 hours	Weekly		In progress	
Posting adverts on the back end of the website (Wordpress) in line with SEO requirements	High	1-2 hours	Weekly		In progress	
Taking notes from the meetings	Medium	1 hour	Weekly		In progress	
Forwarding / getting back to the inquiries	Medium	30mins	Weekly		In progress	
Handling manual billing and invoicing processes on Xero (upcoming in April?)	TBC	TBC	TBC			
Data cleanse	TBC	TBC	TBC			

Hiring / People

Task	Priority	Time spent	Frequency	Automate or Outsource	Completed	Hours saved
CV sifting	High	1-2 hours	Daily		In progress	
Scheduling and coordinating internal interviews	High	2 hours	Weekly		In progress	
Handling paperwork for employee onboarding/offboarding (e.g. drafting offer letters / contracts, exit interview notes, etc)	Medium	1 hour	Weekly		In progress	



Your automation strategy starts here...



TRACTION

4 Week AI Development and Coaching Programme



TRN EDGE

AI and Automation Programme

A 14-month, fully accredited Level 4 AI & Automation Practitioner apprenticeship



scan for more info 

delivered by **we are zenith**  in partnership with **ITRN**
Recruit. Develop. Retain.



Ozy
The Recruitment Network

Live: 17 In Dev: 3

- Navigation
-  **My Agents**
 -  Prompt Library
 -  Exchange
 -  Shared With Me
 -  Admin Panel



[\[→ Sign Out\]](#)



 Search agents by name or description...



Business Development (4)



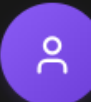
Content Creator
Creates LinkedIn posts, articles and thought leadership content



ICP Tracker
Tracks and analyzes ideal customer profiles across markets



Lead Generator
Generates qualified leads from multiple data sources



Account Management (4)



Account Planner
Creates detailed account plans with opportunity mapping



Market Mapper
Maps market landscape and competitive intelligence



Network Analyzer
Analyzes professional networks for warm introductions



Candidate Sourcing (4)



Boolean Builder
Builds advanced boolean search strings for sourcing



CV Screener
Screens and scores CVs against job specifications



Interview Prepper
Prepares tailored interview questions and scorecards



Content & Marketing (3)



Social Media Writer
Creates engaging social media content calendar



Blog Generator
Generates SEO-optimized blog posts and articles



Email Campaign Builder
Builds targeted email campaign sequences

Operations (2)

AI ROI Scorecard

[MEMBER NAME]

Q2

Q3 2026



AI ROI SCORE

8 of 9 numbers moved.

North star · profit per employee

£64k → £81k

ACTIVITY

not scored

50 agents live

0 pts

94% team adoption

0 pts

12,400 prompts run

0 pts

3,100 hours “saved” (self-reported)

0 pts

IMPACT

the only thing scored

“Show me the number that moved.”

Members don’t get points for having 50 agents. They get points for what those agents actually improve.

The recruitment economics

Baseline = pre-AI quarter · every metric tied to the agent that moved it

GP per recruiter

+14 pts

£22.9k

from £18.2k / month

Moved by Candidate matching agent +26%

Jobs worked per recruiter

+12 pts

16

from 11 live jobs

Moved by Intake & JD agent +45%

Fill rate

+11 pts

47%

from 38%

Moved by Shortlist scoring agent +9 pts

Time-to-submit

+10 pts

19h

from 52h

Moved by Sourcing agent -63%

BD activity, same headcount

+10 pts

310

from 140 touches / week

Moved by BD outreach agent +121%

Cost-to-serve

+9 pts

£890

from £1,240 / placement

Moved by Admin automation -28%

Submit-to-interview conversion

0 pts

31%

from 31%

Moved by Candidate prep agent flat

Redeployment rate

+4 pts

16%

from 12%

Moved by Redeployment agent +4 pts

The TRN 2X Profit Engine

Part of The 2X Business Challenge · Double your performance. Not your headcount.

My 2X profit multiple

1.00X

1X

2X

Undo

Workshop mode

Menu

1 My business today

2 My 2X opportunity

3 The five performance levers

4 My 2X profit dashboard

5 My 2X performance playbook

6 My 90-day action plan

My 2X profit dashboard

The combined effect of every lever, calculated so that nothing is counted twice. Select any bar or improvement to see exactly how it was worked out.

Current position

Conservative

Target

Ambitious

Annual run-rate

Year 1 (after one-off costs)

Presenter view

My 2X profit multiple

1.00X

1X

2X

£200,000 still to find to reach 2X.

Current operating profit

£200,000

Projected operating profit

£200,000

Additional operating profit

+£0

Profit improvement

0%

Commercial performance (NFI)

0.0%

£862,900 to £862,900

Productivity (NFI per recruiter)

0.0%

£86,290 to £86,290, same headcount

Operating profit margin ?

23.2%

+0.0 points from 23.2%

Remaining gap to 2X

£200,000

Commercial performance, productivity and profit are measured separately. Doubling profit doesn't mean doubling NFI.



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The Recruitment Network

Enabling recruitment leaders to improve
performance, productivity and profitability.