

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 • Exec Forum



Updates from TRN HQ...

VELOCITY

The Ultimate Business Development Playbook for 2026

The PINNACLE Programme

Converting 18% average margins to 35%+



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 & Automation Programme

Build the Capability.
Transform the Business.

TRN Edge is a 14-month, fully accredited Level 4 AI & Automation Practitioner apprenticeship.

Designed specifically for recruitment businesses, it combines a nationally recognised qualification with practical tools, templates, AI agents and recruitment specific strategies that participants apply directly within their own organisation.

Participants will build an AI Blueprint, redesign workflows, improve data and CRM use, identify automation opportunities and measure outcomes such as time saved, productivity gains and process improvements.

Suited to digitally confident employees who can help lead change across operations, management, marketing, technology or senior leadership.

Eligible businesses may access up to £18,000 of government funding per participant.

**The qualification is the certificate.
The transformation is the point.**



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.

THE RECRUITMENT NETWORK

TRN

ACCELERATOR

REVIEW REPORT

PREPARED FOR

Caelin Roodt

Testing May

11 May 2026

YOUR #1 PRIORITY AREA

High-Performing Team

8

/ 12

COMBINED SCORE

100%

YOUR BUSINESS LANDSCAPE

1

High-Performing Team

Score 8.7 / 12

100%

2

Growing Profitability

Score 6.7 / 12

100%

3

Strategy & Business Plan...

Score 6.7 / 12

100%

4

Sales & Marketing

Score 6.7 / 12

100%

5

Systems & Technology (In...

Score 6.7 / 12

100%

6

Operational Efficiency

Score 6.7 / 12

100%

7

Candidates

Score 2.7 / 12

100%

THE ACCELERATOR REVIEW

EXECUTIVE SNAPSHOT

TRN

Caelin Roodt

REPORT INTRODUCTION

This report is your personalized Accelerator diagnostic. It reflects the data you provided across the seven core business areas and gives you a clear, evidence-based view of where your greatest 90-day opportunity sits. It's a starting point — not a verdict. Bring this to your Accelerator session and we will turn it into a focused action plan.

YOUR 12-MONTH GOAL

"Revenue has grown 30% and profitability 40%"

Success Metric: Net Profit / EBITDA Target: 1000000

YOUR STATED PRIORITY AREA

"I've made my focus on 2025 since over the next 90 days, which would itself mean"

Growing Profitability

High-Performing Team

MATERIAL RISK FLAGGED

You have flagged a material risk in the business. Before committing to a growth sprint, this risk needs to be assessed and either removed or actively managed. Your Accelerator session is the right place to start — bring the data and we will work through it with you.

PURPOSE ALIGNMENT

3

/ 4 = 100% aligned

You have a clear sense of purpose but it does not yet fully drive how the business operates day-to-day. Bringing it to the surface more explicitly can sharpen decision-making and team alignment.

SPRINT READINESS

3

/ 4 = 100%

Substantial execution readiness. Some competing distractions, but the capacity to focus is there with the right prioritization.

TOP PRIORITY AREAS

1. High-Performing Team

8.7 / 12

2. Growing Profitability

6.7 / 12

3. Strategy & Business Planning

6.7 / 12

EXECUTIVE SUMMARY

Right now your business is performing through a single point of focus. You have ambition and momentum, but the pattern in your data is dependency plus distraction: too many competing priorities, constant firefighting, and a delivery engine that relies heavily on one top billing manager. The priorities you've marked as HIGH tell the story — you're trying to build a high-performing team while also juggling profitability, but the operating reality is reactive rather than planned.

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

ANALYSIS AND RECOMMENDATIONS

Your answers paint a clear picture: profitability is there, but it is not being managed like a system. You have some basics in place, but they run inconsistently. Capacity varies by person, and you do not trust the data you are using to make calls. That combination guarantees reactive decisions — you end up chasing activity, firefighting margin leakage, and adding costs until because you cannot see, quantify and confidently what is really happening. Calling this "transformational" impact is accurate, because right now profit is being left to chance and individual heroics.

This matters because your 12-month ambition is not just top-line growth. You want revenue up 30% and profitability up 40%, and you have a Net Profit / EBITDA target of 1,000,000. You will not hit that by working harder or filling more roles alone. Profitability is the outcome of pricing discipline, delivery efficiency, and cost control — and all three require trusted numbers and consistent execution. If you keep firefighting and carrying too many priorities, you will grow revenue and still miss EBITDA, because the margin and overhead decisions will lag behind the pace of sales.

Over the next 90 days, lock in a single profitability scoreboard you actively review: weekly gross margin by team and consultant, net margin by job, and operating expense narrative versus plan, with clear definitions for reliably accurate numbers. Then set non-negotiables that protect margin: minimum fee rules, discount approval thresholds, and a weekly deep review where you all low-quality work before it consumes delivery time. Finally, pick one owner for profitability cadence and make it boring — a 30-minute weekly rhythm that triggers specific actions, not discussions, so you stop reacting and start driving.

THE ACCELERATOR REVIEW

DEEP DIVE

TRN

Priority 40 - Strategy & Business Planning

RANK #1

6

/ 10

BASIS

2

/ 3

IMPACT

3

/ 4

RISK

2

/ 3

COMBINED

6

/ 10

WHY THIS MATTERS

Without a clear strategy, every other area suffers. Effort gets scattered across competing priorities and the business grows reactively rather than intentionally. When the plan is absent or misaligned, even strong sales and operational teams underperform.

GOAL CONNECTION

Your goal and your daily execution need to be connected by a clear strategic thread. Identify what must be true in 90 days for you to stay on track toward your 12-month target.

SPRINT FOCUS

Define or sharpen your 90-day business plan. Identify your single biggest strategic priority, set a clear success metric, and assign the leadership team around it. Eliminate initiatives that do not directly serve this focus.

ANALYSIS AND RECOMMENDATIONS

Your answers paint a clear picture — you've got enough "strategy" in your head to move the business, but it isn't being run like a strategy. Basics are only partly in place and, more importantly, they're inconsistent, so the team hesitates. When pieces aren't aligned and capacity varies, you don't have a planning problem — you have an execution system problem. The blockers you named (competing priorities and constant firefighting) are exactly what happens when priorities aren't loudly clear and enforced week to week. Calling Strategy & Business Planning a medium priority (6.7, 6/10) while rating the 90-day impact as significant tells me you already know fixing this will move the needle, you're just not protecting the time to do it.

Your 12-month ambition is specific — 30% revenue growth and 40% profitability, with Net Profit/EBITDA at 1,000,000. You don't get that from working harder or doing more things. You get it from doing fewer things consistently, focusing 80% on the high-revenue niches and clients, tightening delivery to reduce waste, and running a cadence that stops margin leaks. Firefighting kills profit first because it creates discounting, rushed placements, backlogs, and management time sink — all EBITDA killers even when revenue looks "busy."

Over the next 90 days, lock a one-page plan that names your one growth bet and three measurable inputs (for example: new client meetings/week, live roles qualified/week, shortlist-to-interview ratio). Then install a weekly 45-minute leadership rhythm where you review those inputs, decide the one priority for the week, and explicitly kill or park everything else. Finally, designate the critical path process (job intake to offer) with a simple checklist and scorecards, and run two fortnightly coaching sessions focused on the weakest step so capacity stops being random.

THE ACCELERATOR REVIEW

DEEP DIVE

TRN

Priority 40 - High-Performing Team

RANK #1

8

/ 10

BASIS

2

/ 3

IMPACT

4

/ 4

RISK

2

/ 3

COMBINED

8

/ 10

WHY THIS MATTERS

The ceiling of any recruitment business is its people. If your team lacks clarity on expectations, has no performance framework, or is operating in a low-accountability culture, your growth will always be limited by individual heroes rather than collective performance.

GOAL CONNECTION

Your goal requires the right people operating at the right level. Identify the team gap most likely to slow you down over the next 12 months.

SPRINT FOCUS

Audit your current team structure and performance management approach. Where are the gaps in accountability? Who is underperforming without a clear plan? Define what high performance looks like for each role and make it meaningful change to your performance system this week.

ANALYSIS AND RECOMMENDATIONS

Your answers say the team is a genuine constraint right now, not a nice-to-have. You've got the basics in place, but they're applied inconsistently, so performance depends on who's on the desk and what mood the week is in. Capacity varies across the group, which is why you're firefighting and why priorities keep changing. The delayed decisions point to a leadership bottleneck and unclear ownership — pause other work for you, or they debate instead of acting. With this rating as your #1 priority and "transformational" for the next 90 days, you're effectively telling me the business can't scale on the current operating rhythm.

A 30% revenue lift and 40% profitability lift won't come from working harder with the same setup. Your EBITDA target of 1,000,000 needs repeatable output per head and predictable delivery, otherwise growth just adds complexity and cost. Accountability execution creates margin everywhere: clearer fee, more targeted leads, discounting to save deals, and a heavier management load on you. Delayed decisions also slow down time to market, hiring, pricing changes, and client pushback — all the things that protect margin while you grow.

In the next 90 days, lock in a single weekly cadence that removes reactivity: a Monday commitments meeting by desk (five jobs, subfilled targets, top risks), and a Friday scoreboard review with consequences and coaching. Then hard-define ownership using a simple "who decides?" rule for every recurring decision (pricing, job qualification, offer strategy, credit terms), so nothing waits for you by default. Finally, set a capacity sprint and the 2-3 skills that drive profit fastest for your market (job take-on quality, client control, candidate control), coach to a standard, and move or exit anyone who won't meet it.

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DEEP DIVE

TRN

Priority 40 - Growing Profitability

RANK #1

8

/ 10

BASIS

2

/ 3

IMPACT

4

/ 4

RISK

2

/ 3

COMBINED

8

/ 10

WHY THIS MATTERS

Revenue without profitability is vanity. Many recruitment businesses grow their top line but allow margin to erode through poor pricing, uncontrolled costs, or low-value client mix. Profit is the metric that determines whether growth is actually sustainable.

GOAL CONNECTION

Your 12-month goal must have a profit dimension, not just revenue. What does the business need to look like financially at the end of the year?

SPRINT FOCUS

Review your current gross margin and cost structure. Where is profitability being leaked? Identify your top three margin levers and commit to one action this sprint — whether that's repricing, cutting low-margin clients, or reducing a key cost line.

ANALYSIS AND RECOMMENDATIONS

Your answers paint a clear picture: profitability is there, but it is not being managed like a system. You have some basics in place, but they run inconsistently. Capacity varies by person, and you do not trust the data you are using to make calls. That combination guarantees reactive decisions — you end up chasing activity, firefighting margin leakage, and adding costs until because you cannot see, quantify and confidently what is really happening. Calling this "transformational" impact is accurate, because right now profit is being left to chance and individual heroics.

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THE ACCELERATOR REVIEW

YOUR NEXT STEPS

TRN

Turning insight into action

The diagnostic has done its job. You now have clarity on where the data says your effort will generate the greatest return over the next 90 days.

The next step is converting that insight into a plan. Your Accelerator session is designed to do exactly that — take the output of this review and build a focused, executable 90-day sprint plan with your advisor.

STEP 01

Book your Accelerator session

Turn this diagnostic into a 90-day plan with your TRN advisor.

Contact your TRN advisor to schedule it.

STEP 02

Access your resources on TRN World

Go deeper on high-Performing Team — plans, frameworks and your insights available now.

Log in to TRN World?

The Recruitment Network

This report is confidential and prepared exclusively for the named member. Scores are based on self-assessment responses and are designed to guide focus, not rank businesses in absolute terms.

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Market Context

The market is not handing out easy wins right now, but there are still plenty of opportunities for recruitment but those that stood still and watched as the demand side, the difference between being busy and being productive becomes much more obvious.

The good news for TRN members is that this type of market often creates opportunities to take market share. Businesses with a clear operation, a strong reputation and consistent execution are finding it easier to stand out, while competitors become distracted or lose momentum.

"When demand tightens, the gap between 'busy' and 'effective' gets exposed fast."

UK: Registered employees fell to an early estimate of **80.3 million** in March 2025, down **0.2% year-on-year** (around **65,000** fewer employees). Median monthly pay rose to **£3,898**, up **4.3% year-on-year**, with stronger growth in public administration and defence and wider growth in professional, scientific and technical services. Vacancies fell to **75,068** (January to March 2025), the lowest since early 2021, and the unemployment rate was **4.8%** (December 2023 to February 2025). In public sector, employees are still rising, but they are doing it with more scrutiny and fewer open roles.



UK: The Bank of England held Base Rate at **5.75%** (3+1 vote) and flagged that inflation rose to **3.8%** in March, with further near-term upward pressure expected as higher energy prices feed through. The message is not "panic". It is "second-round effects matter": wage and price-setting discipline is back in focus, and interest rate expectations will stay sensitive to inflation persistence.

International: Global uncertainty is being driven by geopolitical disruption, especially energy markets. The OECD and International Monetary Fund both frame the current outlook as resilient but fragile, with downside risk dominated by conflict. Inflation energy price shocks and tighter financial conditions. This is a global context, but the operational implication for agencies is local clients will demand clearer value, faster confidence, and lower risk on every hire.

UK business sentiment: The British Chambers of Commerce survey shows confidence remained fragile heading into the conflict period, with **business costs** the top pressure **70%**, and **49%** of firms expecting to raise prices in the next three months. Investment intent is muted. **24%** cut investment plans, while only **20%** increased them. Transition clients will buy, but they will change demand, and they will prefer partners who de-risk hiring decisions.

UK business sentiment pressures and expectations
business costs top pressure **70%**

Expected to raise prices (next 3 months) **49%**

Cut investment plans **24%**

Increased investment plans **20%**

What this means for you

Growth is still possible in this market, but it is unlikely to come from simply doing more of the same. The businesses performing best are focusing on what they do exceptionally well, targeting the right clients and maintaining consistent standards, even when the market feels uncertain.

"Growth is unlikely to come from simply doing more of the same."

AI and Technology

Despite all the headlines surrounding AI, the most successful recruitment businesses are taking a practical approach.

Rather than trying to automate everything, they are identifying repetitive, administrative tasks that can be handled more efficiently, allowing their consultants to spend more time where they add the most value.

Many members are investing in better reporting, clearer data and improved collaboration between sales and delivery teams. We are also seeing increased attention being paid to compliance and governance, particularly within contract and temporary staffing environments.

Put simply, mistakes become more expensive when the market slows down. Businesses with strong foundations are finding it easier to protect performance.

"The real opportunity with AI is not replacing people, it's giving people more time to do the work that matters most."

We're also seeing a clear pattern emerge. Businesses that make better use of their own databases and internal data are generally seeing better results than those relying solely on external tools and platforms.

Actions to implement now

- Run an **automation triage workshop**: list your workflow and label them low-, mid- or high-frequency (seasonal or high-trust / basic human). Start with scheduling, customer relationship management updates, reminders, and CV formatting. [AI and Technology → AI & Automation Strategy]
- Build a **content agent** for your website and marketing assets feed it your existing pages and value proposition, then use it to generate draft drafts that your team edits for authority and authenticity. [Marketing and Sales → Company Brand]
- Create an **AI prompt library** for recruiters: intake questions, shortlist summaries, candidate outreach personalisation, and post-view interview debrief templates. Standardise quality before scaling volume. [AI and Technology → Applying AI to Recruitment Workflows]
- Do a **database-first week**: mandate that every role must have an internal search and notification sequence before external sourcing starts. Measure time to first qualified shortlist. [Sourcing and Placing Candidates → Candidate Sourcing & Talent Pools]

Operational Efficiency

In a market where clients are becoming more selective, operational excellence can be a significant competitive advantage.

Clients notice when a recruitment business is organised, responsive and well-managed. Strong processes, accurate information and clear communication all help build confidence.

Many members are investing in better reporting, clearer data and improved collaboration between sales and delivery teams. We are also seeing increased attention being paid to compliance and governance, particularly within contract and temporary staffing environments.

Put simply, mistakes become more expensive when the market slows down. Businesses with strong foundations are finding it easier to protect performance.

Actions to implement now

- Establish a **single source of truth**: one set of data definitions, one dashboard, and one ownership model for pipeline, delivery and performance. [Operational Efficiency → Data & Analytics]
- Run a **hand-off protocol reset** between business development and delivery: what must be captured, where, and by when, to prevent rework and missed details. [Operational Efficiency → Process & Operational Efficiency]
- Introduce a weekly **forecast integrity check**: top 20 live roles, status confidence, next step booked, and not flag. If there is no next step in the diary, it is not forecastable. [Operational Efficiency → Data & Analytics]
- Track compliance as a **commercial asset**: build a client-facing one-pager explaining how you reduce hiring and supply chain risk, and use it in proposals. [Operational Efficiency → Compliance & Risk Profile]

Growing Profits

With wage costs remaining high and many employers facing financial pressure, protecting profit margins has become a key leadership priority.

The strongest-performing businesses are not relying solely on increasing activity. Instead, they are improving pricing discipline, strengthening their value proposition and finding ways to create more predictable revenue streams.

Many TRN members are exploring approaches such as retained search, managed services, delivery projects and other consulting-style offerings that reduce reliance on contingent placements alone.

We're also seeing leaders become more selective about who they work with. In many roles, focusing on lower-level value clients is delivering better results than trying to service every opportunity that comes through the door.

Actions to implement now

- Implement a **pricing and value reset** for your top 20 clients. Identify where you are underpriced relative to delivery effort and risk. Then negotiate on outcomes and risk reduction, not just percentage. [Sourcing Profits → Revenue & Pricing Strategy]
- Build a **value diagnostic offer** (email paid project): talent mapping, salary benchmarking, interview process design, or workforce planning insights. Use it to move clients up the consultancy ladder. [Sourcing Profits → Consultancy Value]
- Tighten cash discipline with **staged payments**: even for permanent hires, introduce a deposit, milestone billing or fixed-fee add-ons to ensure cash flow and reduce success dependency. [Sourcing Profits → Cashflow & Financial Management]
- Create a **cost-to-serve index** by client: account management time, delivery time, and rework. Use it to decide who gets premium service and who gets pre-negotiated. [Sourcing Profits → Cost Control]

What is Working Right Now

One of the most encouraging themes from across the TRN community is that success is still being created in every market.

The businesses performing best are not necessarily working harder than everyone else. They are making better decisions about where to focus their time, who they work with and how they execute. Whether it's implementing Revenue Operations, improving candidate management, strengthening leadership routines, moving upstream or embracing outsourcing, the common factor is discipline and clarity.

The lesson is simple: the market may be tougher, but there is still plenty of opportunity for businesses that stay focused, stay relevant and execute consistently.

A TRN member in the education sector is leaning into a true Revenue Operations approach by aligning sales, marketing, and candidate engagement around their most profitable areas, rather than chasing every opportunity. They are prioritising the segments "where the money is" and planning a move towards managed service style partnerships with smaller client groups that they can win and deliver consistently.

A small agency TRN member that has been through a significant downturn is rebuilding by focusing on basic candidate management, control job decisions and support building for a new starter. The practical shift to clear, measurable, visible execution first, then broaden into client-side work once the fundamentals are tight.

Another TRN member is using structured leadership cadence and accountability rhythms to bring focus back into the management layer. The outcome is not "more meetings"; it is fewer, higher-quality conversations and clearer ownership, which reduces drift and improves delivery consistency.

A supplier shifting upstream is deliberately choosing fewer, larger customers rather than chasing lots of small accounts. The commercial goal is simple: one strong client every couple of months can lead to small wins when you factor in churn, servicing cost and distraction.

A growth-focused operator is building confidence in outsourcing by treating offshore support as a performance lever, not a cost hack. The work is training, quality control and clear responsibility, so offshore support becomes genuinely client-facing value rather than background admin.

A number of leaders are pushing for better measurement of business development effort and risk, separating "silent call" from "true business development call" and using that to coach behaviour. The practical gain is faster diagnosis: you can see whether performance issues are a market problem, a targeting problem or a conversion problem.

Teams that treat compliance and supply chain governance as part of the commercial proposition are finding it easier to win risk-averse clients, particularly where temporary labour supply chains are under scrutiny.

"One of the biggest advantages of measuring activity properly is that you can quickly see whether the issue is market conditions, targeting, conversion or execution. Once you know the real problem, you can fix it."

Building a High Performing Team

With wage costs remaining high, improving productivity has become a major focus for many recruitment leaders.

The best-performing teams are not relying on motivation alone. They are building clear expectations, strong management routines and regular coaching into the way they operate. One thing we've noticed repeatedly is that successful teams treat meetings differently. Meetings are not empty daily events. They are where priorities are agreed, accountability is created and performance is managed.

"In tougher markets, meetings matter more, not less. They are often the difference between good intentions and real progress."

Many members are also challenging the assumption that growth automatically requires more headcount. Instead, they are focusing on improving productivity, role clarity and coaching before adding new people.

Actions to implement now

- Run a **Clarity & Engagement & Reward audit**: one behaviour you want more of, one standard you will raise, and one weekly reinforcement mechanism (public recognition, reward, coaching). [Building a High Performing Team → Culture, Engagement & Retention]
- Tighten your **new starter ramp plan** to a 6-month customer success journey: weekly skills, weekly outputs, and a minimum visible desk scorecard. [Building a High Performing Team → Internal Skills & Onboarding]
- Introduce a **human advantage skills audit**: into weekly coaching cadence, bring personal attention, follow-up discipline, and consistent communication. Build a deliberately rather than hoping it emerges. [Building a High Performing Team → Learning & Development]
- Standardise your **deal collaboration rules** using a split framework on teamwork across without politics. [Operational Efficiency → Process & Operational Efficiency]

Sourcing and Placing Candidates

As vacancies become harder to secure, delivery quality becomes increasingly important.

Clients have fewer risks available, which means they have less tolerance for weak shortlists, poor communication or wasted time. Agencies that consistently deliver well-qualified candidates are standing out.

What we're seeing is not necessarily consultants working harder. Instead, they are becoming more disciplined around job qualification, candidate control and process management.

Candidate experience is also becoming more systematic. The agencies achieving the best results are building repeatable processes rather than relying on individual consultants to provide a great experience by chance.

Actions to implement now

- Adopt a **minimum viable role**: 10 mandatory data points per role (must-haves, must-not-haves, interview process, decision criteria, salary flexibility, and timeline). No intake, no work. [Sourcing and Placing Candidates → Candidate Interviewing & Assessment]
- Build a **candidate control checklist** for every source: motivation, objections, competing processes, notice period, and decision timeline. Update it at every touchpoint. [Sourcing and Placing Candidates → Closing Candidates]
- Implement a **48-hour shortlist rule**: either you deliver a qualified shortlist within 48 hours or you escalate to reset expectations and refine the brief. [Operational Efficiency → Process & Operational Efficiency]
- Create an **candidate experience script** for consultants: what happens next, when they will hear from you and what "good" looks like. Use it to reduce drop-off. [Sourcing and Placing Candidates → Candidate Engagement & Experience]

Introduction

A common theme is emerging across many of the conversations with hiring with members right now.

Focus on execution.

Most recruitment leaders already know what they should be doing. The challenge is doing it consistently and doing it well.

• Clients are hiring more cautiously, which means qualification, prioritisation and follow-through matter more than ever.

• Wage growth is slowing, but business costs remain high, making margin protection and pricing confidence increasingly important.

• Recruitment businesses that are aligning sales, marketing and delivery are making better decisions and moving faster.

• Automation and outsourcing are helping teams create capacity, allowing consultants to spend more time on relationship building and revenue-generating activities.

• Compliance and governance are becoming more visible buying factors, particularly for larger organisations looking to reduce risk.

The message is simple: businesses that stay disciplined will outperform those that simply increase activity.

Business Model and Strategy

UK labour market data points to a more competitive market. With vacancies falling and hiring activity becoming more selective, recruitment businesses need to become more focused about where they invest their time and energy.

Many TRN members are spending less time discussing what new services they can add and more time deciding what they should stop doing. Rather than trying to do everything to everyone, they are doubling down on the markets, clients and services where they have the greatest chance of success.

We're also seeing more agencies explore ways to build deeper relationships with fewer clients, moving beyond transactional recruitment towards more embedded and longer-term partnerships.

"Many members are taking a hard look at where they spend their time. The focus isn't just on finding new opportunities, but on stopping activities that don't generate results."

Actions to implement now

- Run a **time assessment** across your top 3-5 roles: list last 6 months of hire by time, delivery efficiency, client concentration risk, and repeatability. Then choose one "hot" role, make it your priority for the next 90 days. [Business Model and Strategy → Niche Strategy]
- Define your **Operating Model by Page**: 120 after delivery workflow, recruitment database per job, and who owns each stage. Use it to remove internal ambiguity and speed up decisions. [Business Model and Strategy → Running the Right Operating Model]
- Build a **Client Ladder** for your top 10 accounts and decide the next step if you are selling (Transaction → Partner → Strategic Partner → Embedded), with one specific, repeat point you will deliver to earn the step-up. [Marketing and Sales → Account Management]

Marketing and Sales

With vacancies falling and business confidence remaining fragile, business development needs to become more targeted and more relevant.

Market outreach and generic sales messages are becoming less effective. The businesses seeing the best results are using market intelligence, hiring triggers and account planning to make their conversations more relevant and more valuable.

We're also seeing growing interest in Revenue Operations, although in practical terms this simply means making sure sales, marketing and delivery are working towards the same goals and using the same information.

Another trend is a greater focus on measuring the quality of business development activity, rather than simply measuring volume. The question is shifting from "how many calls did we make?" to "how many meaningful conversations did we create?"

Actions to implement now

- Implement the **8-Week Velocity Outreach Sequence** for your top 20 accounts, but only after you define the trigger and the trigger you will react with for each account. [Marketing and Sales → New Business Development]
- Create a **single "Client Value Narrative" template** for your team. 3 client outcomes you drive, 3 risks you reduce, 3 pieces of evidence, and a next step that goes straight into the diary. [Marketing and Sales → Consultative Conversation Framework]
- Introduce **Account Triage and Prioritisation**: pick 20 target accounts, map contacts across buying group roles, and set a target of two new relationships per account per quarter. [Marketing and Sales → Sales & Marketing Performance]
- Build a **lightweight Buyer Enablement pack** one page on "what good looks like", a role scorecard, and a short interview plan. Send it before the first call to shift the dynamic from supplier to partner. [Marketing and Sales → Client Experience]

The background of the entire graphic is a dark, semi-transparent image showing several people in business attire sitting around a large, curved table in a meeting room. They appear to be engaged in a discussion, with some looking at documents or devices on the table.

TRN REGIONAL MEET-UPS™

DUBLIN

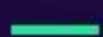


MANCHESTER

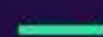


BRISTOL

BIRMINGHAM



LONDON



PORTSMOUTH

Rumbles and Trailblazers



The background of the image shows a group of people seated at a long white table in a large, ornate hall with high ceilings and decorative wall panels. The people are engaged in conversation, and the table is set with water bottles, glasses, and blue event materials. The text 'Date announced!' is overlaid in a large, bold, orange font across the center of the image.

Date announced!

Tuesday 26th January

TRN Events

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

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



Search for events

Type a keyword or select one or more options

Search by location

Type and select a location

[Clear all filters](#)

[List](#)

[Past](#) [Upcoming](#) [Next 7 days](#) [Next 30 days](#)

Events (23)



21 London - Recruitment Leaders Regional Mee...

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

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



22 Manchester Rumble - Consultants with...

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

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



22 Roadmapping your Business

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

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



22 LinkedIn Live: Smarter hiring and happier...

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

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



22 Manchester Rumble - Consultants with OVE...

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

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



27 LinkedIn Live: Scaling a Recruitment Business...

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



27 High Performance Mindset - High...

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

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



28 Hot Flashes, Cool Strategies: Navigatin...

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

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



Search for people

Type a name or keyword

Search by location

Type and select a location

[More filters](#)

[Clear all filters](#)

Users (163)

Show map: [Recently active](#)

James Osborne
Active today Ashford, United...
Enabling recruitment leaders to maximise their performance...

Vimbal Kurewa
Active today Aberdeen, United...

Hannah Green
Active today Glasgow, United...

Johnie Gurney
Active today Birmingham...

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 Harley-otr...



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 a product. They will buy from you because you have a solution. A solution that addresses their pain points, solves their problems and delivers a return on investment. This course is designed to help you understand the customer's perspective and how to deliver a solution that meets their needs. It covers the entire sales process, from prospecting to closing the deal. The course is designed to be a practical, hands-on experience that will give you the skills and knowledge you need to succeed in your sales role. It is a must-watch for anyone who wants to improve their sales performance and grow their business.

Sales-Driven Recruitment
Recruitment is a competitive industry and you need to stand out from the crowd. This course is designed to help you understand the customer's perspective and how to deliver a solution that meets their needs. It covers the entire sales process, from prospecting to closing the deal. The course is designed to be a practical, hands-on experience that will give you the skills and knowledge you need to succeed in your sales role. It is a must-watch for anyone who wants to improve their sales performance and grow their business.

Advanced Recruitment: Client & Candidate
Step into the world of 'Advanced Recruitment', a transformative course designed to equip you with the skills and knowledge you need to succeed in your recruitment role. This course is designed to be a practical, hands-on experience that will give you the skills and knowledge you need to succeed in your recruitment role. It is a must-watch for anyone who wants to improve their recruitment performance and grow their business.

Advanced Recruitment: Bespoke Skills
Step into the world of 'Advanced Recruitment', a transformative course designed to equip you with the skills and knowledge you need to succeed in your recruitment role. This course is designed to be a practical, hands-on experience that will give you the skills and knowledge you need to succeed in your recruitment role. It is a must-watch for anyone who wants to improve their recruitment performance and grow their business.

Personal Development Courses

High Performance Hacks for the Resilient Recruiter
In the fast-paced recruitment industry, resilience is a vital skill. This course is designed to help you understand the customer's perspective and how to deliver a solution that meets their needs. It covers the entire sales process, from prospecting to closing the deal. The course is designed to be a practical, hands-on experience that will give you the skills and knowledge you need to succeed in your sales role. It is a must-watch for anyone who wants to improve their sales performance and grow their business.

Recruiter Resilience
In this session, health and wellbeing are discussed. We believe that recruitment leaders and their employees perform at their best when they are mentally, physically and financially fit. This session will provide you with the tools and techniques you need to succeed in your recruitment role. It is a must-watch for anyone who wants to improve their recruitment performance and grow their business.

Leadership Courses

Leadership and Management
The 'Leadership and Management' course is a multi-day course for senior leaders and HR professionals. It is designed to help you understand the customer's perspective and how to deliver a solution that meets their needs. It covers the entire sales process, from prospecting to closing the deal. The course is designed to be a practical, hands-on experience that will give you the skills and knowledge you need to succeed in your sales role. It is a must-watch for anyone who wants to improve their sales performance and grow their business.

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

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Type a name or keyword

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

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[Systems and Technology...](#)

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Results (75)

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ringover

Ringover
19 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...

D Devyce

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, for...

Indian Elites

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

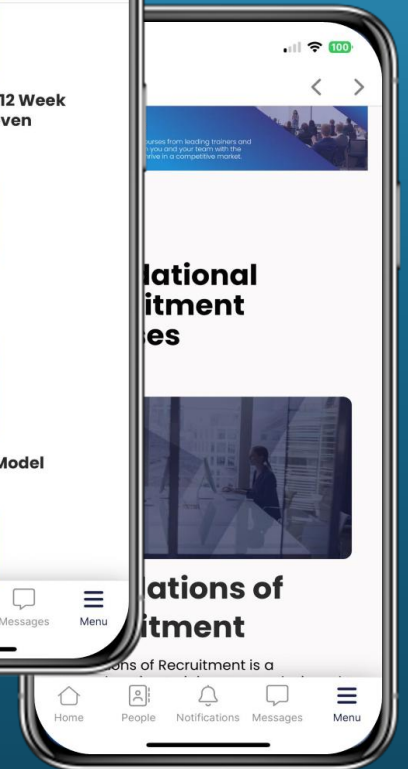
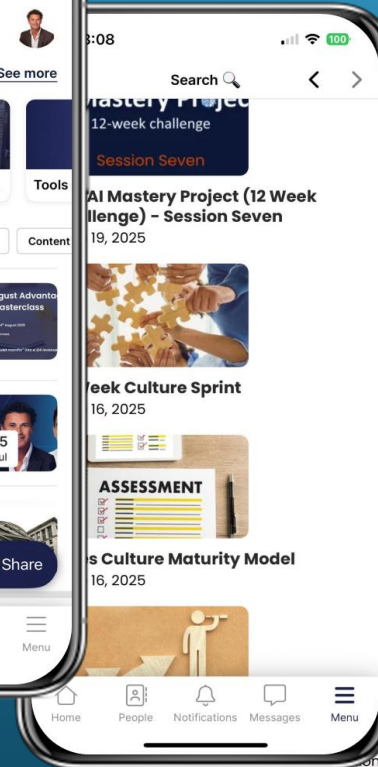
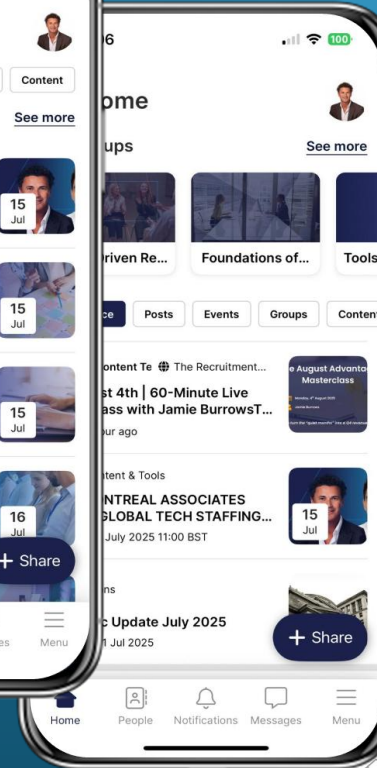
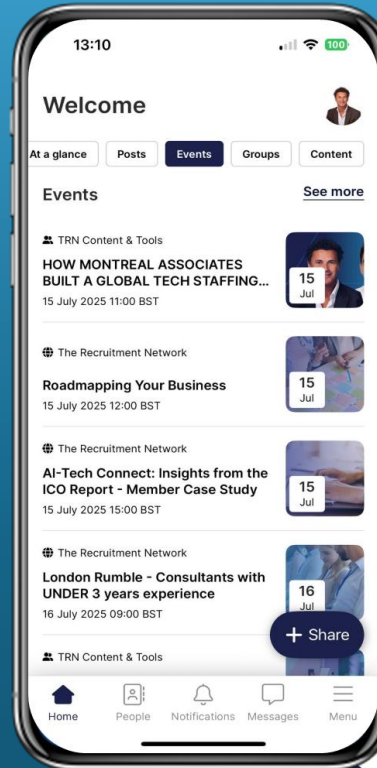
Compare Recruitment Factoring
19 May 2025
For an introduction, please contact: partners@therecruitmentnetwork.com Website: <https://www.linkedin.com/company/compare-recruitment>

access
freedom to do more

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

INFINITY STAFF GLOBAL

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





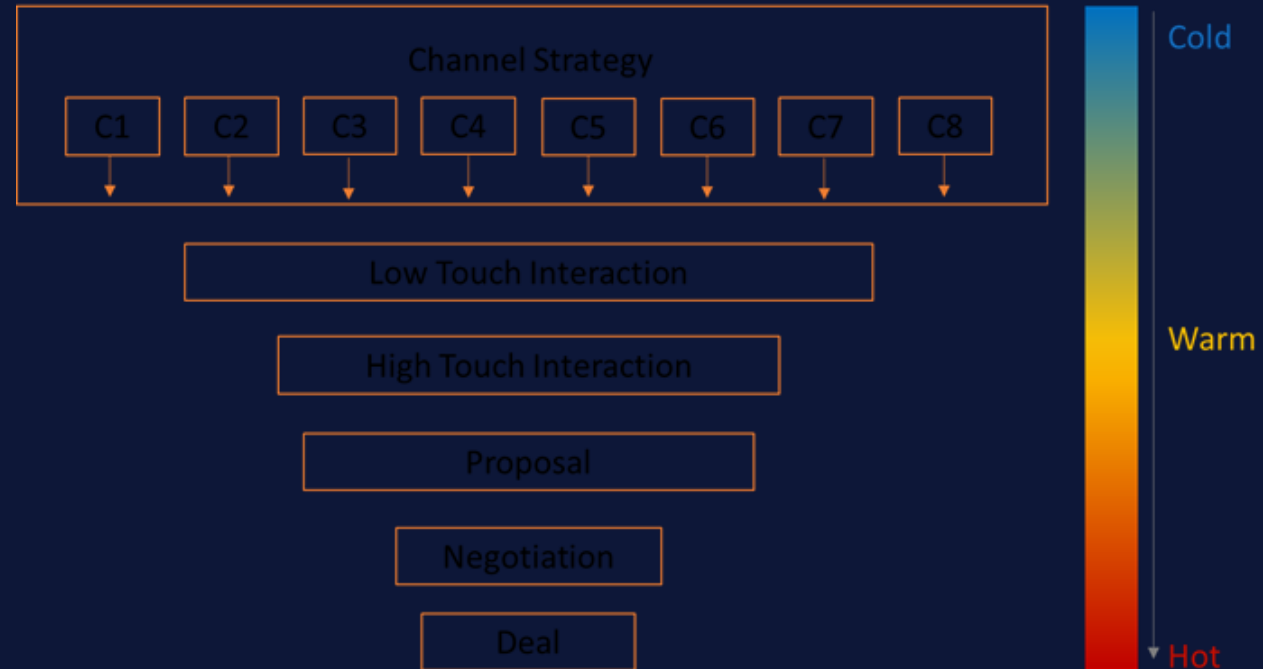
We are welcoming new members every month -
come and join us.

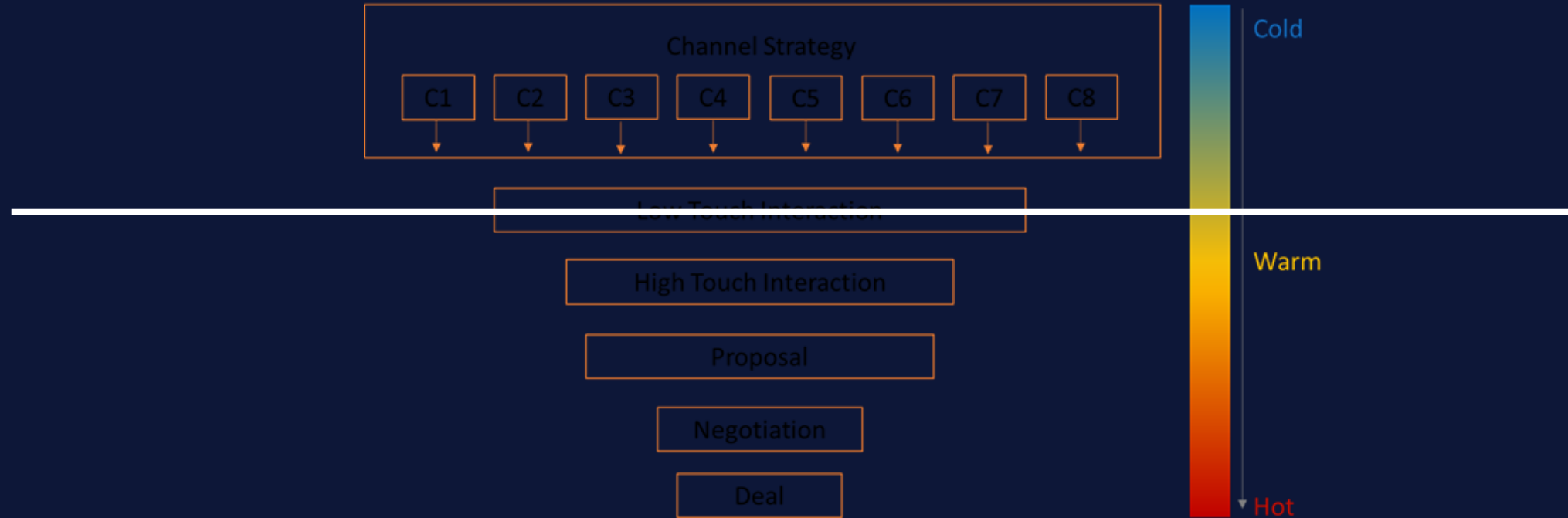
Solo • Plus • Club • Exec Forum

So, this is what you all look like...









Value • Visibility • Volume

Understanding the LinkedIn Algorithms

Step One:

When you post, the algorithm automatically judges your content (text, image, video etc.) and categorises it.

Your content will then fall into one of these 3 buckets:



Step Two:

Once your content is in the right bucket (ie High Quality) the algorithms then display it in the newsfeed of a small number of targeted people.

This is where the content gets tested with real people to see the type and level of reaction the content is starting to get.

If that test group clicks on it (if there is a Call to Action), likes it, comments on it or shares it, then your content moves on to the next stage of the process – part three.

If, however, your content gets marked down as spam or that initial group choose to ignore it, the algorithms think that what you are sharing has no relevance and so pretty much stops it there.

The Golden Hour

The first hour after you post your content is critical to determining what happens next with it.

Once it has passed the algorithms' initial checks, that initial testing group's engagement and responses will impact the effectiveness of the content's reach and whether it makes it out to a wider audience, including your second and third degree connections.

Outside of the obvious likes, shares, comments etc, the algorithms are also looking for things like Dwell time – so how long people are staying on your content and reading it.

Step Three:

This is when the algorithms really go to work, analysing a blend of the content you have just posted (quality), your LinkedIn profile (applicability), your network (relevance) and previous content you have been sharing (impact).

If the algorithm deems all that to be good enough, then the content gets shared further and wider to a bigger audience.

If not, it basically stays where it is and in front of that initial group.

Quality. Applicability. Relevance. Impact.

Think about the effect your content is having on your audience.

If your network are regularly engaging with your content because they like it, then the algorithms will show them more of it, more regularly.

If your content is hyper relevant, (think thought leadership, original insights, industry analysis and expert commentary) it gets prioritised.

If your content regularly focuses on some of the same, specific subjects, then you are deemed a thought leader in that subject which the algorithms love to push in front of other profiles with similar interests. This is why #s still work (despite some of the rumours!)

Step Four:

In this final phase of the journey, your content is then assessed by how successful it is in front of your wider network (real people, not bots or algorithms).

The algorithms are watching though, analysing the main reasons why your content is generating engagement at this point and using that insight to further activate the algorithms more. It's learning as it goes.

As long as your content continues to generate real engagement, LinkedIn will share it (which is why you sometimes see 3 week old content).

What matters most to LinkedIn is relevancy to your followers – the timing of that relevancy is of less importance.

SOCIAL SCALING PROGRAMME

The background of the slide features a blurred image of a person's hands holding a smartphone. Overlaid on this 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

SOCIAL SCALING PROGRAMME

Turn LinkedIn into your #1 Billing Channel **in 6 Weeks**

[Manage group](#)


Social Scaling



103 members


[About Social Scaling](#) [Event Schedule](#) [Course Content](#) [Forum](#)

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[Next 7 days](#)
[Next 30 days](#)

Upcoming Events (5)

SOCIAL SCALING PROGRAMME

LIVE SESSIONS

16 Jan

WEEK 1 - Live Coaching Session

 Social Scaling

16 January 2026 09:00 - 09:45 GMT

 Online event

SOCIAL SCALING PROGRAMME

LIVE SESSIONS

23 Jan

MODULE 2 - Engagement

 Social Scaling

23 January 2026 09:00 - 10:00 GMT

 Online event

SOCIAL SCALING PROGRAMME

LIVE SESSIONS

30 Jan

WEEK 2 - Live Coaching Session

 Social Scaling

30 January 2026 09:00 - 09:45 GMT

 Online event

SOCIAL SCALING PROGRAMME

LIVE SESSIONS

6 Feb

MODULE 3 - COMMUNITY

 Social Scaling

6 February 2026 09:00 - 10:00 GMT

 Online event

This teaches you:

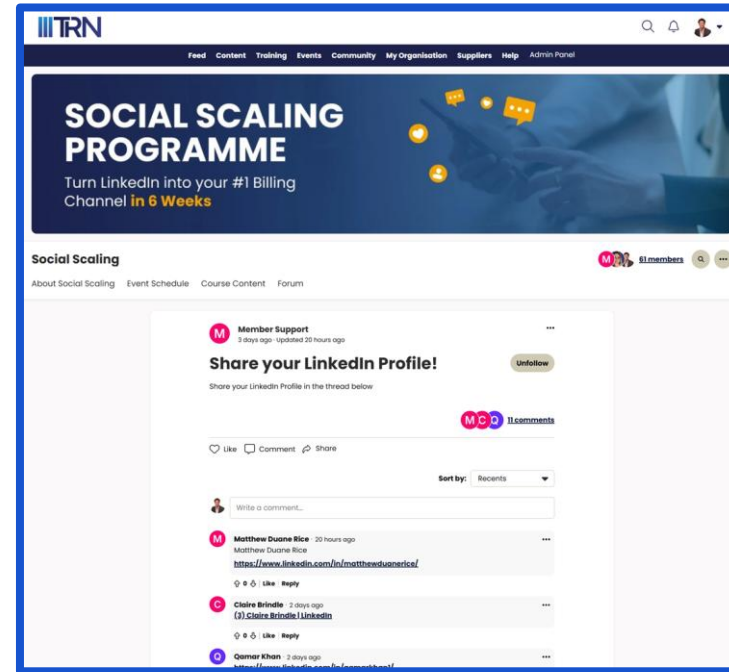
- What to post to beat the algorithms
- How to grow and build real community
- How to convert into revenue

Not “content” building but **pipeline building**



Getting your profile page right to get the most visibility...

Drop your LinkedIn profile in the Social Scaling forum for us to review...



Read the guide on
how to optimise
your LinkedIn
profile

Optimising Your LinkedIn Profile

Your LinkedIn profile is your digital shop window. If you don't look good, people won't want to hang out with you, but a well-optimised profile increases credibility, visibility, and engagement. You have to start here.

Your Headline

Your headline should go beyond just stating your job title. Instead, make it value-driven, highlighting how you help clients or candidates.

For example, instead of saying "Recruitment Consultant at XYZ Agency" perhaps say "Helping Tech Startups Build High-Performing Teams | IT Recruitment Specialist"

About Section: Storytelling with Impact

Your About section should be engaging and informative, offering insights into:

- Your expertise and industry focus
- Your (unique) approach to recruitment and how you work
- How you add value to clients and candidates
- A clear call-to-action (e.g., "Connect with me to discuss hiring strategies!")

Experience and Achievements

List your past and current roles but add in some clear and measurable achievements. So, instead of just stating the responsibilities of your job, highlight some of the key successes you have had.

For example, instead of saying "Managed recruitment processes for tech clients" perhaps say "Successfully placed 50+ software engineers in high-growth startups, reducing time-to-hire by 30%."



...enabling recruitment businesses to maximise their **performance, productivity & profitability**

James Osborne  

Chairman and Chief Growth Officer @ The Recruitment Network | Enabling Recruitment Business Leaders to maximise their performance, productivity and profitability.

United Kingdom · [Contact info](#)

45,160 followers · 500+ connections

[Open to](#) [Add profile section](#) [Visit my website](#) [Resources](#)

Tell non-profits you're interested in getting involved with your time and skills 
[Get started](#)

About 

I am a Co-founder of The Recruitment Network (TRN), a large global community made up of some incredible recruitment businesses from around the world and supported by some of the industry's most respected advisors, thought leaders and mentors.

Together, we have one simple objective:
Enabling recruitment businesses to maximise their performance, productivity, and profitability.

We enable them to achieve their strategic ambitions.
We enable them to navigate through the ever changing business landscape they work in.
We enable them to enjoy the journey and maximise the opportunity.

With over 20 years of experience in the recruitment industry, I have a passion for exercising the real potential recruiters, recruitment leaders and recruitment businesses have and TRN gives me the perfect platform to do just that.

To find out more and to get free access to the TRN community, visit:

www.therecruitmentnetwork.com

e. james@therecruitmentnetwork.com
m. +44 (0)7799 688063

 **Top skills**
Recruiting • Sales • Business Development • Executive Management • Human Resources (HR) 

Getting your settings right to get the most visibility...



Search



Home



My Network



Jobs



Messaging



Notifications



Me



For Business



Recruiter

Premium
...enabling recruitment businesses to
improve their performance, productivity &
profitability

James Osborne

Chairman and Chief Growth Officer
@ The Recruitment Network |...
United Kingdom

(TRN) The Recruitment
Network

Manage your notifications

[View settings](#)

All My posts Mentions

Ali Wallace and 48 others commented on Roisin McCabe's post that mentioned you. 38m

Gutted that this is done on this weekend as it's always the Cambridge half marathon - training starts for me on 12 th Jan.....



Deep breath... Following the HUGE success of the inaugural Run for Ryan last year, we're back with...

353 reactions • 50 comments

Clint Mackenzie and 167 others reacted to your post. 1h



My New Year's resolution is to create more capacity to do more of this. Success for me is...

168 reactions • 19 comments

Kelly Robinson and 26 others reacted to Dan McGuire's post that mentioned you. 6h

Here we go again London. We're back with our beautiful route through the City of London for the 2026 Run for Ryan in honou

PEOPLE
Promoted

James, explore relevant opportunities with Campeón Gaming

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Settings

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 Visibility

 Data privacy

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Visibility of your profile & network

Profile viewing options Private mode →

Page visit visibility Off →

Edit your public profile →

Who can see or download your email address →

Who can see your connections Off →

Who can see members you follow Anyone on LinkedIn →

Who can see your last name →

Representing your organizations and interests On →

Page owners exporting your data Off →

Profile discovery and visibility off LinkedIn →

Profile discovery using email address Anyone →

Profile discovery using phone number Everyone →

Blocked members

Profile Visibility – Ensure your profile is publicly visible so people can find you easily.

Profile Picture Visibility – Make sure your profile picture is set to public to build trust with potential connections.

Page Visit Visibility – Control whether others can see when you've viewed their page, especially useful for prospecting or competitor research.

Email Address Visibility – Limit who can view and download your email address to reduce unwanted marketing emails.

Connections Visibility – Stop people from browsing your full list of connections for added privacy and professional security.

Connection Requests Management – Keep track of your sent connection requests, withdrawing old ones to prevent a high rejection rate.

LinkedIn's Connection Limit

LinkedIn connection limit is applied in two ways:

- The maximum number of connections you can have in your network
- The maximum number of connection requests you can send

You've reached the weekly invitation limit



Connections benefit you more when you know them personally, so we have weekly limits to encourage better networks.

For people you don't know, you can follow them to see their posts or send an InMail instead. If you'd still like to send an invitation, please try again next week.

[Learn more](#) [Got it](#)

Your account has been restricted

Why did this happen ?

We have placed a restriction on your account because we detected behavior that appears to violate our Terms of Service.

For more details on the kinds of behaviour that can result in restriction, refer to the "Do's and Don'ts" section of our [User Agreement](#).

What to do if you believe this action was an error.

If you believe your account has been restricted in error, you can submit an appeal by first verifying your identity with us.

Once we verify your government-issued ID, we will review your account to see if it has been restricted in error. If you are eligible, a Customer Support representative will reach out to you to let you know if the account restriction has been lifted.

[Verify your identity](#)

LinkedIn Connections Limit

- Free: 80 Connection Per Week
- Paid: 100 Connection Per Week

LinkedIn Messages Limit

- Free: 100 Messages Per Week
- Paid: 150 Messages Per Week

LinkedIn Profile Views Limit

- Free: 500 Profile Views Per Day
- Paid: 2,000 Profile Views Per Day

LinkedIn Network Size Limit

- Free: 30,000 Connections
- Paid: 30,000 Connections

Clear up your invitations

Having too many unaccepted connection requests will hurt your LinkedIn account.

LinkedIn see this as a sign that your outreach is unwanted and will restrict the number of connection requests you can send moving forward.

Being connected to 5,000 ICPs is 10x better than being connected to 50,000 irrelevant profiles!



Ideal Customer Profile (ICP) Template for Recruiters

Purpose: This document helps you clearly define your ideal customer (the type of client or hiring manager you want to attract). Completing this template ensures your marketing, business development, and content outreach are highly targeted and relevant.

1. Basic Information

Industry / Sector:

Typical / Ideal Headcount:

Location(s):

Annual Turnover / Revenue (if relevant):

Business Model: (e.g. B2B SaaS, Professional Services, Manufacturing)

2. Hiring Needs

Typical Roles Hired For:

Average Seniority Level: (e.g. Manager, Director, C-Suite, Technical Specialist)

Volume / Frequency of Hires:

Contract / Temp / Permanent split:

Urgency of Hiring Needs:



3. Pain Points & Challenges

Top Hiring Challenges: (e.g. skills shortages, slow time-to-hire, retention, cost of bad hires)

Impact on Business if Not Solved: (e.g. lost revenue, delayed projects, increased turnover)

Common Objections to Using a Recruiter:

4. Decision Makers & Influencers

Key Stakeholders: (e.g. Hiring Manager, HR Director, Talent Acquisition Lead, CFO)

Job Titles to Target in Outreach:

What They Care Most About: (speed, quality, culture fit, cost, retention, compliance)

5. Buyer Journey & Triggers

When They Typically Need a Recruiter: (e.g. new projects, investment round, expansion, attrition spikes)

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

Average Sales Cycle:

Budget Ranges for Recruitment Spend:



6. Content & Outreach Preferences

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

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

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

7. Fit / Non-Fit Criteria

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

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

8. Marketing & Outreach Alignment

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

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

Calls-to-Action That Work: (e.g. "Book a salary benchmarking session" vs "Let's jump on a call")

9. Example ICP Persona (Give Them a Name)

Persona Name:

Role:



Goals:

Frustrations:

What They Want from You:

10. Notes & Updates

(Keep this section updated as you learn more about your market and refine your targeting.)

|



Search



Home



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Jobs



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Me



For Business



Recruiter



...enabling recruitment businesses to
maximise their **performance, productivity & profitability**



James Osborne ✓ 🔊

Chairman and Chief Growth Officer @ The Recruitment Network |
Enabling Recruitment Business Leaders to maximise their performance,
productivity and profitability.

United Kingdom · [Contact info](#)

45,382 followers · 500+ connections

Open to

Add profile section

Visit my website

Resources

Tell non-profits you're interested in getting involved with your time and skills ✕
[Get started](#)



(TRN) The Recruitment
Network



Profile language



English

Español

Public profile & URL



www.linkedin.com/in/innergy



Promoted ...



James, explore relevant opportunities
with USS

Get the latest jobs and industry news

Follow

Who your viewers also viewed

Private to you



Gordon Stoddart · 1st
CEO and Co-Founder of The
Recruitment Network and...

Analytics



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Jobs



Messaging



Notifications



Me



For Business



Recruiter

Manage my network

Connections 29,191

Following & followers

Groups 77

Events 120

Pages 754

Newsletters 110

Promoted



James, explore relevant opportunities
with Change the World Academy

Get the latest jobs and industry news

Follow

Grow

Catch up

Invitations (1,136)

Show all



Eamon Soulsby follows you and is inviting you to connect

Official hospitality partner of Twickenham, Wimbledon, Queens Club, The Oval and ...

Rick Brownlow and 255 other mutual connections

Ignore

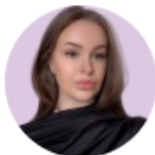
Accept



Natalie Douglass invited you to follow **Luminos Insight Ltd**

Ignore

Accept



Alina Borisova follows you and is inviting you to connect

Account management

Bradley Winstanley and 23 other mutual connections

Ignore

Accept

Hi James, I'd love to add you to my professional network and stay connected with your updates. Thanks for your time, and I look forward to connecting.

Reply to Alina

Take a break with a LinkedIn puzzle game



Zip - a quick brain teaser

Solve in 60s or less!



Search



Home



My Network



Jobs



Messaging



Notifications



Me



For Business



Recruiter

Manage invitations



Received

Sent

People (144)

Pages (1)

Events (1,684)



James Howl-Newton

Founder | Recruiter | Headhunting the best Credit talent for the USA's leading investment platforms

Sent today

Withdraw



Martin Bishop

Director at Perigon Search | Connecting the HVAC and Fire & Security industries with talent that sticks

Sent today

Withdraw



Hiren Vekaria

Recruitment Director | DJ | Photographer

Sent yesterday

Withdraw



Omer Riaz

Director & Owner @ Cleartwo | Business Consultant | Ai, IT & Digital Solutions Expert |

Sent yesterday

Withdraw



Alex Hamilton

Senior Principal Recruiter- Ad Tech/Performance Marketing at Change Recruitment

Sent yesterday

Withdraw

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It all starts with your ICP (Ideal Customer Profile)



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2. Hiring Needs

Typical Roles Hired For:

Average Seniority Level: (e.g. Manager, Director, C-Suite, Technical Specialist)

Volume / Frequency of Hires:

Contract / Temp / Permanent split:

Urgency of Hiring Needs:



3. Pain Points & Challenges

Top Hiring Challenges: (e.g. skills shortages, slow time-to-hire, retention, cost of bad hires)

Impact on Business if Not Solved: (e.g. lost revenue, delayed projects, increased turnover)

Common Objections to Using a Recruiter:

4. Decision Makers & Influencers

Key Stakeholders: (e.g. Hiring Manager, HR Director, Talent Acquisition Lead, CFO)

Job Titles to Target in Outreach:

What They Care Most About: (speed, quality, culture fit, cost, retention, compliance)

5. Buyer Journey & Triggers

When They Typically Need a Recruiter: (e.g. new projects, investment round, expansion, attrition spikes)

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

Average Sales Cycle:

Budget Ranges for Recruitment Spend:



6. Content & Outreach Preferences

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

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

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

7. Fit / Non-Fit Criteria

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

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

8. Marketing & Outreach Alignment

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

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

Calls-to-Action That Work: (e.g. "Book a salary benchmarking session" vs "Let's jump on a call")

9. Example ICP Persona (Give Them a Name)

Persona Name:

Role:



Goals:

Frustrations:

What They Want from You:

10. Notes & Updates

(Keep this section updated as you learn more about your market and refine your targeting.)

|

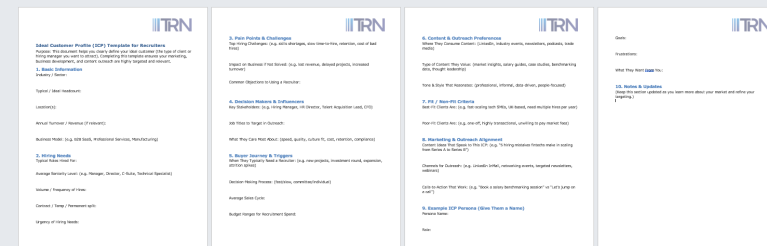
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Social Scaling: Personas and Pyramids

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

Target Customer Personas and Targeted Candidate Personas

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

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



Available in the Social Scaling area on TRNWorld

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

 Peter Purnhew BORN: 1982 OF PROCESSION LOCATION: London Salary level: £10k + Role: Development	Content & Data Interests
Goals & Objectives	Sources of Information
Problems & Pain Points	Decision Making Criteria

Building a Content Pyramid

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

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

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

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

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

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



AI Prompt starter:

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

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

AI Prompt starter:

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

Now is the time to put your personas into practice. Start by mapping out who you want to reach, then use tools like the Content Pyramid and AI to make your ideas work harder.

The more you tailor your content to your clients and candidates, the more impact you will see.

Start small, build consistency, and let your personas guide the way - it is the simplest path to creating content that truly connects.



Exercise:

Who is your ICP?

What do you know about them?

- Where They Consume Content • Type of Content they Value • Tone & Style That Resonates • Content & Outreach Preferences •

Social Scaling - Content Planner 5.2 ▾



Social Scaling - Content Planner

By James Osborne 𐄂

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

+ Fintech business in London



10000 chars

Fintech business in London

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

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

Ideal Customer Profile (ICP)

Business Type: FinTech businesses based in London

Size: 10–250 employees (startups to scaleups)

Role(s) You're Targeting:

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



+ Ask anything



10000 chars

[illegible]

3 Things to note...

Sanity vs Vanity

It genuinely doesn't matter how many followers you have, how many likes you get, how many views you have on your content IF (and this is the BIG IF), the people liking, following and viewing your content are not your ICP (Ideal Customer Profile).

Engagement only has real value, if those engaging are the right people.



Analytics ?

84,226
Post impressions
▲ 224.8% past 7 days

41,474
Followers
▲ 0.6% past 7 days

4,558
Profile viewers
Past 90 days

2,329
Search appearances
Previous week

Top performing posts ?

Based on impressions gained in the past 7 days

James Osborne posted this • 4d

Recruiters... welcome to November 2024, the most important month of 2025!

What you do in the next 38 working days (yes, that is how long we have | ...show more

   476

29 comments

▲ 38,694
Impressions

James Osborne posted this • 5d

Just to be very clear, I am as angry and as frustrated about our governments' (past and present) ability to run a stable economic playing field for UK businesses to be able to thrive and prosper, as we all are....

...show more

   230

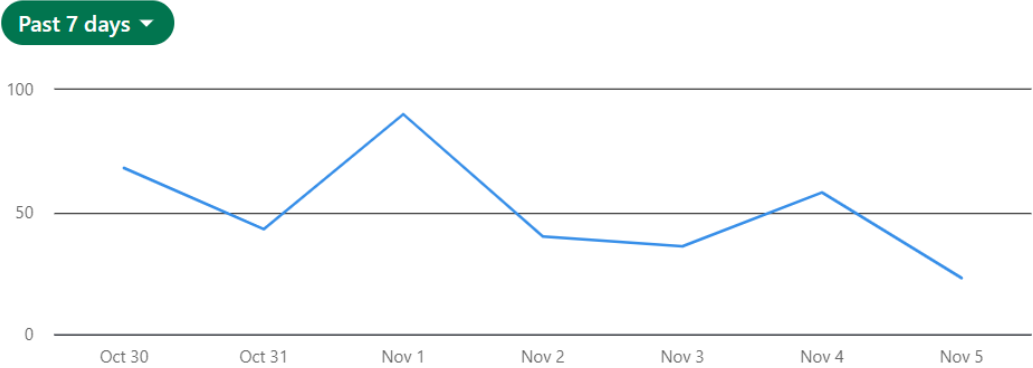
43 comments

▲ 33,245
Impressions



41,474 ?
Total followers
▲ 0.6% Past 7 days

New followers ?



Daily data is recorded in UTC

Top demographics ?



Top Industry SSI rank

1 %

Top Network SSI rank

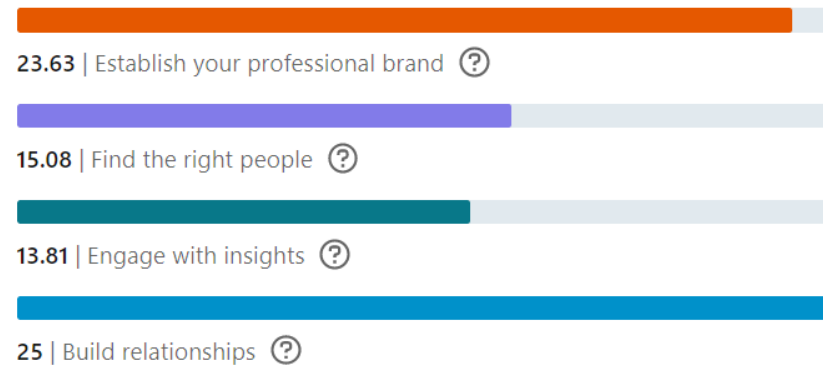
1 %

Current Social Selling Index ?



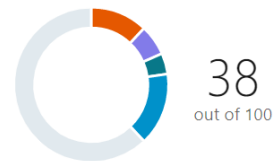
78
out of 100

Four components of your score



<https://www.linkedin.com/sales/ssi>

People in your industry



Sales professionals in the Staffing and Recruiting industry have an average SSI of 38.

You rank in the top 1%

No change since last week

People in your network



People in your network have an average SSI of 52.

You rank in the top 1%

No change since last week

The 5 Social Styles

Sadly, with LinkedIn, you have to get past some of the “other” social styles before you reach your target audience. Such as...

Your Target ICP (Ideal Customer Profile)



The Voyeurs (nothing else to do than make noise)



The Gullibles (reshare everything they read)



The Gurus (fake news and engagement pods)



The Trolls (no comment!)



How to ~~eliminate~~ reduce the noise

Some people forget that you can actually control the quality of the feed on LinkedIn, by simply doing some clever filtering work in the search box and saving that as your default setting. Let me explain...

One of the biggest issues with LinkedIn is the quality, or in many cases, lack of quality(!) of what gets pushed your way every day in the main feed.

Not only does this not help with building the right network, it is where most people tend to get distracted for hours upon hours.

But there is something you can do about it...

- First, open up LinkedIn and in the search bar just type * and then enter.
- You from here filter and sort the posts in a number of different ways, such as:
- 1st Connections only – just show me content from my 1st line network
- Select your target industry – so you are now just hearing from 1st connections from within your industry
- Date posted – last week only – so I can see the most up to date content
- Content type – choose what you want here – maybe do a Job posts only search to see who from the above is recruiting?

Once you have found the right type of content, from the right people, in the right format, simply copy / save / bookmark that URL and then you can use that link anytime you want to get deeper in your target network.

You could have multiple ones of these set up for different scenarios / markets etc.,
eg: a 2nd Connections only blitz

V.E.S.P.A.

Now you understand some of the core principles of the LinkedIn algorithms (you'll find more info on these on the Social Scaling section on TRNWorld), let's look at the 5 fundamental principles that sit at the heart of the Social Scaling process itself - we refer to these as the **V.E.S.P.A.** principles:

Value

Empathy

Structure

Proof

Action



Value

Every piece of content you put out, must in some way add value to your target audience, whether that be sharing some interesting data and insights, or educating about something they should know about (see "Relevance of Content" in the Social Scaling area in TRNWorld).

Entertainment gets likes (vanity), education gets engagement (sanity).

Be useful to your audience and you will build trust with your audience.



Value

Every piece of content you put out, must in some way add value to your target audience, whether that be sharing some interesting data and insights, or educating about something they should know about (see "Relevance of Content" in the Social Scaling area in TRNWorld).

Empathy

What would it feel like to see and read that piece of content?

Is it of genuine interest to the reader?

How would it make them feel?

How would it make them feel about you?



Structure

We touched on this before (see "Post Type and Format" in the Social Scaling area in TRNWorld) but how your content looks on the eye will determine how likely it is that someone will read it all the way through to the end (if at all!).

No one wants to read a wall of text. Format your post in a way that's easy on the eyes. Use short paragraphs, line breaks, and even bullet points or numbered lists if it helps organise your thoughts.

Preview your post on both desktop and mobile before publishing. Sometimes what looks good on one screen becomes a jumble on another!



Structure

We touched on this before (see "Post Type and Format" in the Social Scaling area in TRNWorld) but how your content looks on the eye will determine how likely it is that someone will read it all the way through to the end (if at all!).

Proof

Wherever you can, add some form of validation that backs up the point that you are trying to make.

So, don't tell me you “*think there is an issue with retention of healthcare workers in the UK*”, show me instead the validated government data that outlines healthcare turnover in the last 12 months.



Action

3 out of every 5 posts you put out on social media should end in some form of Call to Action - what do you want the reader to do next because of what you have just shared with them.

Do not give them the excuse to do nothing!

Create conversions...



Action

3 out of every 5 posts you put out on social media should end in some form of Call to Action - what do you want the reader to do next because of what you have just shared with them.

Do not give them the excuse to do nothing!

I am going to add one more in here too, that I suppose underpins all of these, and that is **CONSISTENCY**. This is key to building momentum.



Exercise:

Look at your last 3 LinkedIn posts.

How do they measure up against the VESPA framework?

Value Empathy Structure Proof Action

What was good about them and what needs some work?

Quality. Applicability. Relevance. Impact.

Best Practices for Posting Content

Crafting the Perfect Hook

The first few lines of a post determine whether users will engage.

Strong hooks include things like:

- A bold statement: “80% of hiring managers are making this mistake – are you?”
- A compelling question: “What’s the biggest red flag you’ve seen in a job interview?”
- A story teaser: “Last year, I almost lost my best candidate. Here’s what happened...”

Quick and Easy Fix

How to _____ in (#) minutes

How to _____ in (#) easy steps

How to _____ without _____

Play on Fear

(#) things you should never do

How to _____ the right way

The (#) major mistakes that most _____ make

Instructional

The step by step guide to _____

The complete guide to _____

(#) resources to help you to _____

Tricks and Tips

(#) tricks that recruiters use to _____

(#) tactics to _____

Steal my _____ strategy to _____

Subject Style Tips

The content titles that get the highest conversion
(and help you generate content ideas)

Optimise Your Posting Times

Analyse Your Audience Activity:

- Use LinkedIn Analytics to identify when your posts perform best.
- Consider Time Zones: If your network is global, consider the peak times in different regions.

Schedule Posts Accordingly:

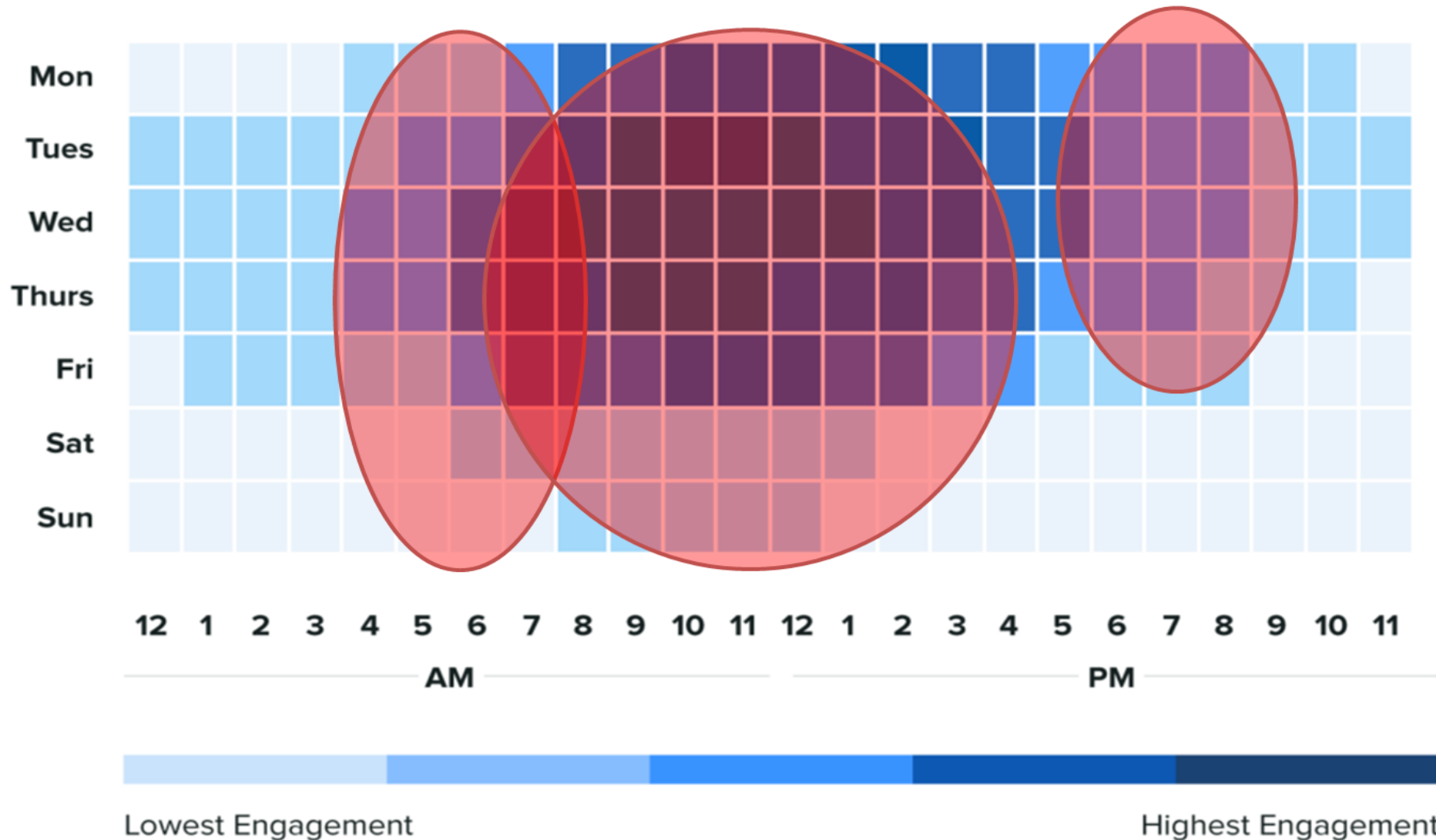
- Optimal Times: Common peak times are mid-week mornings (Tuesday to Thursday, 7am to 8.30am).
- Test and Adjust: Experiment with different times and track performance.

Use Scheduling Tools:

- Third-Party Apps: Utilise tools like Buffer or LinkedIn scheduler to schedule posts
- Consistency: Regularly posting at optimal times builds audience expectation.

The Golden Hour

sproutsocial



Schedule your posts to go out during the Golden Hours, NOT when you get time to post!

Video

LinkedIn loves video, especially native video (Vimeo video is treated as native)
You tend to get 10 - 30% more engagement with video!

The Dwell time algorithm supports this with +20% to 40% positive effect on engagement.

The ideal video post looks like:

- between 30 and 60 seconds
- square format (more screen space)
- subtitled (over 50% watches video with sound disabled)

Engagement when

30 - 60 seconds	= 100%
1 - 3 minutes	minus 20%
3 - 6 minutes	minus 45%
7 - 10 minutes	minus 75%
More than 10 minutes	minus 90% (!)

Jab, Jab, Jab... Right Hook

(Gary Vaynerchuk, 2013)



The Art of the Jab: Providing Value First

Jabs represent the small, consistent efforts you make to engage with your audience. Think of them as the value you provide without asking for anything in return. These could be a helpful tip, an entertaining post or a thoughtful reply to a comment.

Jabs are crucial because they establish trust and rapport with your audience. In our noisy, over saturated social media worlds, offering genuine value helps you stand out.

Over time, these jabs build goodwill and create the opportunity for the more significant “call 2 action” that comes later. Some examples could include:

- A restaurant posting behind-the-scenes content of chefs preparing dishes.
- A SaaS company providing short tutorials on how to use software more effectively.
- A recruiter sharing free interview or hiring tips.

The 3 Content Styles

Whilst there are multiple formats (video, carousels, blogs etc.)* of content you can post, the reality is you can probably break your content down into one of three content styles, as follows:

Call 2 Action posts



Engagement posts



Personal Profile posts



* we'll be covering off more about these later in the Social Scaling programme



James Osborne • You

Chairman and Chief Growth Officer @ The Recruitment Network | Enabling Re...

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3w • 🌐

"I genuinely don't care about your exam results. I just care about the person you are and the person you are becoming."

A message to my son Finlay (and all other A-Level students today) as they wait to receive their results this morning.

The more years I have under me, the more I have come to appreciate that what matters the most in life and in business is who you genuinely are as a human being, the experiences you have thrown yourself in to, the values that you keep, the respect you have of others and the attitude you have to living life to the full... not what scores you get on a certificate.

Best of luck to you all for whatever you get today, but never forget that your exam results are just one small part of your wrapping - it's the person inside that really matters.

(and I will repeat this post again next week when Harrison's GCSE results come out!)



Example Personal Profile post (a “jab”)



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Chairman and Chief Growth Officer @ The Recruitment Network | Enabling Re...

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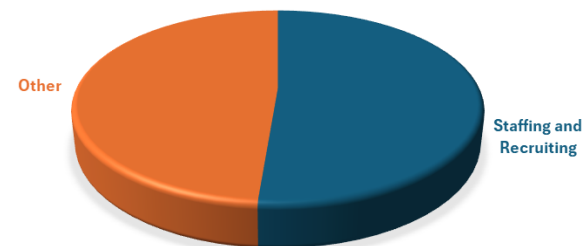
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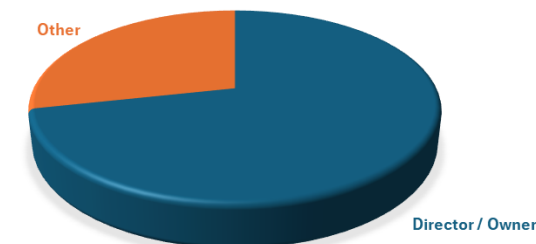
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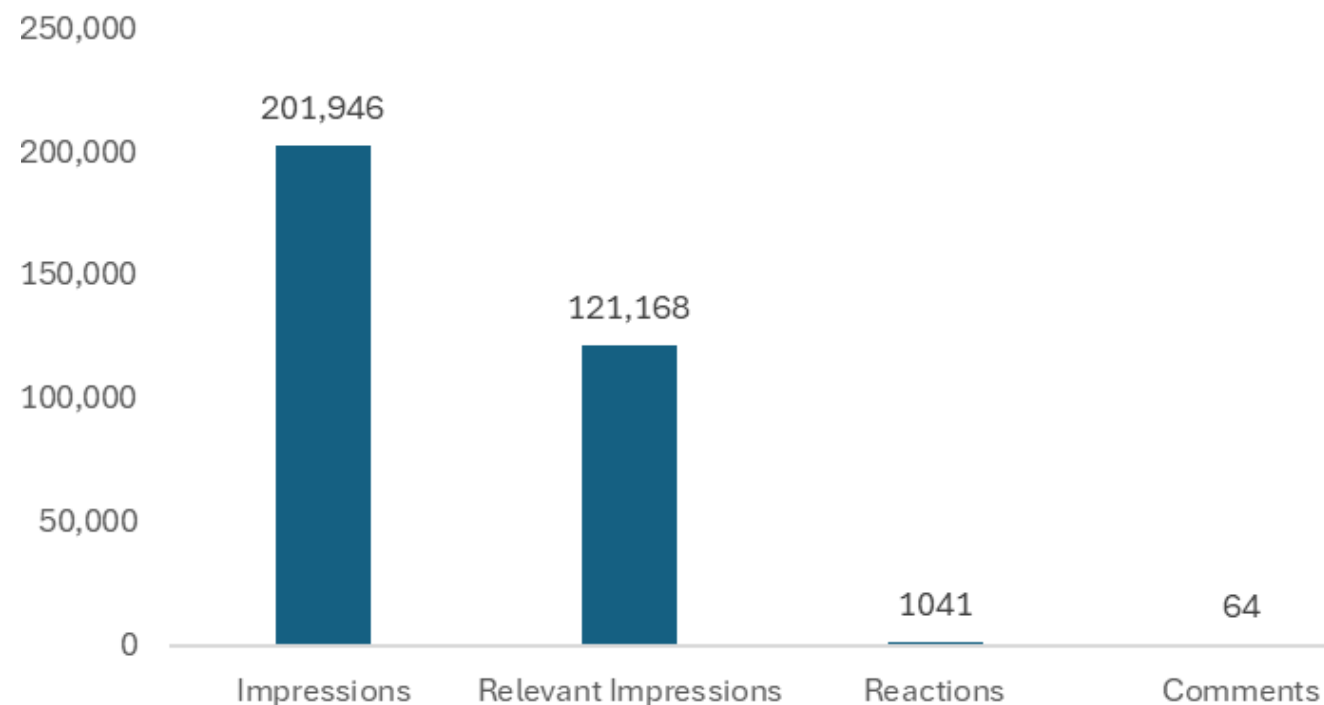
INDUSTRY



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James Osborne · You

Chairman and Chief Growth Officer @ The Recruitment Network | Enabling Re...

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1d ·



So, last week I fulfilled a lifelong ambition of mine and completed a 1,000km Ultra Ironman challenge, which involved running, cycling and swimming from Glasgow to London.

I crossed the finish line in London with my two boys either side of me on Saturday afternoon, both having just completed the final half marathon of the challenge. That was truly special.

This was Quest.

I did it because I can and that is what this was all about. We can.
We can and therefore we should.

Because of everyone's generosity, we have so far raised over £20,000 for our two charities the [Ryan McCabe](#) foundation (with [Roisin McCabe](#)) and [Great Ormond Street Hospital Charity](#). That is just amazing - thank you.

In the process, I have reconfirmed 3 things in my head that I will now take with me on the final sprint to the end of the year, in my personal life as well as in my business...

One.

We all have within us and extra 50%+ that we just need to be able to dig deep and find, and allow to be unleashed. It is often ourselves and only ourselves, that hold us back from fulfilling our true potential, not anyone else.

Whether you think you can or you can't, you're probably right.

Example Engagement post (a “jab”)



James Osborne · You

Chairman and Chief Growth Officer @ The Recruitment Network | Enabling Re...

[Visit my website](#)

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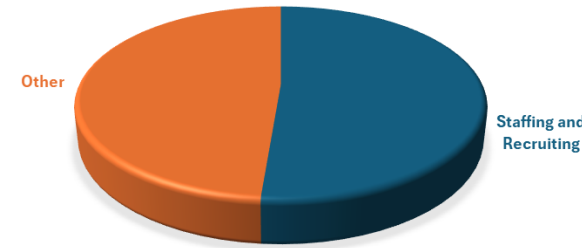
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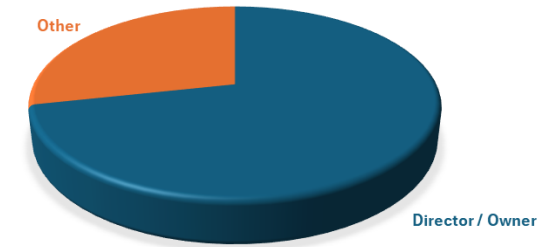
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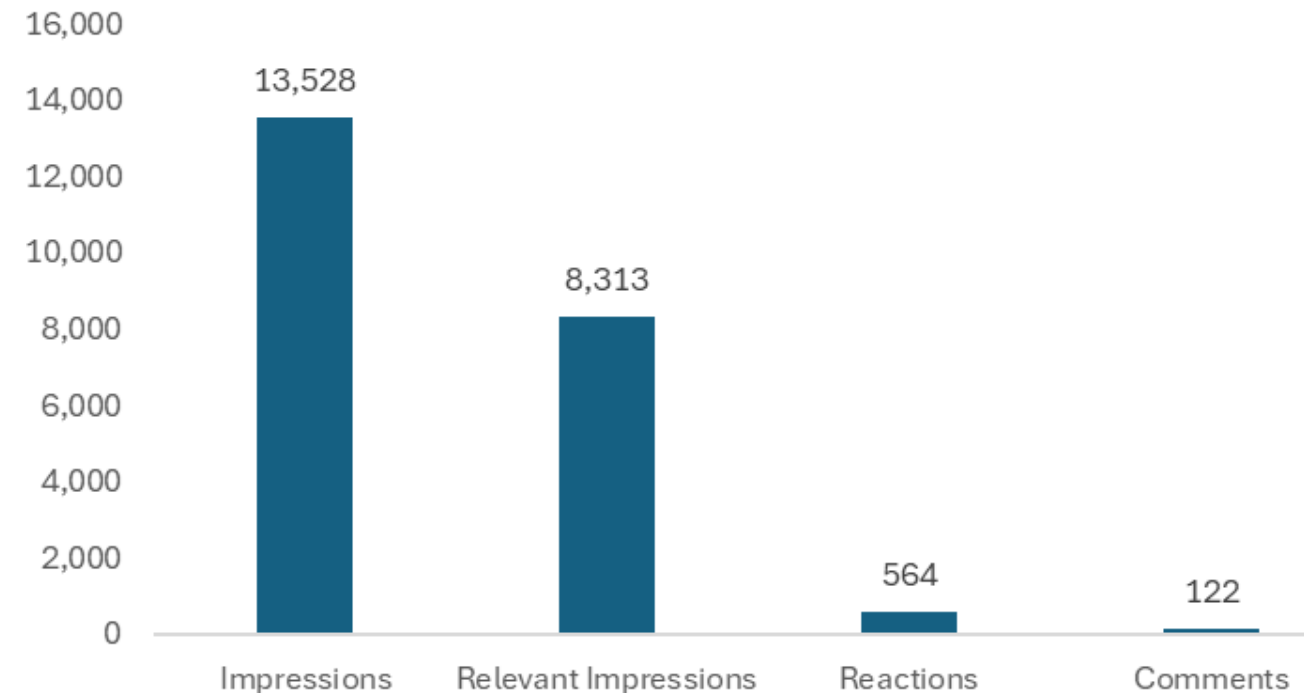
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2w •



Have just been reviewing some of the latest data from LinkedIn and what is striking is just how diverse the recovery is becoming.

This isn't just any one specific sector carrying the weight of the market recovery on its shoulders, as we discussed at the recent TRN Retreat, but is a cross-market story.

July's top hiring sectors, across the UK, Germany and France for example, based on month-on-month growth:

UK:

Financial Services (9.1%), Tech (8.1%), Construction (7.9%), Hospitality (7.8%)

Germany:

Entertainment (14.1%), Education (10.1%), Real Estate (5%)

France:

Healthcare (8.2%), Education (7.3%), Energy (5.1%), Construction (3.5%)

But the kicker here is understanding what parts of your markets are growing the fastest again, where exactly are your markets now going and what is driving new spikes of demand.

The markets are shifting (again!), so it is time to go to where they are going.

I built a simple AI Market Mapping GPT for some of the TRN members last month to do the heavy lifting for them when it comes to understanding their markets - just add in where you recruit (geographically) and what skills you recruit for, and it will map out your entire market for you, showing where the next spikes of demand are coming from.

If you want me to send it to you, just comment YES below.

Example Call 2 Action post (a “right hook”)



James Osborne • You

Chairman and Chief Growth Officer @ The Recruitment Network | Enabling Re...

[Visit my website](#)

2w •

...

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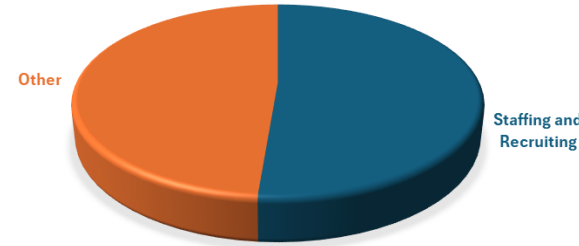
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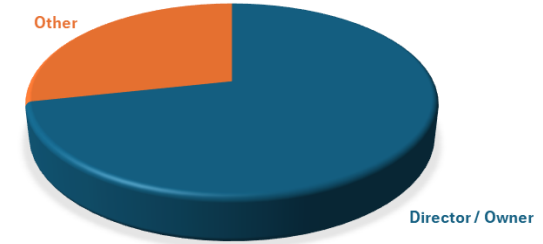
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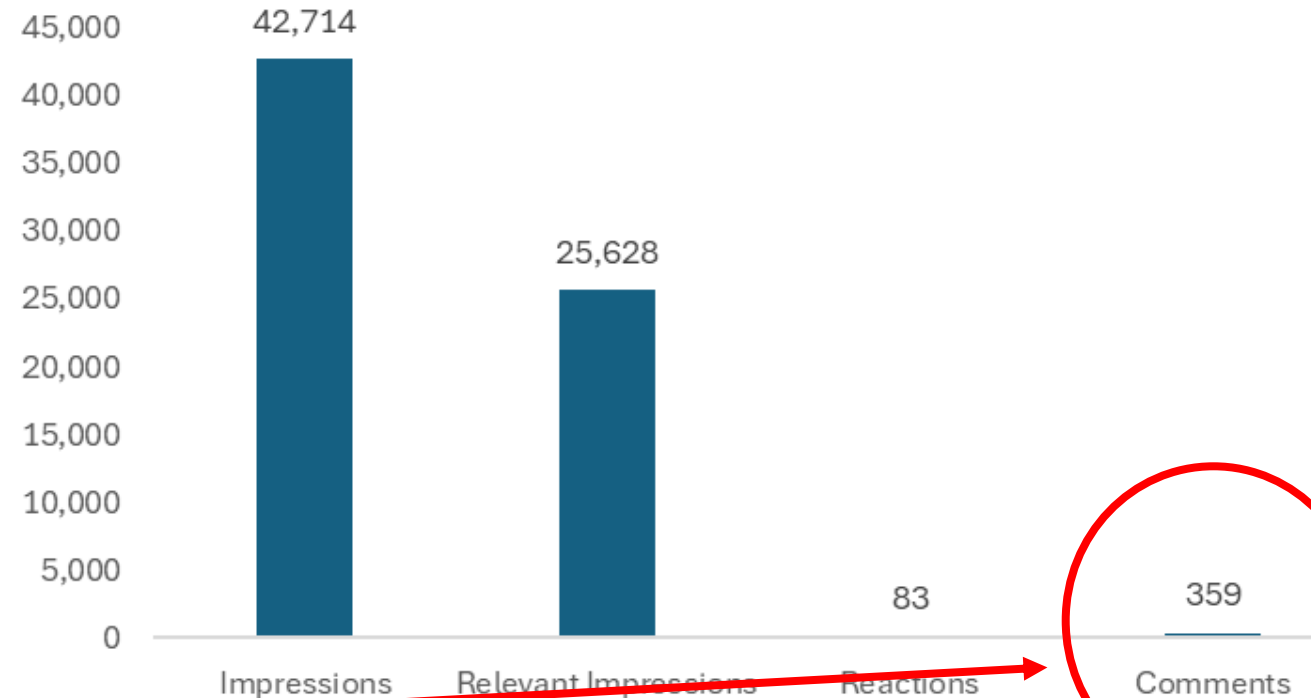
INDUSTRY



SENIORITY



ENGAGEMENT



Best Practices for Creating Content

**Quick tip on how to create content using
voice memos, in 4 easy steps...**

Sit down with a colleague at the end of the week to discuss what has been happening this week (just chat – 10 minutes max.)

Talk about jobs you have been working on, new candidates registered, questions that customers have been asking, issues customers and candidates have been facing etc.

Have the Voice Memo app open on your phone to record the conversation.

You can use either apps or tools to do this, like Plaud etc.



Once finished, go into the recording itself and copy the transcript and paste it into an AI Agent that will create your content plan for you for the following week, based on what you have been talking about.

I have built an updated version for you, so you can use this if you like – you'll find it in the forum on TRNWorld.



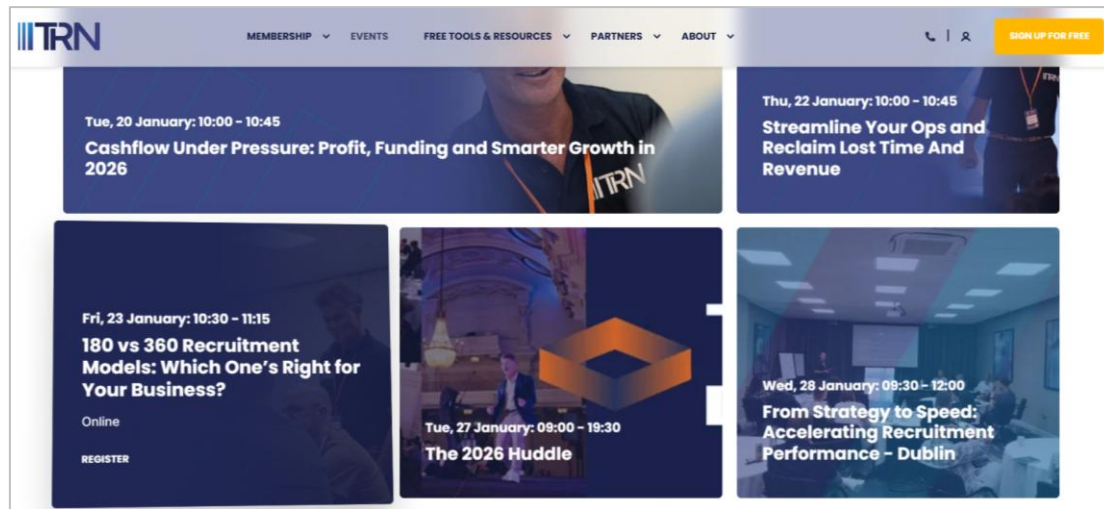
Voice Memo Content Creator

By James Osborne 人

Write the name of the market and geography that you target and then paste your Voice Memo transcript here from last week, and let me build your content plan for next week.



One week of content Jab, Jab, Jab... Right Hook

The screenshot shows the ITRN website with a navigation bar including links for MEMBERSHIP, EVENTS, FREE TOOLS & RESOURCES, PARTNERS, and ABOUT. A yellow button labeled "SIGN UP FOR FREE" is in the top right. The main content area displays a grid of event cards:

- Tue, 20 January: 10:00 – 10:45**
Cashflow Under Pressure: Profit, Funding and Smarter Growth in 2026
- Thu, 22 January: 10:00 – 10:45**
Streamline Your Ops and Reclaim Lost Time And Revenue
- Fri, 23 January: 10:30 – 11:15**
180 vs 360 Recruitment Models: Which One's Right for Your Business?
Online
REGISTER
- Tue, 27 January: 09:00 – 19:30**
The 2026 Huddle
- Wed, 28 January: 09:30 – 12:00**
From Strategy to Speed: Accelerating Recruitment Performance – Dublin



Roundtable – 184 attendees



Roundtable – 184 attendees



Recorded

→ Transcript →



James Osborne • You
Chairman and Chief Growth Officer @ The Recruitment Network | Enabling Re...
[Visit my website](#)
2d •

Recruiters, do you love doing BD?
You need to...

Yesterday, I had 184 recruitment leaders join us to build a new, future fit, future relevant sales strategy.

It was pretty awesome and gave me the opportunity to talk about the new Velocity sales framework we are about to release (DM for details).

But I have to say this here and now, having a framework and a blueprint for sales are all well and good, but unless you have the right attitude, the right mindset towards sales, then it will never work.

Basically, unless you love selling, you're bugged, so you need to find a way to fall in love with it... and quickly.

You need to fall in love with the art and the science of selling.

You need to love the sales hustle. The chase.

You need to love it when a client throws a left field objection at you and you figure out an answer.

You need to love the craft of finding a way, any way, to get in front of a client.

You need to love the art of getting someone's contact details, anyway you can.

You need to love the challenge of getting through to a decision maker.

You need to love meetings. Sales meetings. Across a boardroom table.

You need to love that feeling when you close a better deal than the one you went in to pick up.

You need to love it when a client introduces you, unsolicited, to someone else who might need your service.

You need to love to network. To connect.
24/7.

You need to love doing more than you did yesterday, whilst doing it better than you did yesterday.

Recruitment is a sales industry.

... and sales is both an art and science (but not rocket science!)

Love it!



James Osborne

Chairman and Chief Growth Officer @ The Recruitment Network | Enabling Re...

Visit my website

2d · 🌐

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... and sales is both an art and science (but not rocket science!)

Love it!

#recruitment #sales #velocity

Mike Scotney and 110 others

13 comments

Reactions

Like Comment Repost Send

7,375 impressions

View analytics

Jab

Vanity

Right Hook

Sanity



James Osborne

Chairman and Chief Growth Officer @ The Recruitment Network | Enabling Re...

Visit my website

4d · 🌐

"The moment you want to slow down is exactly the moment you should be accelerating" - James Dyson

Final draft of the new Accelerator framework done and ready to go to print later this week.

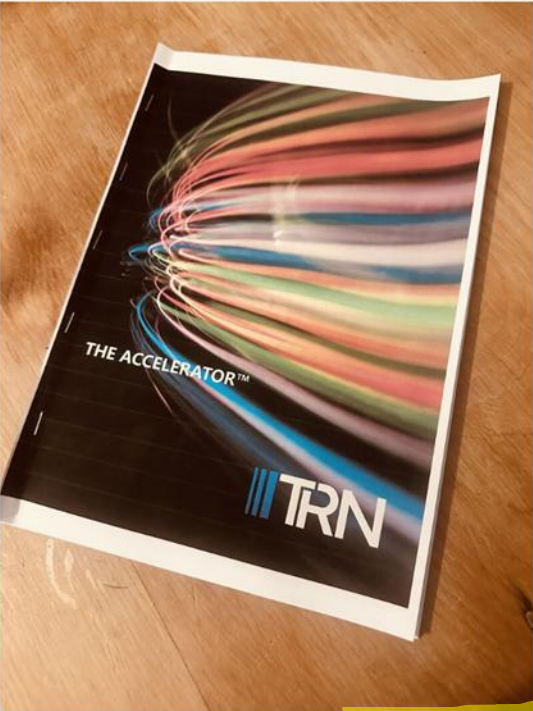
Genuinely can't wait to roll this out to all the recruitment leaders out there who want to be future relevant and future fit in 2026.

Clarity. Focus. Momentum.

Accountability.

Comment "accelerate" below and I'll show you what it's all about.

#TRN #accelerate



Helen Davies and 29 others

27 comments

Reactions

Like Comment Repost Send

2,652 impressions

View analytics

4 meetings booked





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.

A person's hands are shown typing on a laptop keyboard. The scene is set in a dark environment with a blue and purple color palette. A digital rain effect of binary code (0s and 1s) is visible on the left side of the image. On the right side, there are vibrant, multi-colored light trails (pink, blue, yellow) that appear to be emanating from the laptop screen and flowing upwards. The text "Data – the final frontier..." is overlaid in the center in a white, sans-serif font. The overall aesthetic is futuristic and tech-oriented.

Data – the final frontier...

The most influential people on LinkedIn don't just post their opinions - they interpret the world through data.

They translate numbers into meaning and help others make sense of change.

That's what creates real thought leadership.

Think about your ICP – what **data** would excite them?

Social Scaling - the data creator 5 ▾



Social Scaling - the data creator

By James Osborne 𐌸

Tell me you ICP and I will tell you what data they want to talk about.

Head of HR - USA

CTO - Germany

CMO - Manchester

+ Ask anything



10000 chars

Head of HR - USA

Here's a tailored list of **100 data-points** that a Head of HR in the USA would likely grab their attention on LinkedIn — grouped into strategic headings, each with a one-line summary and one real example data point plus a reliable link for access.

1. Workforce Composition & Size

1. Total employee headcount – the number of employees currently employed.

- Example: "12,345 global employees as of 30 Sept 2025."
- Link: ["The 30 Most Important HR Metrics" – lists headcount]
(<https://www.bamboohr.com/blog/key-hr-metrics>) BambooHR +1

2. Full-time equivalent (FTE) count – converts part-time and contract workers into full-time equivalents.

- Example: "10,500 FTEs this quarter."
- Link: same article above Crunchr +1

3. % of workforce full-time / part-time / contingent  breakdown of employment types.

- Example: "85% full-time / 10% part-time / 5% contingent"

+ Ask anything



10000 chars

Now, help them...

**visualise the data and
conceptualise the sentiment**



Social Scaling - Visualiser

By James Osborne 𐄂

Paste in any content from any of your other Social Scaling Agents, and I will create an image you can use to represent that content.

+ Ask anything



10000 chars



Social Scaling - Visualiser

By James Osborne 

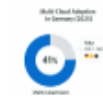
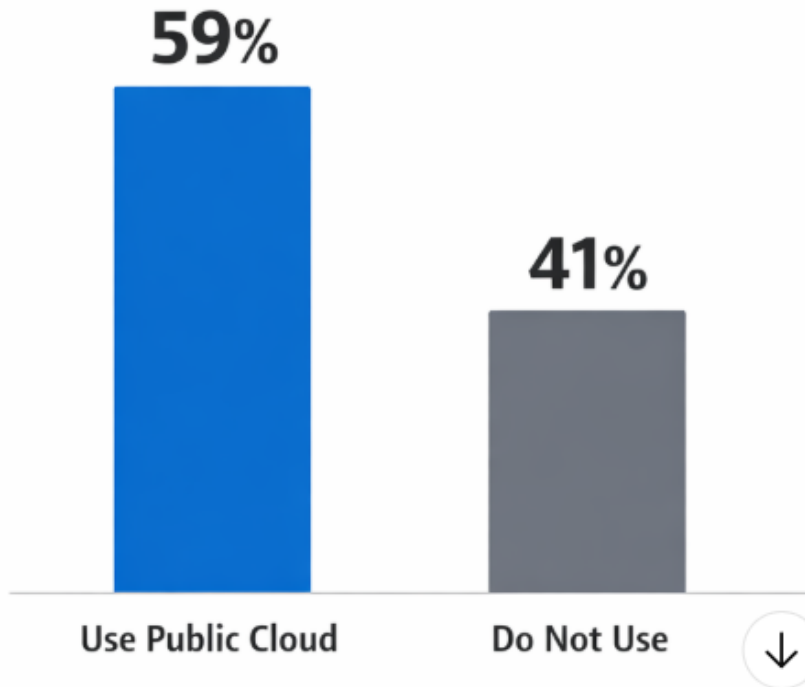
Paste in any content from any of your other Social Scaling Agents, and I will create an image you can use to represent that content.

+ Fintech Germany

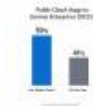


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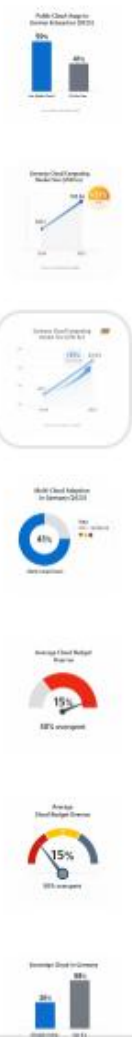
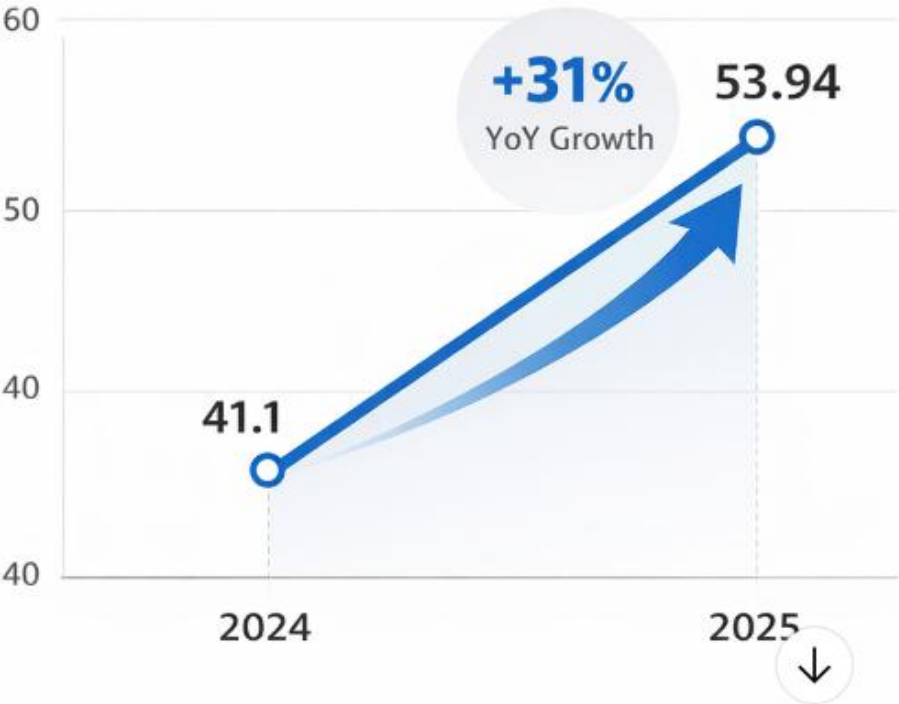
Public Cloud Usage in German Enterprises (2025)



Germany Cloud Computing Market Size (USD bn)



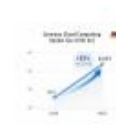
Germany Cloud Computing Market Size (USD bn)



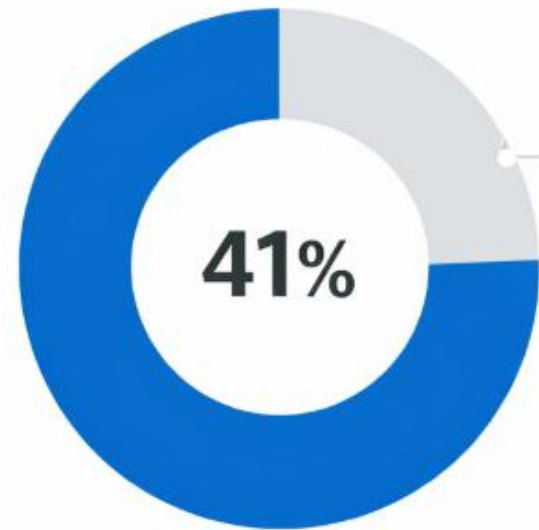
Average Cloud Budget Overrun



50% overspent

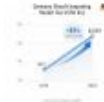
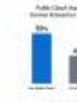


Multi-Cloud Adoption in Germany (2025)



Multi-Cloud Users

Why:
risk + resilience



1) % of German enterprises using public cloud (59%)

Use image: “Public Cloud Usage in German Enterprises (2025)” (59% vs 41%)

LinkedIn post copy

Most cloud conversations start with features.

German enterprises are already past that stage.

 **59% of German companies use public cloud services.** Bitkom e. V.

That means the competitive edge isn’t “moving to cloud” anymore. It’s **how you run cloud**:

- **Cost control**: budgets don’t manage themselves
- **Risk control**: concentration + lock-in is the new technical debt
- **Delivery speed**: cloud-native isn’t a checkbox, it’s an operating model

A simple gut-check I like:

If your public cloud disappeared for 72 hours, what breaks first — revenue, operations, or compliance?

If you know the answer, you have a strategy.

If you don’t, you have a bill.

What’s your #1 public cloud pain right now: **costs, security, skills, or vendor dependency?**

#cloud #germany #finops #ciso #cio #digitaltransformation

2) Growth rate of cloud spending in Germany (+31% YoY)

Use image: "Germany Cloud Computing Market Size (USD bn)" (41.1 → 53.94, +31% YoY)

LinkedIn post copy

Cloud isn't "an IT project" in Germany anymore. It's a macro spend line.

Germany's cloud computing market is shown growing from **\$41.1B (2024)** to **\$53.94B (2025)** — about +31% YoY. Fortune Business...

When spend grows this fast, two things happen:

1. **Waste scales** faster than value
2. **Governance debt** accumulates quietly (until the CFO asks)

The migration ROI formula I use with teams:

ROI = (Decommissioned cost + productivity gain + risk reduction) – (run cost + change cost)

If you can't quantify **decommissioned cost**, you don't have ROI — you have "hope."

Question: are you tracking ROI per migration wave... or only at the end?

#cloud #roi #germany #finops #cloudmigration #cfo

3) Multi-cloud adoption rate (41%)

Use image: “Multi-Cloud Adoption in Germany (2025)” (donut chart 41%)

LinkedIn post copy

Multi-cloud is often sold as “flexibility.”

In reality, it’s usually bought for risk.

DE **41% of German companies use multi-cloud** (multiple providers). Bitkom e. V.

But multi-cloud without a plan becomes:

- duplicate tooling
- inconsistent security controls
- fragmented observability
- surprise egress bills

A practical 3-part multi-cloud readiness check:

- 1) **Portability**: can we redeploy without redesign?
- 2) **Identity**: one control plane for access?
- 3) **Exit math**: do we know the cost + timeline to leave?

Multi-cloud done well = resilience.

Multi-cloud done badly = complexity tax.

What’s driving your multi-cloud approach most: **sovereignty, resilience, pricing leverage, or M&A reality?**

#multicloud #cloudstrategy #germany #riskmanagement #platformengineering

POST 1

Workforce Composition & Demographics

LinkedIn Post:

Who makes up your organisation — and how is it evolving?

Our workforce snapshot (as of Sep 2025):

-  3,452 employees (2,980 FTEs)
-  +8% headcount growth YoY
-  Gender: 54% male / 45% female / 1% other
-  Job levels: 38% entry / 45% mid / 15% senior / 2% exec
-  Median age: 36 (12% over 55)

Every data point tells a story — but the real insight comes from *how these numbers interact*.

For example, as we've grown rapidly, our median age has dropped by nearly 2 years, showing that expansion often brings in younger, early-career talent.

This matters because demographics shape everything — from engagement and learning needs to retention and leadership planning.

Question:

If your headcount grew 8% this year... did your leadership pipeline grow with it?

#HRAnalytics #PeopleData #WorkforcePlanning #SocialScaling

Couple of quick tricks / tips for you...

Influencer content

Quick content idea for you

Think about what we have talked about so far in this programme and how you can bring some of that together, such as:

Content sourcing – industry influencers – AI – content creation



Home
 Shorts
 Subscriptions
 You

INDIA MARKET OPEN

FINANCIALS LEAD THE MARKET GAINS

Yashish, thank you so much for your time to us here at NDTV Profit and um you

NDTV Profit 32:58

PB Fintech CEO Answers Tough Questions On Insurance Industry, Commissions & Business Models

62K • 4d ago

NDTV Profit

Where does the real problem lie in insurance? In this exclusive conversation with NDTV Profit, PB Fintech's Chairman and Group ...

New

Fintech Era 2.0

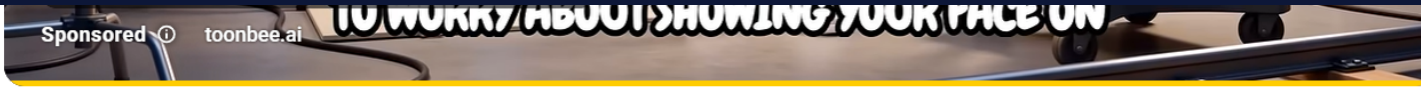
How AI Will Transform Fintech In 2026

30K • 9mo ago

a16z

Fintech went from a full-blown surge to a near standstill in just two years. At its peak, about 25 percent of all venture ...

4K



Sponsored ⓘ toonbee.ai

PB Fintech CEO Answers Tough Questions On Insurance Industry, Commissions & Business Models



NDTV Profit ✓
1.79M subscribers

Subscribe

👍 271



🔗 Share

💎 Ask

🔖 Save



62,085 views Premiered Oct 5, 2026 [#HealthInsurance](#) [#TermInsurance](#) [#Insurance](#)

Where does the real problem lie in insurance? In this exclusive conversation with NDTV Profit, PB Fintech's Chairman and Group CEO Yashish Dahiya takes a deep dive into the insurance industry and the impact of the latest proposed insurance reforms by IRDAI. He also explains why misselling is largely a concern in savings products, while health insurance faces a very different challenge. The discussion also looks at term insurance, customer choice and why independent platforms can matter when a claim needs to be fought. Watch the full conversation!

[#HealthInsurance](#) [#TermInsurance](#) [#Insurance](#) [#InsuranceClaims](#) [#InsuranceMisselling](#) [#Policybazaar](#) [#PBFintech](#) [#InsuranceReform](#) [#InsuranceNews](#) [#HealthInsuranceClaims](#) [#LifeInsurance](#) [#SavingsInsurance](#) [#TermInsuranceIndia](#) [#HealthInsuranceIndia](#) [#InsuranceIndustry](#) [#IRDAI](#) [#IRDAIReforms](#) [#InsuranceStocks](#) [#PBFintechStock](#) [#StockMarketIndia](#) [#IndianStockMarket](#) [#PersonalFinance](#) [#FinancialNews](#) [#InsuranceIndia](#) [#Investing](#)

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Transcript

🔍 Search in video

0:00 Ashish DA joining us this morning, chairman and group CEO at PB Fintech. His uh first and exclusive conversation

0:07 since uh the IRDI paper was out and Yashish, thank you so much for your time

0:12 to us here at NDTV Profit and um you know coming to us with **your** side of the story more than anything else. Let me

0:20 start by asking the basic question that everyone is wondering about and get right to it. Can your business model in

0:29 its current form and fashion survive if this

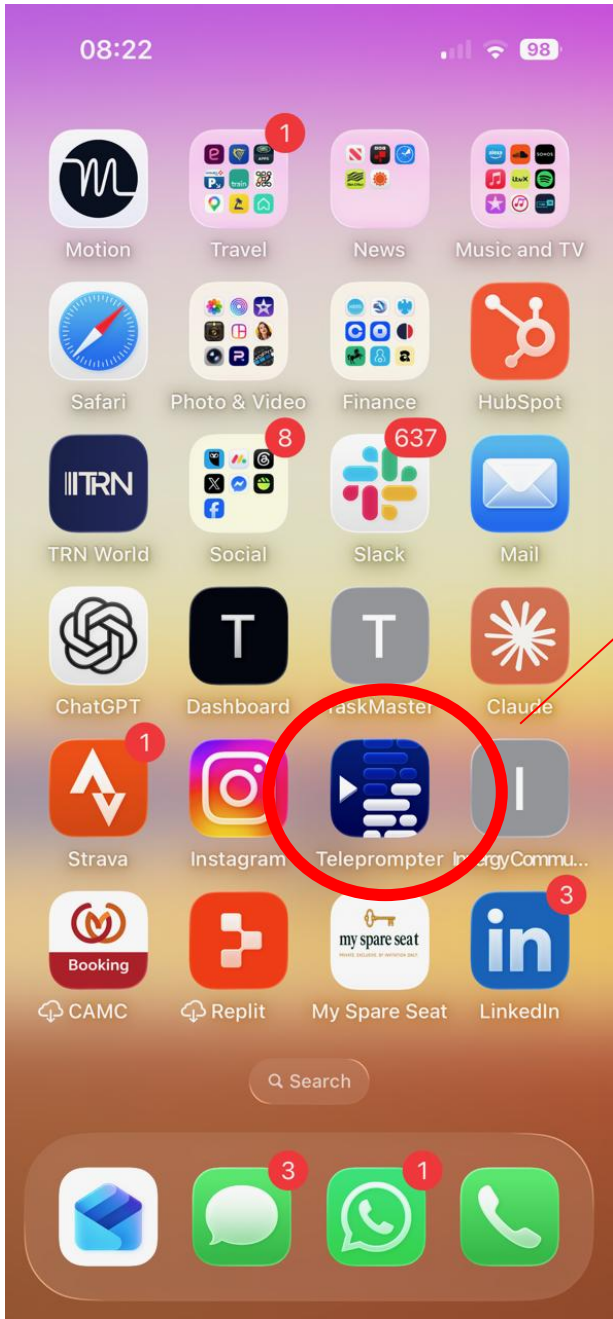
English (auto-generated)

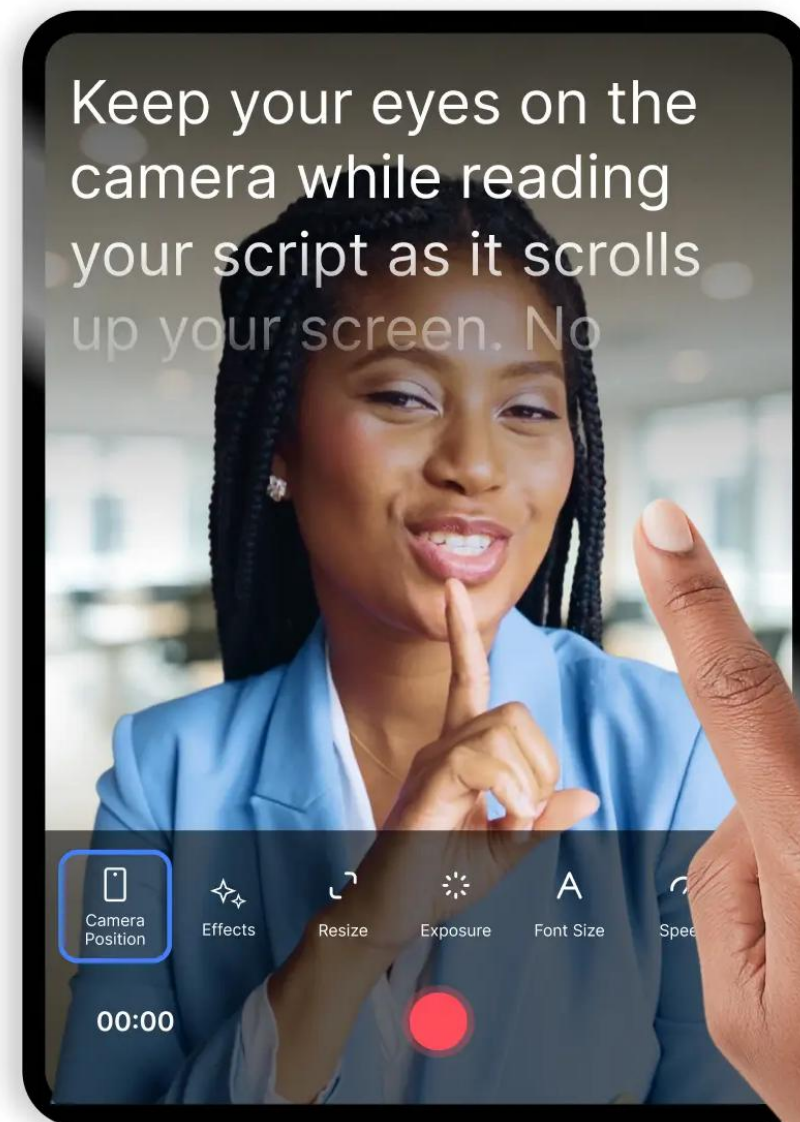
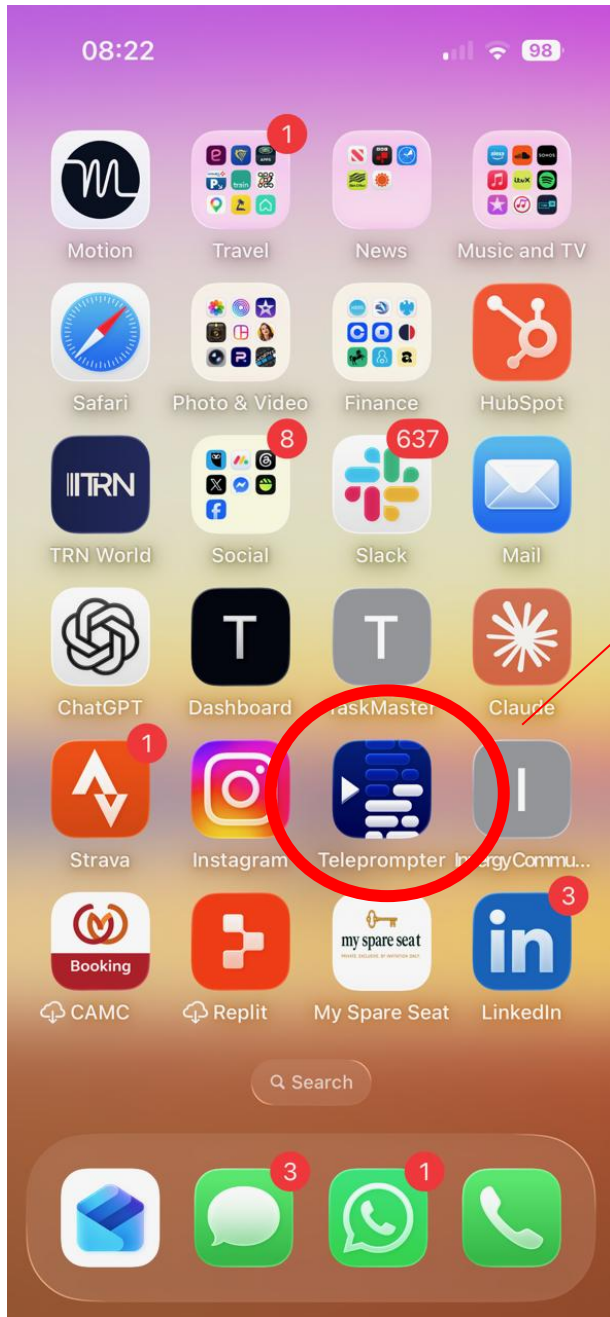


Try it now...

- ☐ Go to ChatGPT and ask it to create a list of the most active influencers in your ICP on YouTube
- ☐ Go to one of their recent videos (the ones with the most views / interactions etc.)
- ☐ Copy the transcript of the video
- ☐ Paste the transcript into your AI Agent and get it to write a LinkedIn blog post or newsletter (“I have just been watching this great video...”)
- ☐ Paste the blog / article (check it first!) onto LinkedIn (schedule it for a Golden Hour)
- ☐ Tag in the influencer for a comment

Quick video creation









James Osborne  • You

Chairman at The Recruitment Network (TRN), Founding Member at The Global ...

[Visit my website](#)

Yesterday

...

Glasgow calling!

I absolutely love the community we are building up in Scotland so if you are a recruitment leader in and around Scotland, then come and join us to find out all about it.

Thursday, 12th November 09:00 - 12:00 - Central Glasgow.

In partnership with [Stuart Bentley](#) and our friends at Needlestack Consulting.

Book your place(s) at <https://lnkd.in/e95CYPXY>

[Giani Catena](#)
(TRN) The Recruitment Network





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Hook, Line and Sinker

Tag an influencer

Call 2 Action



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[Giani Catena](#)
(TRN) The Recruitment Network

→ Hook, Line and Sinker

→ Tag an influencer

→ Call 2 Action

→ 11 new sign ups in the first 30 minutes!

Using AI and free tech to do the heavy lifting...

80% of the work required to maintain a social scaling engine, should now be done with AI.

The 20% that you have to do is what the audience sees so it always feels like you.

AI-augmented, not AI-replaced!

This is where you get traction on LinkedIn

Coming up with content ideas.
Sourcing data and insights.
Identifying thought leaders.
Searching through our target customers' posts.
Designing carousels and images.
Repurposing existing content.
Summarising long-form content into bite-sized posts.
Drafting engaging headlines or hooks.
Writing multiple post variations to A/B test.
Scheduling posts at optimal times.
Researching trending hashtags and keywords.

Posting content.
Commenting.
Engaging.
Connecting.

80%

20%

This is where we just waste too much time!

Coming up with content ideas.
 Sourcing data and insights.
 Identifying thought leaders.
 Searching through our target customers' posts.
 Designing carousels and images.
 Repurposing existing content.
 Summarising long-form content into bite-sized posts.
 Drafting engaging headlines or hooks.
 Writing multiple post variations to A/B test.
 Scheduling posts at optimal times.
 Researching trending hashtags and keywords.

80%

Posting content.
 Commenting.
 Engaging.
 Connecting.

20%

Building AI
Agents to do
the heavy
lifting.

A/B Testing.

20%

Posting content.
Commenting.
Engaging.
Connecting.

Converting and following
up your hooked ICPs.

Sales!

80%

RevOps



 Search agents by name or description...

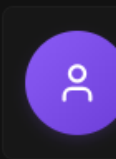


Business Development

**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

**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

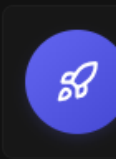


Candidate Sourcing

**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

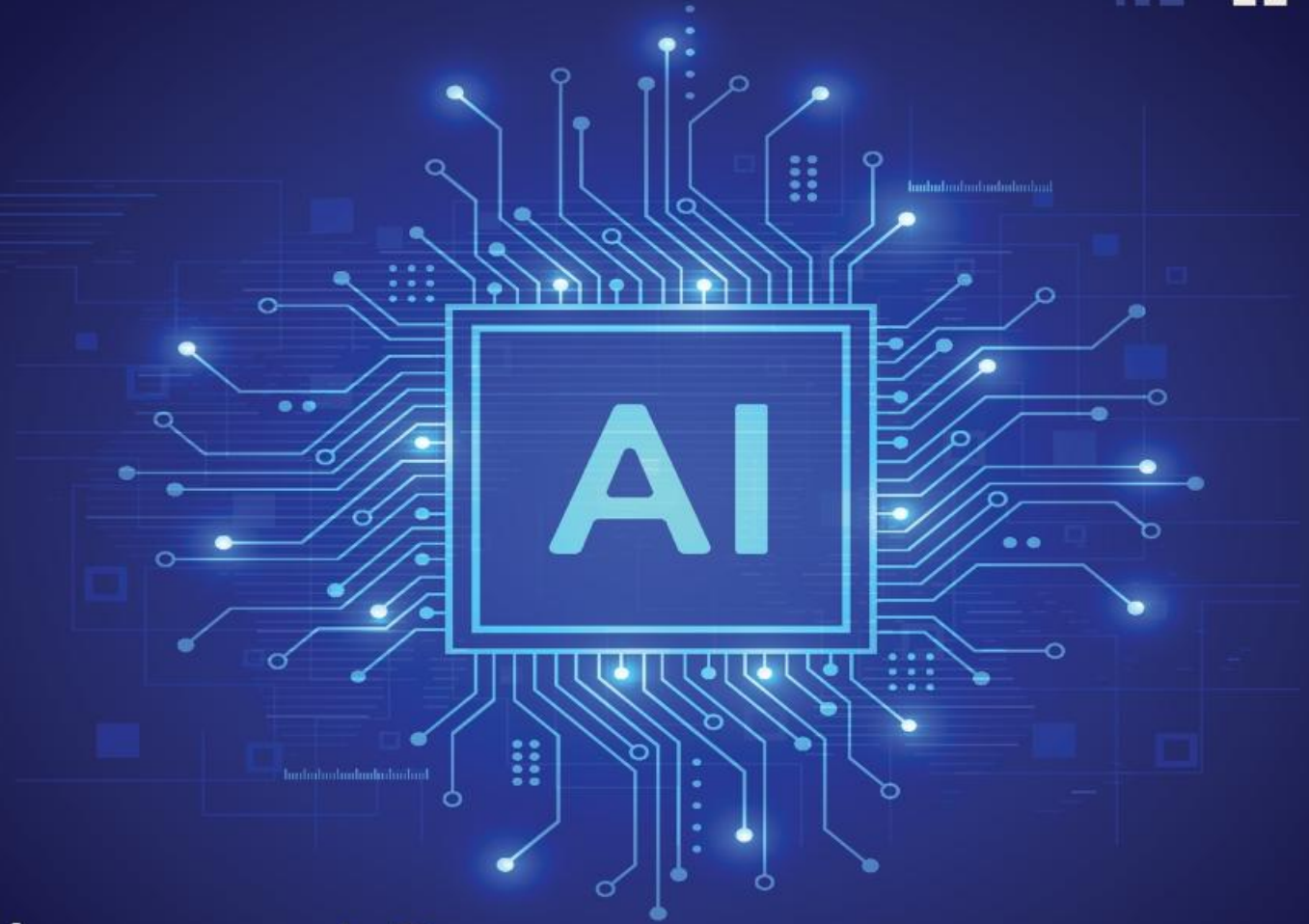
**Social Media Writer**
Creates engaging social media content calendar

**Blog Generator**
Generates SEO-optimized blog posts and articles

**Email Campaign Builder**
Builds targeted email campaign sequences

Operations (2)

TRACTION



4 Week live AI Development Programme

What can I help with?

Ask anything

+

 Search

 Deep research

...







10000 chars

What can I help with?

Act as my research agent.

I run a recruitment business focused on [technology companies].

I typically place [Sales roles such as fractional CROs, Sales Managers, RevOps] into [listed businesses in the UK].

I want to engage and build relationships with decision makers in my market by adding some value to them and being useful.



10000 chars



Search



Deep research



Act as my research agent.

I run a recruitment business focused on [technology companies].

I typically place [Sales roles such as fractional CROs, Sales Managers, RevOps] into [listed businesses in the UK].

I want to engage and build relationships with decision makers in my market by adding some value to them and being useful.

Make a list of the top 12 challenges that a senior leader in an technology firm are currently facing [what I refer to as “pain points”] with a particular focus around sales, so I can develop some content, tools, data, insights etc [what I refer to as “pain relievers”] to help them and be useful, to help build some trust and rapport with them before trying to sell to them.

I will be sharing pain relievers with them via email, social media, WhatsApp and other channels.

Include data for each of the 12 pain points to validate what they are.

1. Revenue Growth Amid Economic Uncertainty

UK business confidence has declined to its lowest level in over two years, with concerns over rising taxes and global trade tensions impacting sales expectations.

2. Sales & Marketing Misalignment

CROs are focusing on aligning sales and marketing teams to improve collaboration and results.

3. Technology Stack Complexity

Enterprise CROs often inherit fragmented and complex revenue tech stacks, necessitating transformation for efficiency.

4. Data-Driven Decision Making

Leveraging clean and reliable data is crucial for strategic decisions, yet many leaders struggle with data quality and analytics.

5. Process Optimisation

Streamlining sales processes and managing pipelines effectively are ongoing challenges.

6. Leadership and Team Management

Building high-performing sales teams and leading through organisational change are critical concerns.

7. Market Trends and Competitive Intelligence

Staying ahead of industry shifts and emerging technologies is essential for maintaining a competitive edge.

8. Financial Planning and Budgeting

Designing effective sales compensation structures and calculating ROI on initiatives are ongoing challenges.

9. Customer Experience and Engagement

Optimising customer experience and personalising interactions at scale are key focus areas.

10. Legal and Compliance Issues

Understanding the impact of data privacy regulations, such as GDPR, on sales and marketing activities is essential.

11. Talent Retention and Remote Work Challenges

With remote work firmly established, UK technology leaders face increased competition from global companies hiring locally.

12. AI Integration and Ethical Considerations

The integration of generative AI into enterprise operations presents both opportunities and challenges, including ethical considerations and compliance with emerging regulations.

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11. Talent Retention and Remote Work Challenges

"We're struggling to keep our best salespeople engaged and loyal when remote work opens up global competition."

Pain Relievers:

1. **Benchmark Report on Remote Sales Salaries & Benefits**

Share anonymised salary and benefits data across UK tech firms (especially listed ones) to help leaders understand where they sit competitively.

2. **Remote Team Culture Playbook for Sales Orgs**

Offer a PDF or webinar with practical tips and real examples from other tech firms about building connection, camaraderie, and performance in distributed sales teams.

3. **Retention Scorecard Template**

Build a simple Excel/Google Sheet template to help sales leaders track key risk indicators for attrition (e.g., time since last promotion, training hours, engagement survey scores).

4. **Workshop/Webinar: "How to Build a Loyal, High-Performing Remote Sales Team"**

Run a short, insightful session with a couple of guest speakers from your network who are doing this well. Invite decision-makers personally.

5. **Onboarding Audit Tool**

Offer a checklist or assessment tool that helps tech firms improve remote onboarding for new sales hires (which plays a massive role in retention).

6. **Mini Case Study Series: "How These Tech Firms Are Retaining Top Sales Talent"**

Interview sales leaders or HR professionals (anonymously if needed) and turn their stories into snackable LinkedIn posts, short videos, or downloadable one-pagers.

Now take this weekly plan, plus your completed ICP doc, and get ChatGPT to build out a weekly version for you every Friday ready for the following week.



Ideal Customer Profile (ICP) Template for Recruiters

Purpose: This document helps you clearly define your ideal customer (the type of client or hiring manager you want to attract). Completing this template ensures your marketing, business development, and content outreach are highly targeted and relevant.

1. Basic Information

Industry / Sector:

Typical / Ideal Headcount:

Location(s):

Annual Turnover / Revenue (if relevant):

Business Model: (e.g. B2B SaaS, Professional Services, Manufacturing)

2. Hiring Needs

Typical Roles Hired For:

Average Seniority Level: (e.g. Manager, Director, C-Suite, Technical Specialist)

Volume / Frequency of Hires:

Contract / Temp / Permanent split:

Urgency of Hiring Needs:



3. Pain Points & Challenges

Top Hiring Challenges: (e.g. skills shortages, slow time-to-hire, retention, cost of bad hires)

Impact on Business if Not Solved: (e.g. lost revenue, delayed projects, increased turnover)

Common Objections to Using a Recruiter:

4. Decision Makers & Influencers

Key Stakeholders: (e.g. Hiring Manager, HR Director, Talent Acquisition Lead, CFO)

Job Titles to Target in Outreach:

What They Care Most About: (speed, quality, culture fit, cost, retention, compliance)

5. Buyer Journey & Triggers

When They Typically Need a Recruiter: (e.g. new projects, investment round, expansion, attrition spikes)

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

Average Sales Cycle:

Budget Ranges for Recruitment Spend:



6. Content & Outreach Preferences

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

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

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

7. Fit / Non-Fit Criteria

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

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

8. Marketing & Outreach Alignment

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

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

Calls-to-Action That Work: (e.g. "Book a salary benchmarking session" vs "Let's jump on a call")

9. Example ICP Persona (Give Them a Name)

Persona Name:

Role:



Goals:

Frustrations:

What They Want From You:

10. Notes & Updates

(Keep this section updated as you learn more about your market and refine your targeting.)

|

Hey, James. Ready to dive in?

Think and act like an expert social media content creator.

Using the TRN Social Scaling framework (attached), build next week's LinkedIn content calendar and content plan for me to use, in order to target and create engagement with my target ICP (see attached ICP document).|



Jab.. Jab.. Jab.. Right Hook

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Chairman and Chief Growth Officer @ The Recruitment Network | En...
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1w • 🌐

You won't read about this in the press, because good news just doesn't sell newspapers anymore, but I have it on good authority that everything is going to be just fine for recruiters and here's why... 🌟 ...more



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How to grow a profitable recruitment company in 12 easy steps... 🌟

OK, it's never "easy", let's be honest! But it is very possible and with the right guidance, a clear plan (and checklist) and a bit of accountability it is very probable.

The list below is not exhaustive, of course, but it is effective at driving growth and creating increased levels of net profit conversion.

- Smarter, not necessarily bigger.
- AI-augmented, not AI-replaced.
- Deeply specialised, not generalist.
- Community first, no cold outbound.
- Automated RevOps machine, no singular spot sales.
- Global penetration, not geographically restricted.
- Offshore capability, not locally heavy.
- Transformational talent partners, not transactional suppliers.
- Recurring, resilient revenue, no peaks and troughs.
- Consultancy led, not administrative.
- Cash and value generative, no leaky profit.
- Maximum CLV, no single product offering

I am building 90 day sprint plans with a number of recruitment leaders right now to ensure they have the processes, tools and systems in place to be able to deliver on each of the above and so they are 100% future relevant leading up to the end of the year.

Join me at one of our next online or regional events if you want to explore what this really looks like.

Link in the comments to our events page...

👍❤️ Gerry Nolan and 41 others 12 comments

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2d • 🌐

Is it reasonable for a recruiter to do more than 10 client visits per week?

We talked yesterday with a group of recruitment leaders about the ...more



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Your next big client win is already on your books. 🌟

Most recruitment leaders I speak with are chasing new business, but ...more



👍❤️ Joe Stephenson and 1 other 2 comments

👤 🗑️ Like 💬 Comment 🔄 Repost ➡ Send

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Next we run our
engagement → **conversion** plan

(find out more on Social Scaling)

Our Social Scaling plan:

- ☐ Sort out your profile / settings to get maximum visibility
- ☐ Build out your ICP profile
- ☐ Create your algorithm cheat sheet
- ☐ Reset your newsfeed to be targeted to that ICP
- ☐ Understand the framework principles of good content creation
- ☐ Review the best practices for content posting
- ☐ Get AI set up to do all the heavy lifting for you
- ☐ Create a social calendar and plan

- ☐ Withdraw old sent connection requests
- ☐ Plan your first newsletter
- ☐ Identify 5 new groups
- ☐ Batch create some posts now to drive maximum commentary
- ☐ Practice the 4•3•2•1 Framework
- ☐ Launch your Social Scaling Agent team (AI)
- ☐ Test some new content formats – videos, carousels etc
- ☐ Schedule your Commentator Coffee Breaks for next week
- ☐ Build the community and drive community growth

SOCIAL SCALING PROGRAMME

The background of the slide features a blurred image of a person's hands holding a smartphone. Overlaid on this 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



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

Solo • Plus • Club • Exec Forum

The Recruitment Network

Enabling recruitment leaders to improve performance, productivity and profitability.