

Solo Business Growth



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



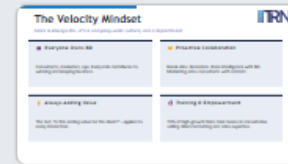
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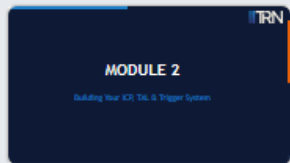
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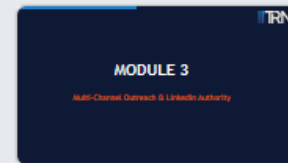
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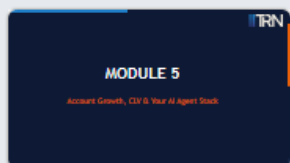
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28



The PINNACLE Programme

Converting 18% average margins to 35%+

SOCIAL SCALING PROGRAMME

The background of the slide is a blue-tinted photograph 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



The Recruitment Network



Produced by James Osborne of The Recruitment Network





||| **TRN** REGIONALTM
MEET-UPS

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.



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)

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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 are always providing the best experience possible.



Sales-Driven Recruitment

A recruitment course designed to help you understand the customer journey from initial contact to final sale, ensuring you are always providing the best experience possible. This course is designed to help you understand the customer journey from initial contact to final sale, ensuring you are always providing the best experience possible.



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' - Bespoke Skills. This course is designed to help you understand the customer journey from initial contact to final sale, ensuring you are always providing the best experience possible. This course is designed to help you understand the customer journey from initial contact to final sale, ensuring you are always providing the best experience possible.

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 emotional resilience. This course is designed to help you understand the customer journey from initial contact to final sale, ensuring you are always providing the best experience possible.



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, physically and emotionally fit. This course is designed to help you understand the customer journey from initial contact to final sale, ensuring you are always providing the best experience possible.

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 designed to help you understand the customer journey from initial contact to final sale, ensuring you are always providing the best experience possible.

Leadership Academy



Partners

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

TRN Partners & Offers

News

Search by keyword

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

From To

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Filter by category

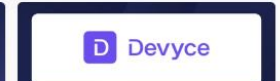
[All](#) [Finance Partners](#) [Insurance Partners](#) [Legal Partners](#) [Marketing Partners](#) [Outsourcing Partners](#) [Systems and Technology...](#) [Training Partners](#)

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...



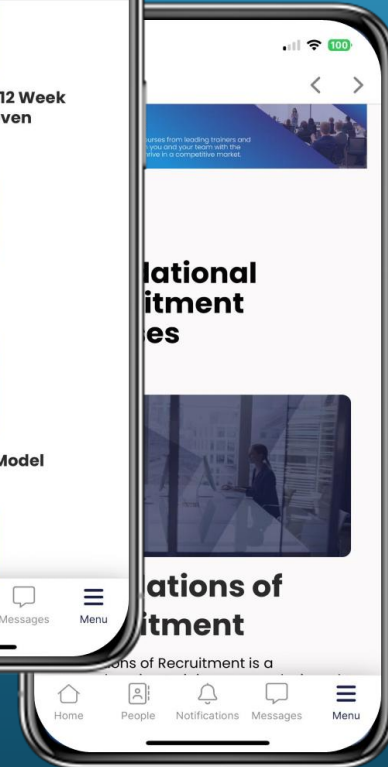
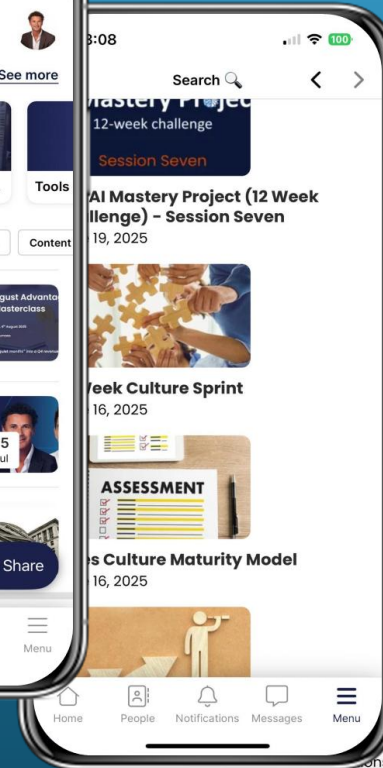
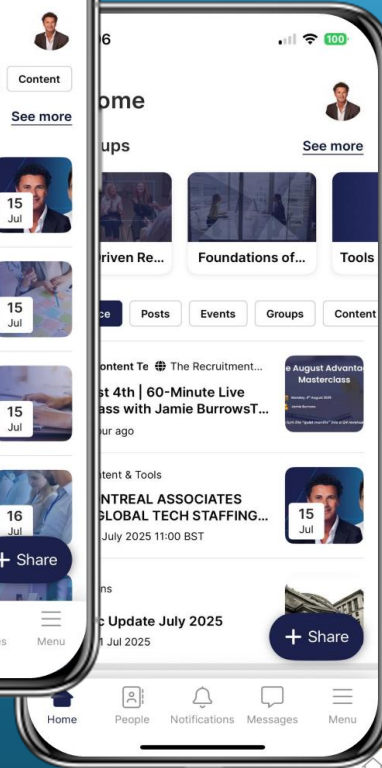
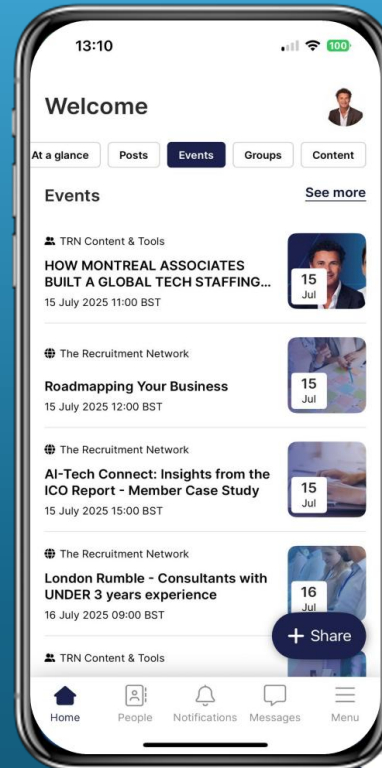
Compare Recruitment Factoring
19 May 2025
For an introduction, please contact: partners@therecruitmentnetwork.com Website: <https://www.linkedin.com/company/compare-recruitment>



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...



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%

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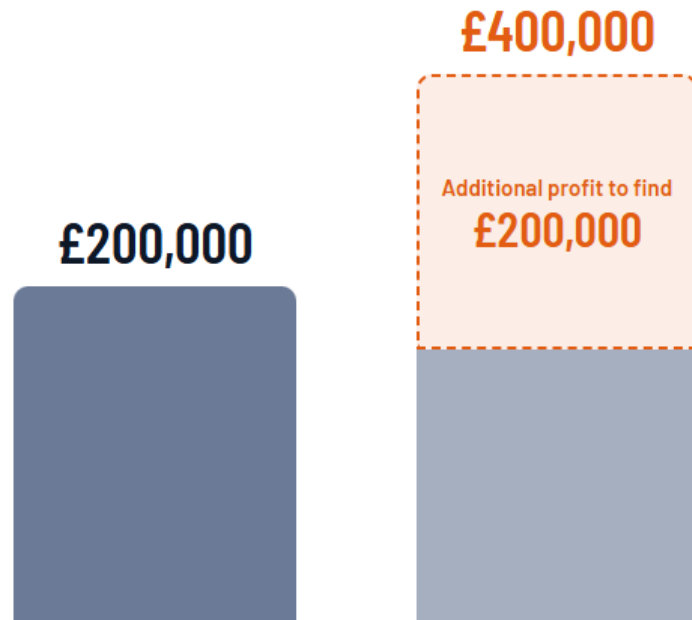
6 My 90-day action plan

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

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.



Current operating profit ?

£200,000

Operating profit at 2X

£400,000

Additional annual profit required

£200,000

Current NFI ?

£862,900

NFI per revenue-generating person

£86,290

Operating profit margin ?

23.2%

10 revenue-generating people

What this does and doesn't mean

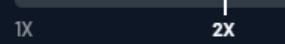
Doubling profit does not mean doubling NFI or headcount. Because most of your costs are fixed, every extra pound of contribution goes almost straight to profit. At

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.

You don't scale by adding headcount and more costs.
You scale by removing friction and building productivity.

Small improvements.
Compounded impact.

2X Challenge

For a simple solo permanent recruitment business:

Measure	Today	2X Target
Qualified jobs per year	40	50
Fill rate	50%	62.5%
Average fee	£9,500	£10,500
Annual fee income	£190,000	£328,000
Annual business costs (not salary)	£40,000	£50,000
Profit before tax	£150,000	£278,000

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?

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.



WHAT'S INCLUDED FOR SOLO OPERATORS IN THE TRN ACCELERATOR

- ✓ Full Accelerator Review and personalised report
- ✓ 4 x quarterly 90-day Sprint plans
- ✓ Quarterly Accelerator Insights reports
- ✓ Access to the TRN Solo Operator Community
- ✓ Monthly expert content, tools and market data
- ✓ Priority access to TRN events and roundtables

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.

There are 2 very simple ways you
can outperform your objectives in
2026 / 2027...

either lower your expectations

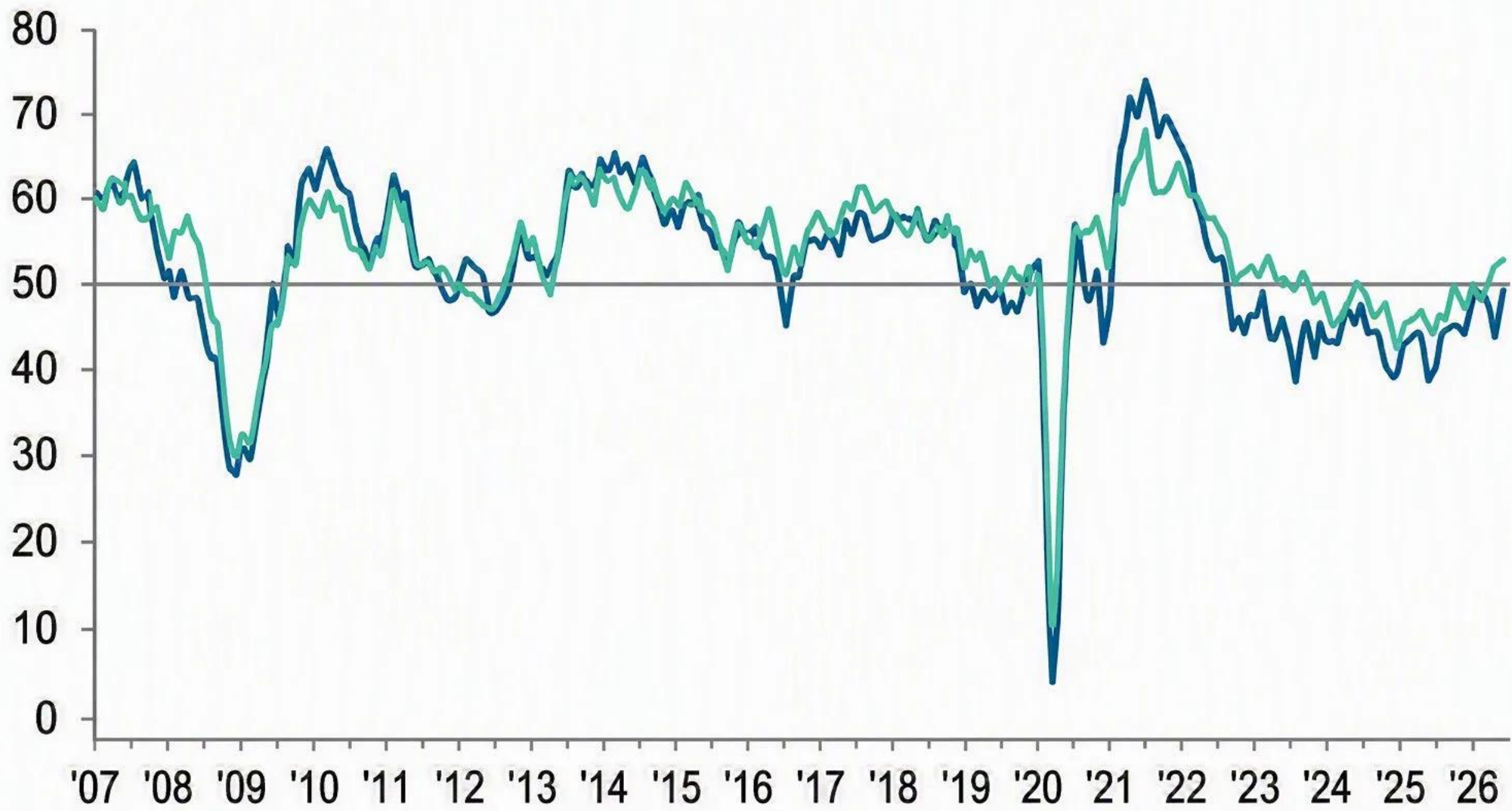
...or obsess about increasing your
productivity

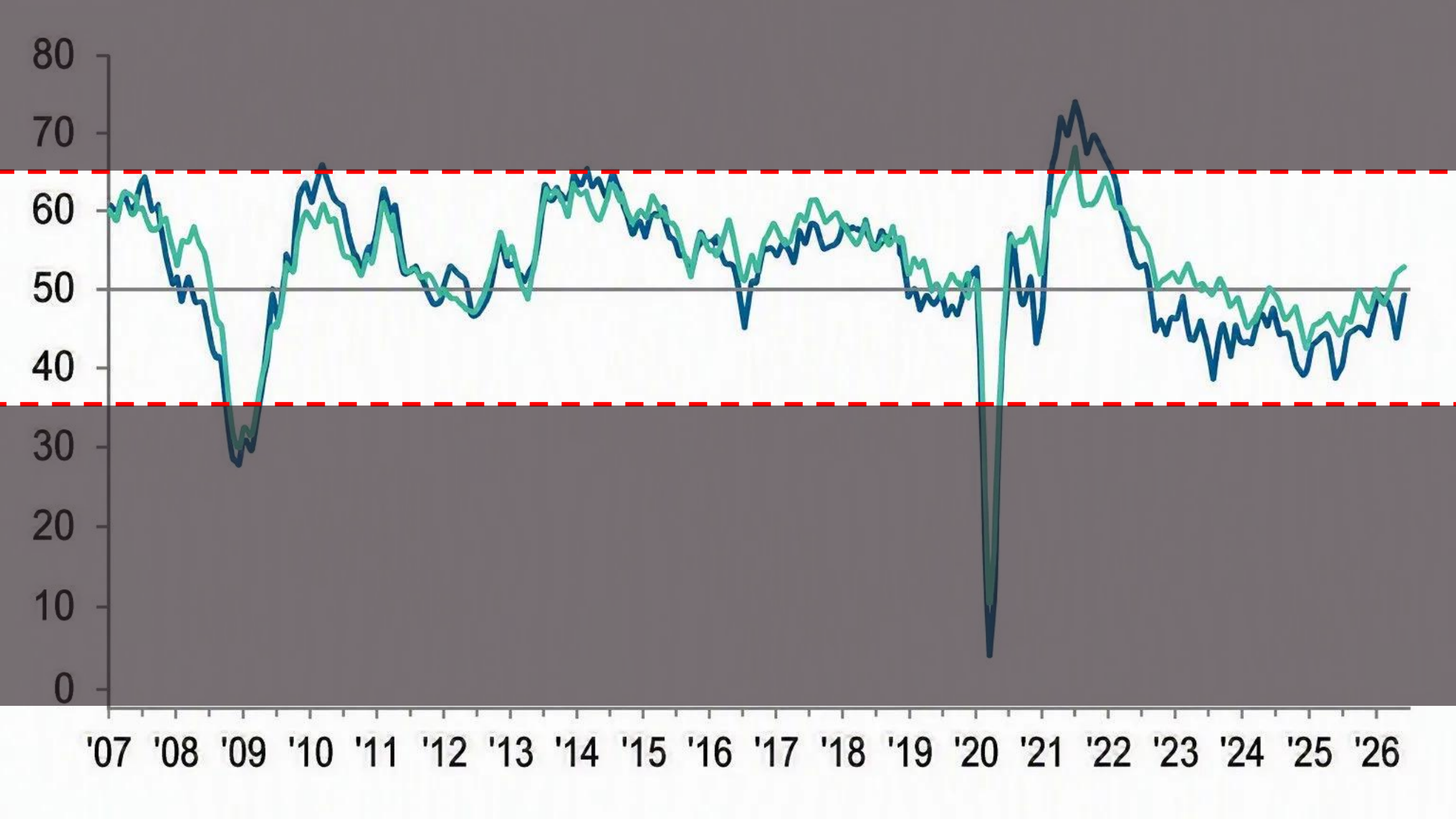
Even if the pie is the same size, or even smaller in some cases, you can still take a bigger slice than you have today.



Even if the pie is the same size, or even smaller in some cases, you can still take a bigger slice than you have today.







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

Q. Where is my profit actually already coming from?

Q. How could I earn more from each client?

Q. What new service offerings should I add to my portfolio?

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

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

Q. How could I make my income more repeatable?

So, let's explore this...

The 7 Core Metrics

There are hundreds of metrics you can impact, but start with these ones for three main reasons:

- They are fully within your control
- They are leverage-led rather than labour-led
- They are strongly compounding

Imagine what would happen to your profits if you could increase each of these by just 10% in 2027...

The 7 Core Metrics

1. Average fee / deal value
2. Client quality mix (better clients, fewer distractions)
3. Sales conversion rate (meetings to jobs, jobs to fees)
4. Time-to-fill / delivery speed
5. Candidate reuse rate (candidate assets)
6. Admin and non-billable time removed
7. Cash velocity (how fast money hits the bank)



Metric 1: Average Fee / Deal Value (+10%)

Net higher fees across the board.

Better positioning, better conversations, better problems to solve.

What's it all about?

- Move away from “one-off CV supply” thinking
- Anchor conversations around outcomes, not speed
- Introduce minimum fee thresholds or retained-lite structures

Practical actions

- Define your ideal deal size and stop apologising for it
- Use insight-led BD to get into higher-value conversations
- Package expertise into clearer solutions rather than generic services

Metric 2: Better Clients, Not More Clients (+10%)

Too many low-quality clients quietly draining your time, your energy and your margins.

What's it all about?

- Fewer clients
- Deeper relationships
- Higher net contribution per client

Practical actions

- Grade clients by ease, margin, payment speed and future value
- Actively downgrade or exit poor-fit accounts
- Spend BD time expanding within good clients, not chasing random new ones

Metric 3: Conversion Rates (+10%)

Too many meetings that go nowhere. Too many jobs taken without leverage or commitment. This is about return on activity, not activity itself.

Practical actions

- Fewer meetings, better meetings
- Clear qualification before accepting roles
- Stronger control of process and expectations – clear C2As

AI support

- Pre-meeting research summaries
- AI-generated briefing packs
- Follow-up and recap automation

Metric 4: Time-to-Fill (+10%)

Faster delivery means happier clients and happier clients means repeat work and referrals. Faster fees means stronger cash flow

Practical actions

- Stop sourcing from scratch every time
- Standardise shortlists and interview flows
- Reduce admin drag between stages

AI support

- Candidate matching
- CV formatting and shortlisting
- Interview scheduling

Metric 5: Candidate Reuse Rate (+10%)

Every time you start again, you burn time you do not have and slow the whole process down, increasing your risk of deal failure.

What's it all about?

- Candidates are not transactions.
- They are reusable assets.

Practical actions

- Build micro talent pools by niche, not job
- Keep warm engagement with placed and near-miss candidates
- Use insight, not just vacancies, to stay relevant

Metric 6: Admin and Non-Billable Time (-10%)

If you are doing admin, your business is paying top fee-earner rates for low-value work. AI creates space for you to do your best work.

Practical actions

- List every repeatable task you do weekly
- Automate, template or eliminate first
- Protect peak energy time for BD and delivery only

AI focus

- CRM updates
- Email drafting
- Market research

Metric 7: Cash Velocity (+10%)

Growth without cash is stress, not success! Cash is the lifeblood of your business as it allows you to think differently and behave differently.

Practical actions

- Faster invoicing through automation
- Clearer payment terms upfront
- Better client selection

Simple rule

If a client is slow to pay once, they will be slow again.

The Core Framework: the **C.A.S.H.F.L.O.W.** Model

- C.** Cash visibility
- A.** Actual profitability
- S.** Scaling costs
- H.** Headroom and risk
- F.** Funding options
- L.** Leaks and inefficiencies
- O.** Operational discipline
- W.** What next plan

30 Day Cashflow Sprint plan

30 Day Cashflow Sprint Plan

Objective:

- ✓ Clear cash visibility
- ✓ Known breakeven point
- ✓ Reduced funding pressure
- ✓ Fewer profit leaks
- ✓ Confident growth decisions aligned to your Accelerator™ plan

Use the traffic lights to be honest, not optimistic.

- - strong
- - warning
- - urgent

WEEK 1: CASH VISIBILITY

Goal: Know exactly where your cash will be in the next 90 days.

Area	Status	Notes
13-week rolling cashflow forecast exists	● ● ●	
Forecast updated weekly	● ● ●	
Lowest cash point identified	● ● ●	
VAT, PAYE and commissions included	● ● ●	
Cash buffer clearly known	● ● ●	

Key outputs this week

- Lowest projected cash point: £ _____
- Monthly breakeven GP: £ _____
- Cash runway: _____ months

WEEK 2: PROFITABILITY REALITY

Goal: Understand who creates cash and who consumes it.

Area	Status	Notes
GP per head visible	● ● ●	
Profit per head calculated	● ● ●	
Staff cost to GP tracked (~33%)	● ● ●	
Contract book stability understood	● ● ●	
Top 5 overdue debtors identified	● ● ●	

Key insights

- Cash-positive desks: _____
- Cash-draining desks: _____
- Overdue debt total: £ _____

WEEK 3: CASH CONVERSION & FUNDING

Goal: Improve how quickly profit becomes cash.

Area	Status	Notes
Customer-to-cash process mapped	● ● ●	
Invoices raised immediately	● ● ●	
Payment terms aligned to margin	● ● ●	
Commission aligned to cash receipt	● ● ●	
Funding cost understood	● ● ●	

Key findings

- Biggest cash delay: _____
- Funding used for: ☐ growth ☐ payroll ☐ cash gaps
- Funding reduces stress? ☐ Yes ☐ No

WEEK 4: DECISIONS & 90-DAY PLAN (align to your TRN Accelerator™ plan)

Goal: Decide how the business moves forward.

Stress test result:

"If revenue dropped 30% tomorrow, could we pay everyone?"

☐ Yes confidently

☐ Maybe

☐ No

Choose your position:

- **PROTECT**
Focus on cash buffer and risk reduction
- **STABILISE**
Fix margins, leaks and productivity
- **SCALE**
Invest with funded confidence

90-DAY FINANCIAL PRIORITIES

Priority Owner Deadline

-
-
-
-
-

WEEKLY FINANCIAL RHYTHM

- 🕒 15-minute weekly cash review
- 📊 Monthly profit and performance review
- 🔍 Quarterly scenario planning

Remember, growth is optional. Cashflow is not.

Cashflow Planner



Cashflow	2026										2027		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar
Cash In													
Revenue (30 day adjusted)	£55,000	£58,571	£61,363	£66,313	£68,154	£70,242	£73,853	£82,943	£85,791	£95,175	£100,597	£113,298	
Vat on Revenue	£11,000	£11,714	£12,273	£13,263	£13,631	£14,048	£14,771	£16,589	£17,158	£19,035	£20,119	£22,660	
Total Revenue (inc. VAT)	£66,000	£70,285	£73,635	£79,575	£81,785	£84,290	£88,624	£99,531	£102,949	£114,210	£120,716	£135,957	
Total Cash In	£66,000	£70,285	£73,635	£79,575	£81,785	£84,290	£88,624	£99,531	£102,949	£114,210	£120,716	£135,957	
Cash Out													
Direct Costs - 1	£14,168	£34,190	£6,230	£33,620	£15,565	£6,230	£18,035	£18,035	£5,660	£18,035	£18,035	£6,230	
Direct Costs - 2	£2,970	£2,950	£2,990	£2,970	£2,970	£3,010	£3,050	£3,050	£3,050	£3,050	£3,050	£3,050	
Direct Costs - Other	£900	£900	£900	£1,100	£1,100	£1,100	£1,650	£1,150	£1,700	£1,200	£1,750	£1,250	
Vat on Direct Costs	£3,608	£7,608	£2,024	£7,538	£3,927	£2,068	£4,547	£4,447	£2,082	£4,457	£4,567	£2,106	
Total Direct Costs (inc. VAT)	£21,645	£45,648	£12,144	£45,228	£23,562	£12,408	£27,282	£26,682	£12,492	£26,742	£27,402	£12,636	
Overheads	£39,265	£22,889	£28,906	£54,421	£33,721	£38,321	£45,808	£32,308	£34,558	£46,558	£33,058	£37,058	
VAT on Overheads	£1,662	£1,815	£2,612	£4,166	£2,726	£3,646	£2,806	£2,806	£3,256	£2,956	£2,956	£3,756	
Total Overheads (inc. VAT))	£40,927	£24,705	£31,518	£58,587	£36,447	£41,967	£48,615	£35,115	£37,815	£49,515	£36,015	£40,815	
Directors Dividends	£13,278	£13,278	£13,278	£13,278	£13,278	£13,278	£13,278	£13,278	£13,278	£13,278	£13,278	£13,278	
Directors Tax										£22,000			
Repayment of Loan									£30,000			£25,000	
VAT Liability		£18,000			£28,897			£30,402			£39,648		
Total Cash Out	£75,850	£101,631	£56,940	£117,093	£102,184	£67,653	£89,175	£105,477	£93,585	£111,535	£116,343	£91,729	
Net Cash	-£9,850	-£31,346	£16,695	-£37,518	-£20,399	£16,637	-£551	-£5,946	£9,364	£2,675	£4,373	£44,228	
Accumulative Cash	-£9,850	-£41,195	-£24,501	-£62,019	-£82,418	-£65,781	-£66,332	-£72,278	-£62,914	-£60,239	-£55,865	-£11,637	
Other													
Cash in Bank at 31st Mar '18													
R&D Tax Credit						£20,000							
Corporation Tax										£25,000			
Net Position (Accumulative)	£60,150	£28,805	£90,000	£52,482	£32,083	£68,720	£68,169	£62,223	£71,587	£49,262	£53,635	£97,864	

>

Cashflow

+



C.
A.
S.
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F.
L.
O.
W.



If, in the next 90 days, you could positively impact 7 core metrics in your business by 10% each, what would you choose?

Build your own Mission Control to help you...



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.



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2

AutoPilot

AI works for you

Agents running in the background. No
human trigger needed. Your business
doesn't sleep.
That's why we automated the agents.

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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



🔗 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.

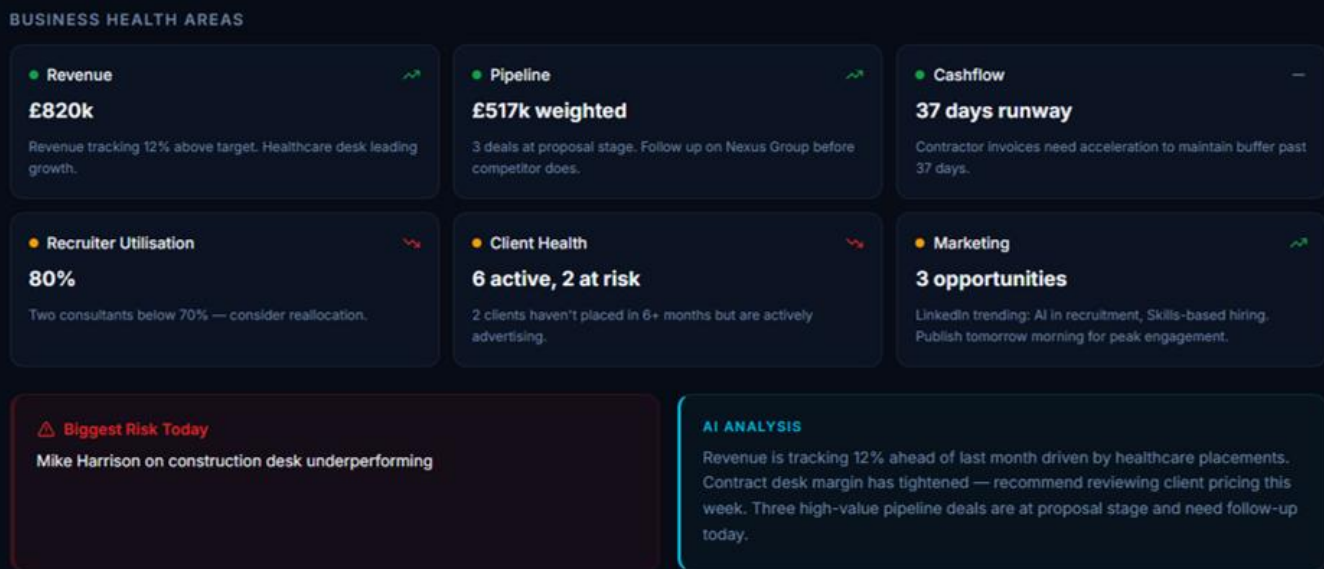
3

Move Mike onto the healthcare desk this afternoon

people

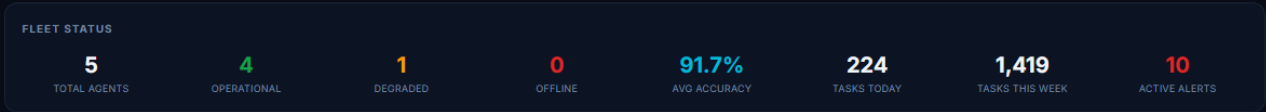
£32k

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



AI Workforce

Performance-managed AI agents — scorecarded like your best employees



AGENT ROSTER

SA-01

Sales Agent

Client Acquisition & Pipeline Intelligence

47

94.2%

99.7%

TASKS TODAY

ACCURACY

UPTIME

MA-02

Marketing Agent

Brand Intelligence & Content Operations

23

88.7%

98.4%

TASKS TODAY

ACCURACY

UPTIME

RA-03

Research Agent

Market Intelligence & Economic Signals

34

96.8%

99.1%

TASKS TODAY

ACCURACY

UPTIME

CA-04

Candidate Agent

Talent Pipeline & Candidate Experience

89

91.3%

97.9%

TASKS TODAY

ACCURACY

UPTIME

RO-05

RevOps Agent

Revenue Operations & Business Intelligence

31

87.4%

94.2%

TASKS TODAY

ACCURACY

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

312

91.5%

340ms

TASKS TODAY

THIS WEEK

EFFICIENCY

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



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

Command Centre

Sales

Marketing

Finance

People

Intelligence

AI Workforce

Settings

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

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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.

- 

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

92SCORE

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

89SCORE

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

85SCORE

Draft

DNA

MISSION CONTROL

Today's briefing

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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.

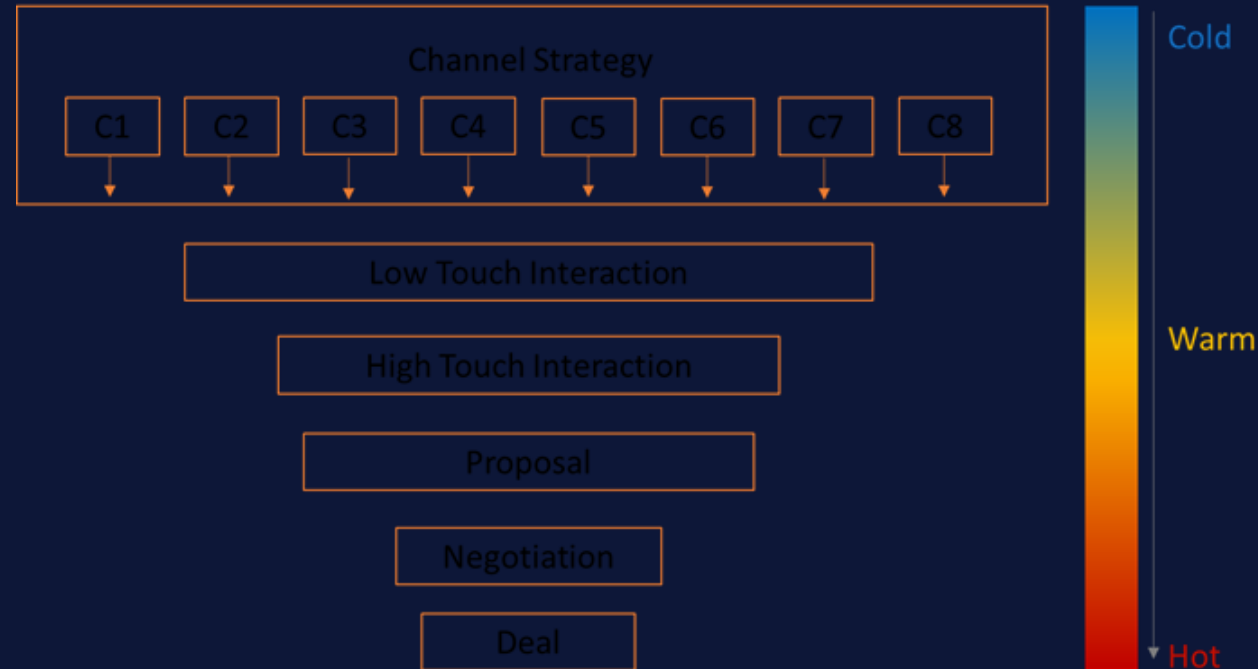
The problem was never the advert. 20 new roles landed in UK-wide today alone, and every one of them is competing for the same twelve people.

Speed is the offer now. Not the salary.

**This all helps to feed the top of
your sales funnel...**

NEW BUSINESS DEVELOPMENT

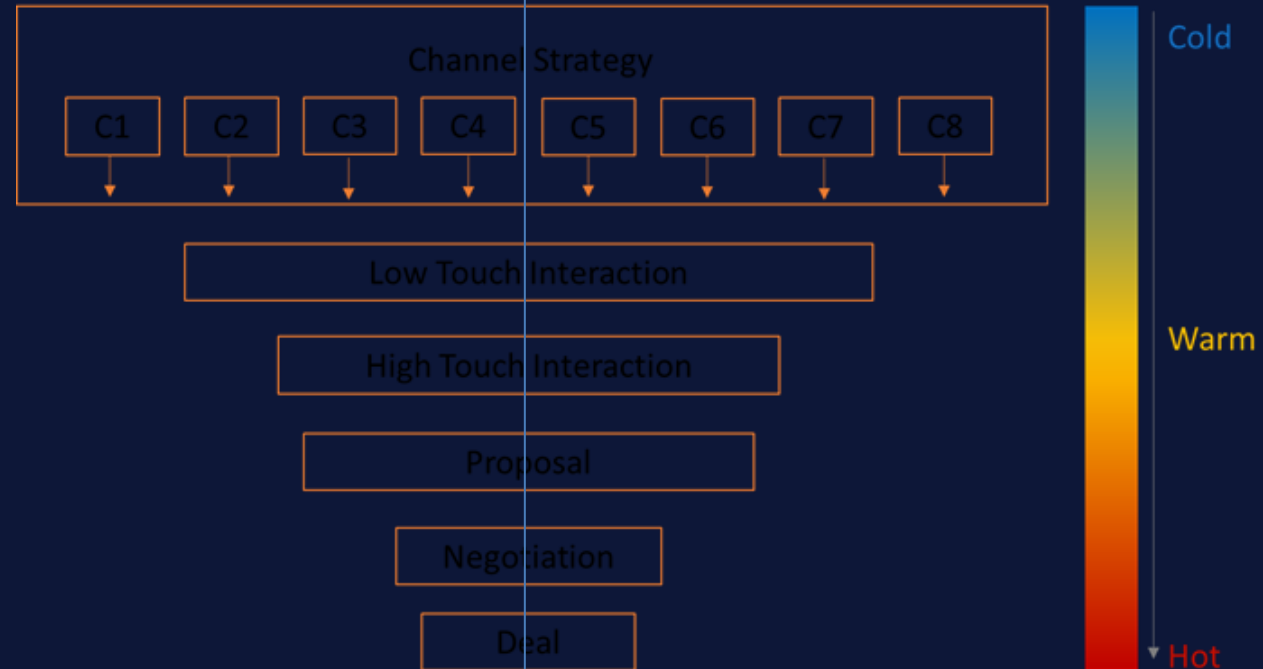
omnichannel



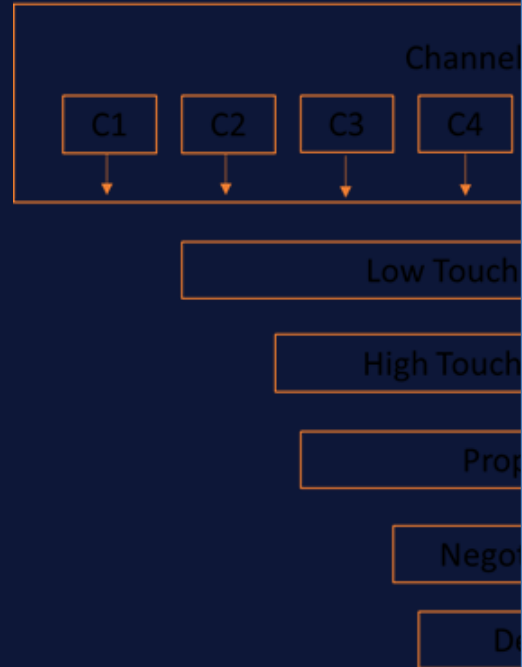
Value • Visibility • Velocity

Outbound

Inbound



Outbound

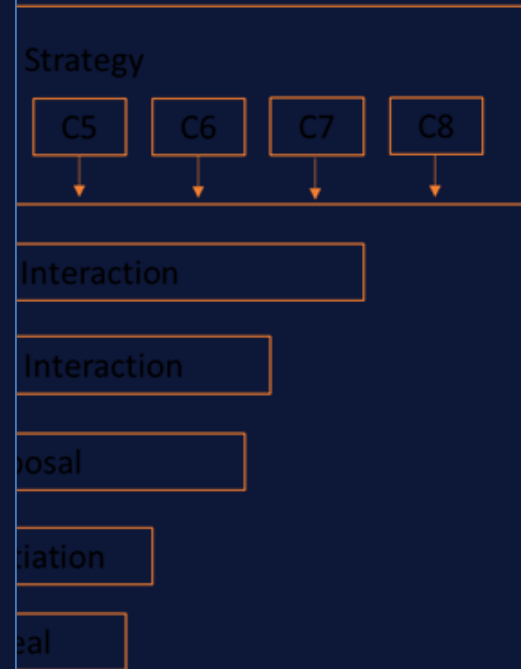


Cold Calling
LinkedIn – direct outreach
Email marketing
Pre-Ad chasing
Google Advertising
Reverse Marketing (The “Bench”)
X / Threads
Partner channel
LinkedIn Advertising
SEO
YouTube



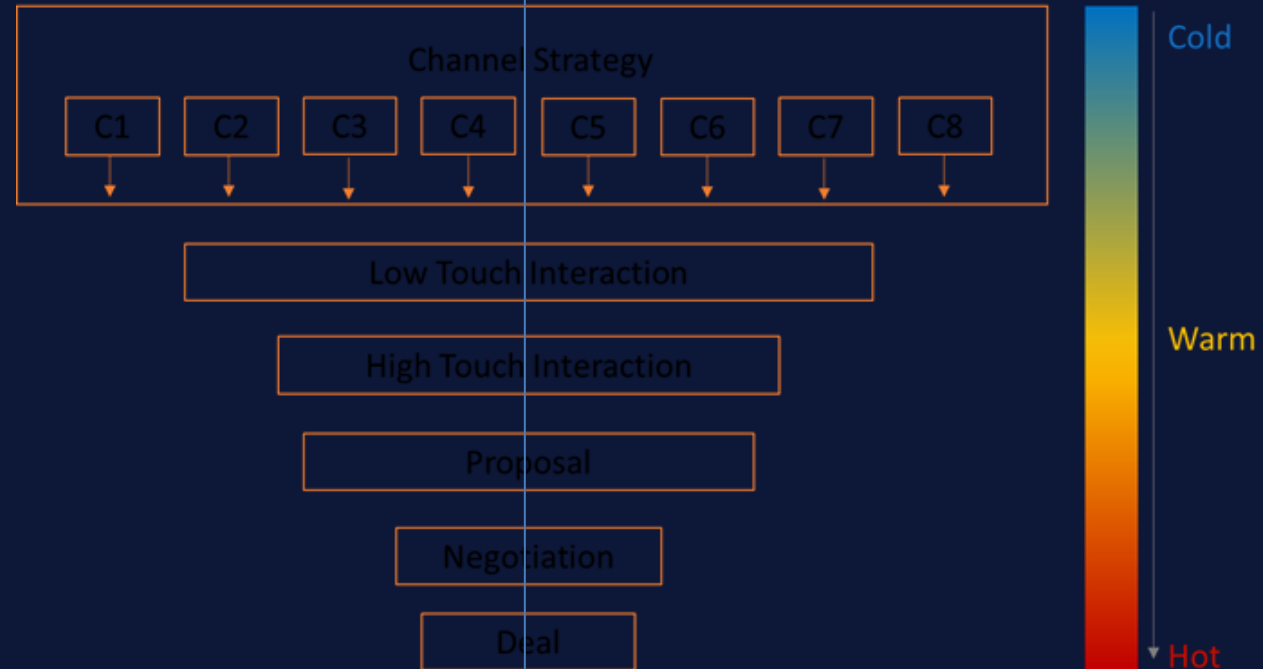
LinkedIn – networking
Instagram – community building
Facebook – community building
Events – internal and external
PCCs – Placed Candidate Campaigns
Partner channel
Community Platform
Online Roundtables
Podcasts
Referral programmes
SEO and AI SEO

Inbound



Outbound

Inbound



omnichannel

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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

AI AGENTS



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 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.

Some other examples of lead generation agents I have built for an SAP Solo recruiter...





Industry Conferences and Events

Prompt: "Identify upcoming industry conferences and events in the UK related to SAP and enterprise software solutions. Provide details about the events, including dates, locations, and participating companies. Include links to event websites or registration pages. Score the leads based on the size and relevance of the participating companies."

Job Board Activity

Prompt: "Analyse recent job postings on major UK job boards (e.g., LinkedIn, Indeed, Reed) for SAP-related positions. Identify companies with the highest volume of SAP job postings. Provide links to the job postings and score the leads based on the volume and urgency of the listings."



Company Financial Reports

Prompt: "Review the latest financial reports of UK companies in the technology sector. Identify companies with recent investments in digital transformation or SAP implementation projects. Provide links to the financial reports and score the leads based on the size of the investment and the company's market position."

News Articles and Press Releases

Prompt: "Search for recent news articles and press releases about UK companies adopting or upgrading SAP solutions. Summarise the key points and provide links to the articles. Score the leads based on the scale of the SAP projects and the company's industry influence."



LinkedIn Company Updates

Prompt: "Monitor LinkedIn updates from UK companies in the tech and enterprise software sectors. Identify posts about new SAP projects, expansions, or significant hires. Provide links to the LinkedIn updates and score the leads based on the company's size and engagement level."

Analyst Reports

Prompt: "Examine recent analyst reports from firms like Gartner, Forrester, and IDC on the SAP market in the UK. Identify key insights and companies mentioned as major SAP adopters or innovators. Provide links to the reports and score the leads based on the analysts' assessments of the companies."



Tech Forums and Communities

Prompt: "Explore discussions in tech forums and communities like SAP Community Network, Stack Overflow, and Reddit about SAP implementation in the UK. Identify companies frequently mentioned in discussions about SAP projects. Provide links to relevant discussions and score the leads based on the activity and expertise of the participants."

Industry Awards

Prompt: "Identify recent industry awards and recognitions given to UK companies for excellence in SAP implementation or enterprise software solutions. Provide details about the awards and the winning companies. Include links to award announcements and score the leads based on the prestige of the awards and the winners' market positions."



SAP Partner Network

Prompt: "Analyse the SAP Partner Network to identify UK-based SAP partners with significant recent activity or new client acquisitions. Provide details about the partners and their recent projects. Include links to their SAP partner profiles and score the leads based on the partners' client base and project scale."

Government Contracts

Prompt: "Research recent government contracts in the UK awarded for SAP-related projects. Identify the companies awarded these contracts and provide details about the projects. Include links to contract announcements and score the leads based on the contract value and project scope."



Trade Publications

Prompt: "Review recent issues of UK trade publications focused on enterprise software and SAP solutions. Identify articles featuring companies involved in significant SAP projects. Provide summaries and links to the articles, and score the leads based on the prominence of the companies and projects."

Company Websites

Prompt: "Scan the websites of leading UK companies in the technology and enterprise sectors for announcements or case studies about SAP implementation projects. Provide links to relevant pages and score the leads based on the project's scale and the company's industry position."



Social Media Activity

Prompt: "Monitor social media activity (Twitter, Facebook, Instagram) of UK companies in the SAP ecosystem. Identify posts about new SAP projects, partnerships, or significant hires. Provide links to the posts and score the leads based on the company's follower count and engagement metrics."

SAP User Groups

Prompt: "Investigate SAP user groups and local chapters in the UK. Identify active members and companies involved in recent discussions or events. Provide details about the groups and links to their websites or discussion boards. Score the leads based on the group's activity level and member influence."



Industry Webinars and Podcasts

Prompt: "Identify upcoming or recently held webinars and podcasts focused on SAP solutions in the UK. Provide details about the events, including hosts, topics, and participating companies. Include links to registration or replay pages and score the leads based on the event's popularity and participant relevance."

Academic Research

Prompt: "Review recent academic research and case studies from UK universities about SAP implementation and digital transformation. Identify companies featured in these studies. Provide summaries and links to the research papers, and score the leads based on the academic institution's reputation and the company's project scale."



Other Recruitment Agencies

Prompt: "Analyse the activities of major recruitment agencies in the UK specialising in SAP roles. Identify agencies with significant recent placements or new client acquisitions. Provide details about the agencies and links to their announcements. Score the leads based on the agencies' market share and client base."

CRM and Lead Generation Tools

Prompt: "Utilise CRM and lead generation tools like ZoomInfo, Clearbit, and Leadfeeder to identify UK companies actively searching for SAP talent. Provide details about the companies and their search activities. Include links to the lead generation profiles and score the leads based on the company's size and search frequency."



Networking Groups

Prompt: "Investigate professional networking groups in the UK, such as those on Meetup or industry-specific Slack channels, focusing on SAP and enterprise software. Identify active members and companies involved in recent discussions or events. Provide details about the groups and links to their profiles. Score the leads based on the group's activity level and member influence."

Competitive Intelligence

Prompt: "Conduct competitive intelligence to identify UK companies that are key competitors in the SAP recruitment market. Analyse their recent activities, client acquisitions, and market strategies. Provide details and links to relevant information. Score the leads based on the competitors' market position and activity level."

AI ASSISTANTS



Are you playing to your 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...



← All projects

Ozy's New Lead Generator

Identifier

Type

+



Share

Instructions

Add instructions from the...

Files

Add PDFs, docu-
ment 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.



Ozy
The Recruitment Network

Live: 17 In Dev: 3

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



 Search agents by name or description...



Business Development (4)



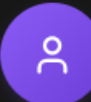
Content Creator
Creates LinkedIn posts, articles and thought leadership content



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

PRODUCTS AND POSITIONING

The PINNACLE Programme

Converting 18% average margins to 35%+

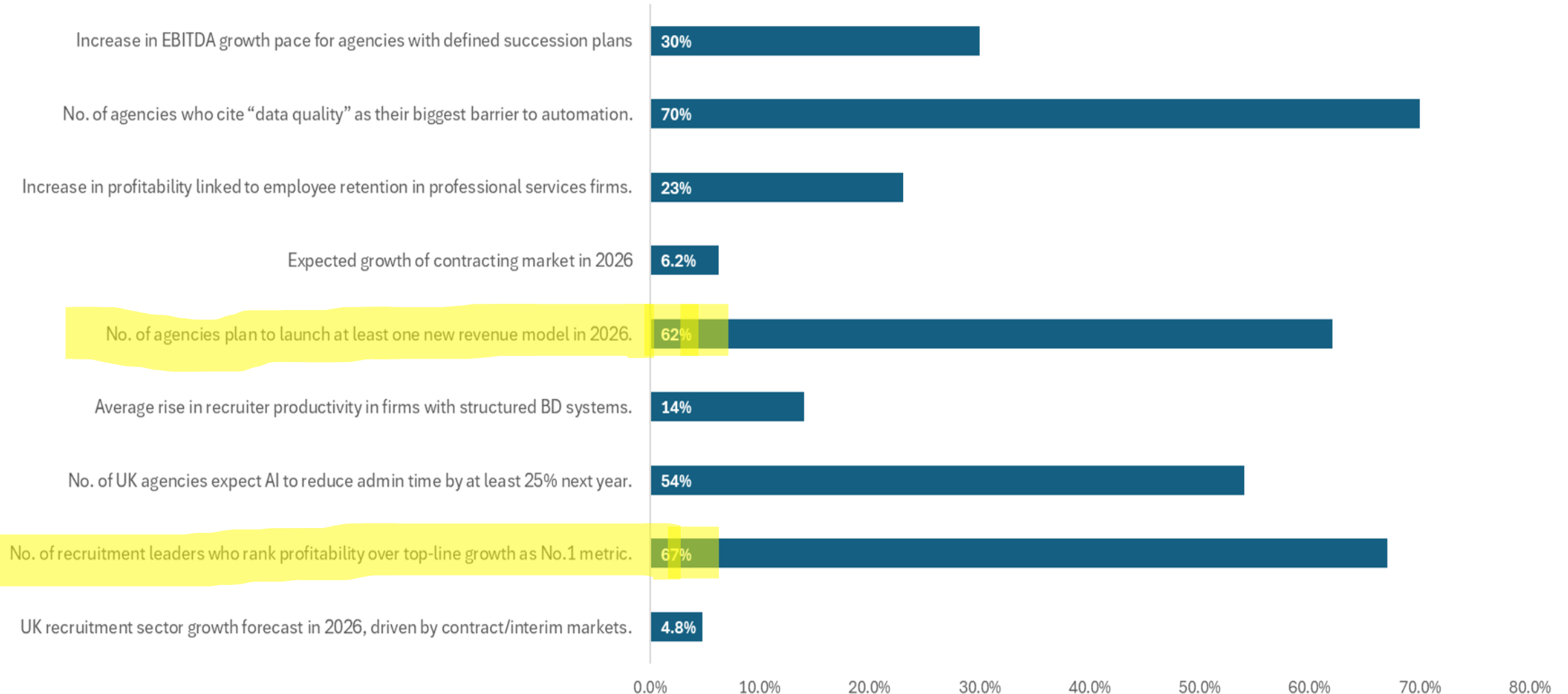


Productisation

From service to solution

Strategy and Business Planning

GROWTH in 2026



Moving from Transactional to Transformational



Who is selling what?

People – Insight – Diagnosis – Governance - Transformation

That's the opportunity.

**Recruitment
Supply**

**Talent
Consultancy**



Recruitment Supply

Reactive
Role-focused
Transactional
Narrow

The White Space “Trap”

Clients are trapped between the two and neither are giving them what they are looking for.

Talent Consultancy

Slow
Expensive
Over-scoped
Over-engineered

Capability Projects™

What is driving these projects?

- 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

Clients don't want CVs anymore

They want:

- Certainty
- Insight
- Direction

There are **four** key components that help shape how we will win greater clients & build better business...

Understand the
right drivers
ICP

Who **exactly** is facing the
problem... person & niche

Capture the problems
that need solving
PAIN

Uncover the **REAL** needs &
wants... it is not about the hire!

Position the right solution
to enable success
OUTCOME

Deploy services that deliver
success, going beyond the hire

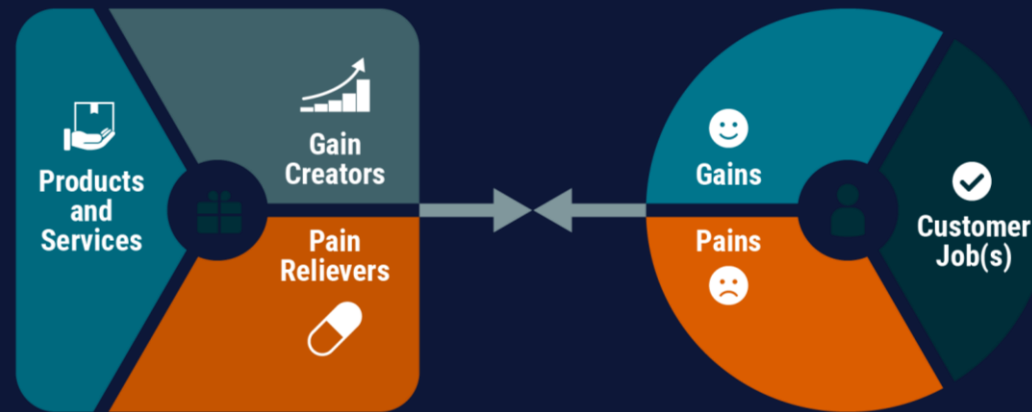
Develop Complementary
Engagement Streams
VALUE

Offer value-added services that
reframe your position & perception



This model gave us language to have braver conversations with our clients. – **Member Perspective 2025**

The Value Proposition Canvas

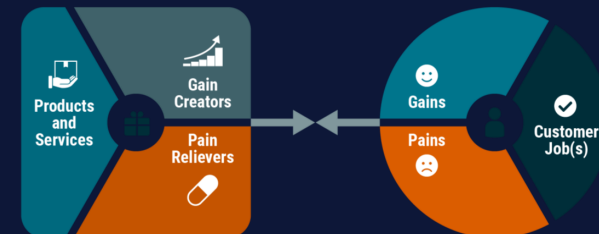


Gains

- What does success look like to your customers?
- What results does your customer expect, and what can surpass these expectations?
- What would simplify the work or life of your customer?
- What exactly are they looking for from a recruitment partner?

Pains

- What part of the talent puzzle is costing your customers the most?
- What part of the talent puzzle is not generating the right level of results?
- What are the main challenges and problems your customer faces?
- What are the consequences of these to the customer's business?

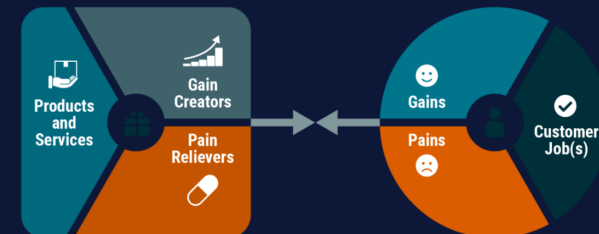


Gain Creators

- Does your product / service guarantee the results that the customer is looking for?
- Does it simplify the life of the customer?
- Does it give something that your customer wants to get?
- Does it allow the customer to be able to do something else / better?

Pain Relievers

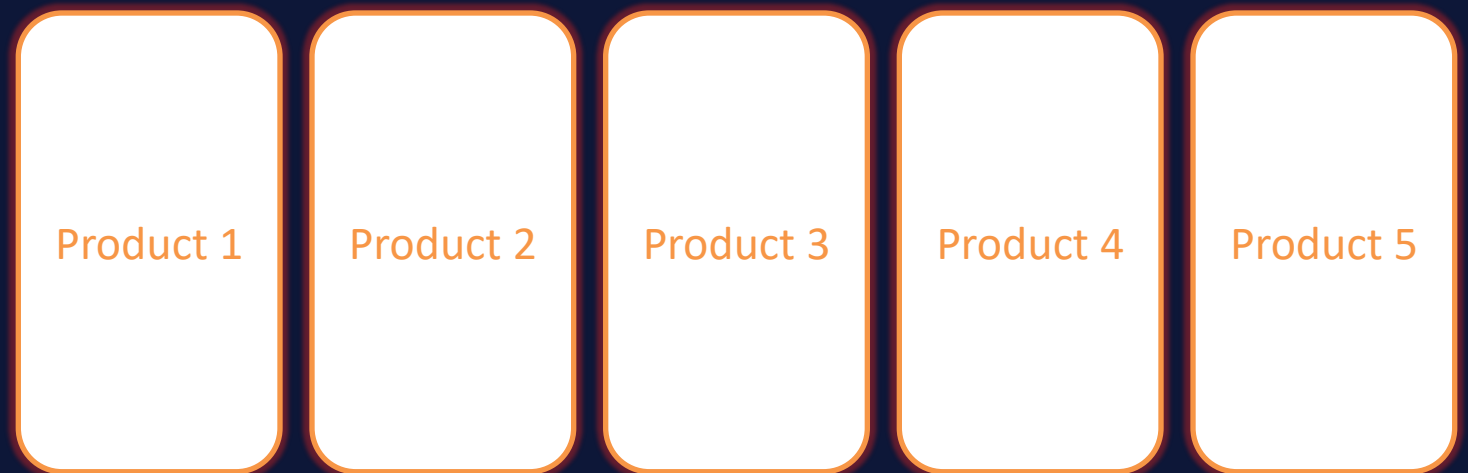
- Does your product / service create savings? (time, money, resources etc.)
- Does it fix the problems your customer is facing?
- Does it reduce the risks that your clients are concerned about?
- Does it help your customers sleep better at night?



In its purest sense...

Following our discussions and looking at the data, these are your pains and your gains, and these are the solutions that we have created to help with those:

- 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
- Building flexible work models
- Strengthening leader-employee relationships
- Retention
- Engagement
- Diversity, equity, inclusion, and belonging
- Managing uncertainty
- Focusing on employee health and well-being
- Workforce planning
- Access to high quality talent pools
- Learning and Development



Example Project:

Implement a new talent acquisition operating model (covering workforce planning, recruitment tech, process redesign and rollout).

Role	Day Rate		Duration	Total Investment	
	Consultancy	Capability Project		Consultancy	Capability Project
Project Director / Partner	£5,500	£1,000	20 days	£110,000	£20,000
Project Manager	£2,800	£850	60 days	£168,000	£51,000
Subject Matter Expert (TA)	£2,000	£700	60 days	£120,000	£42,000
Business Analyst	£1,500	£600	40 days	£60,000	£24,000
Change Lead	£2,200	£750	30 days	£66,000	£22,500
Total				£524,000	£159,500

That's 70% cheaper than a typical consultancy!



Capability Projects Finder

By James Osborne 

Tell me your market and geography and I'll find you some projects to pitch for.

Accountancy
in London

Technology
in New York

Legal in the
DACH region

+ Ask anything



10000 chars

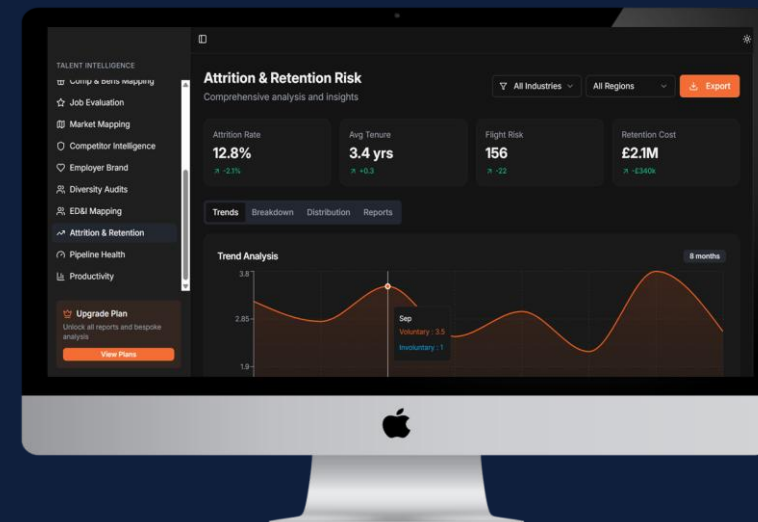
The Consultancy Menu

Includes:

- Salary Benchmarking
- Market Mapping
- Talent Diagnostics
- Hiring Process Audit
- Time-to-Hire Diagnostics
- Skills Gap Analysis
- Candidate Experience Audit
- Interview Training
- Onboarding Frameworks
- ED&I Mapping
- Attrition Analysis

Tier 1: Core

£1,500 to £4,000 per month or £5,000 to £15,000 per project



Includes:

- Workforce Planning
- Succession Planning
- Org Design Advisory
- Incentive Scheme Design
- Leadership Development
- Competitor Talent Intelligence
- Performance Framework Design
- Productivity Benchmarking
- Board-Level Talent Sessions
- Change Readiness Assessments
- Location Strategy Analysis

Tier 2: Advanced

£4,000 to £10,000 per month or £20,000 to £60,000 per year

Includes:

- M&A Talent Due Diligence
- Post-Merger Integration
- Digital Transformation Hiring Strategy
- ERP / AI Programme Talent Support
- Automation Impact Assessments
- Build-Operate-Transfer Models
- Embedded / RPO-Lite Delivery
- Executive Assessment Centres
- Global Mobility Advisory
- Contingent Workforce Compliance Advisory

Tier 3: Enterprise

£20,000+ per month or £120,000 to £500,000+ per year

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

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

OpenAI



ChatGPT

● 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%

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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

VERIFIED

SECTOR

Fintech

ACV BAND

£250k–500k

CITY

London

QUOTA ATTAIN.

134%

View Full Profile

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

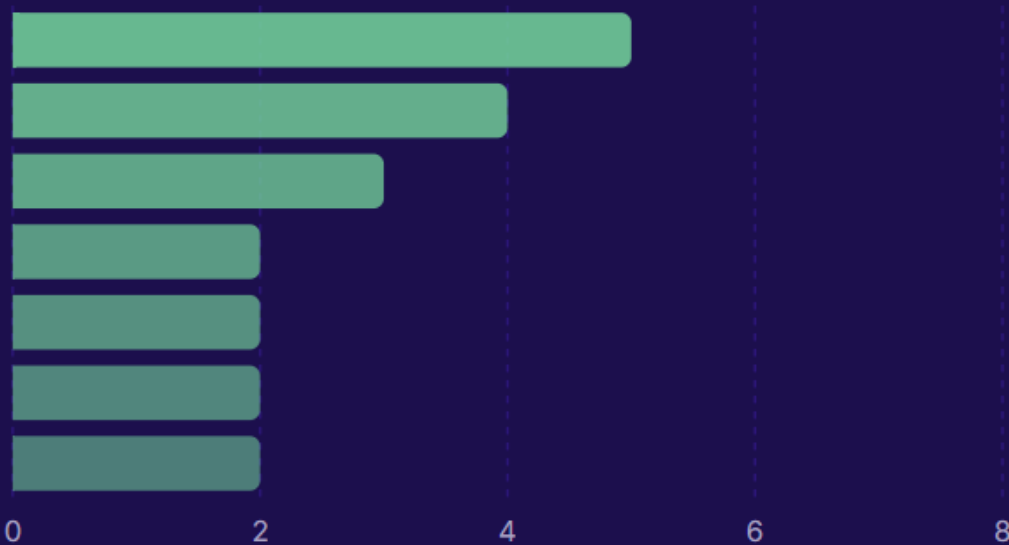


3

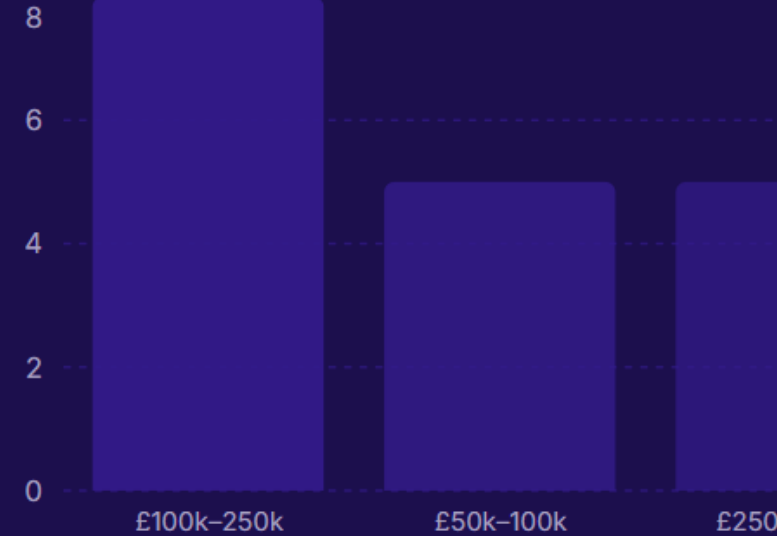
PENDING REVEALS

PROFILES BY SECTOR

Fintech
Enterprise SaaS
Cybersecurity
MarTech
Revenue
Intelligence
HR Tech
DevTools



PROFILES BY ACV BAND

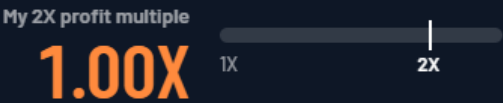


What next?

The 2X Challenge

The TRN 2X Profit Engine

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



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

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

My 2X profit multiple

1.00X

1X

2X

Undo

Workshop mode

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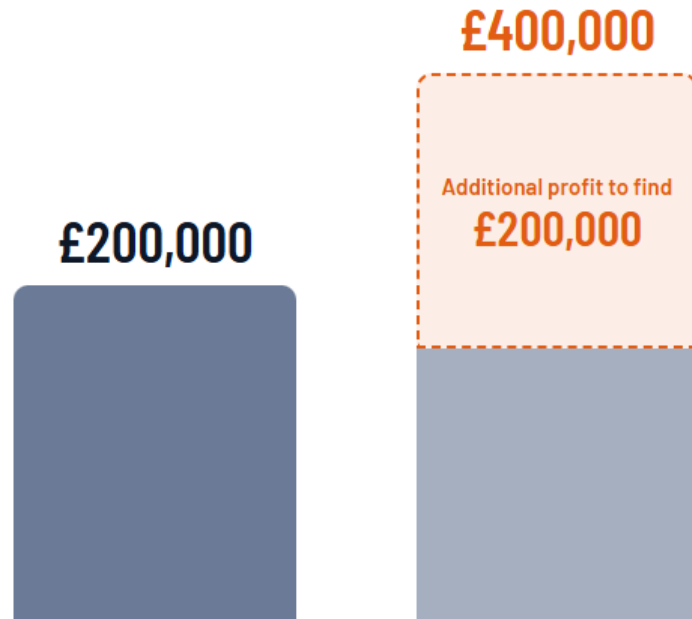
6 My 90-day action plan

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

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.



Current operating profit ?

£200,000

Operating profit at 2X

£400,000

Additional annual profit required

£200,000

Current NFI ?

£862,900

NFI per revenue-generating person

£86,290

Operating profit margin ?

23.2%

10 revenue-generating people

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

1X

2X

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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

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.

You don't scale by adding headcount and more costs.
You scale by removing friction and building productivity.

Small improvements.
Compounded impact.

2X Challenge

For a simple solo permanent recruitment business:

Measure	Today	2X Target
Qualified jobs per year	40	50
Fill rate	50%	62.5%
Average fee	£9,500	£10,500
Annual fee income	£190,000	£328,000
Annual business costs (not salary)	£40,000	£50,000
Profit before tax	£150,000	£278,000

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?

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

Solo • Plus • Club • Executive Forum

The Recruitment Network

Enabling recruitment leaders to improve
performance, productivity and profitability.