TRN OPERATIONS CLINIC

AI Pilot: The One Workflow, One Outcome Approach

From AI curiosity to AI execution

James Osborne · The Recruitment Network

The Recruitment Network

Enabling recruitment leaders to improve performance, productivity and profitability.

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

Solo • Plus • Club • Executive Forum

Quick update from TRN HQ


TRN
VELOCITY
The Ultimate Business Development Playbook for 2026



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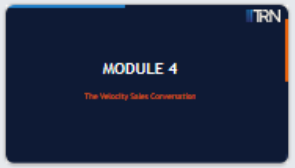
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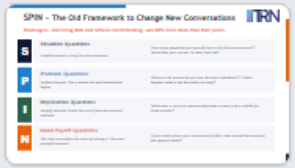
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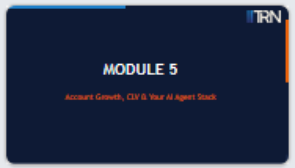
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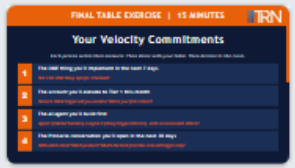
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28



The PINNACLE Programme

Converting 18% average margins to 35%+

SOCIAL SCALING PROGRAMME

4 Week Personal Branding Development Programme



TRACTION

4 Week AI Development and Coaching Programme





Regional Roundtables









TRN
TRAILBLAZERS








TRN
RUMBLES

TRN JobSync

Live Vacancies Portal

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



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

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

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

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

TRN EDGE

AI and Automation Programme

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

scan for more info

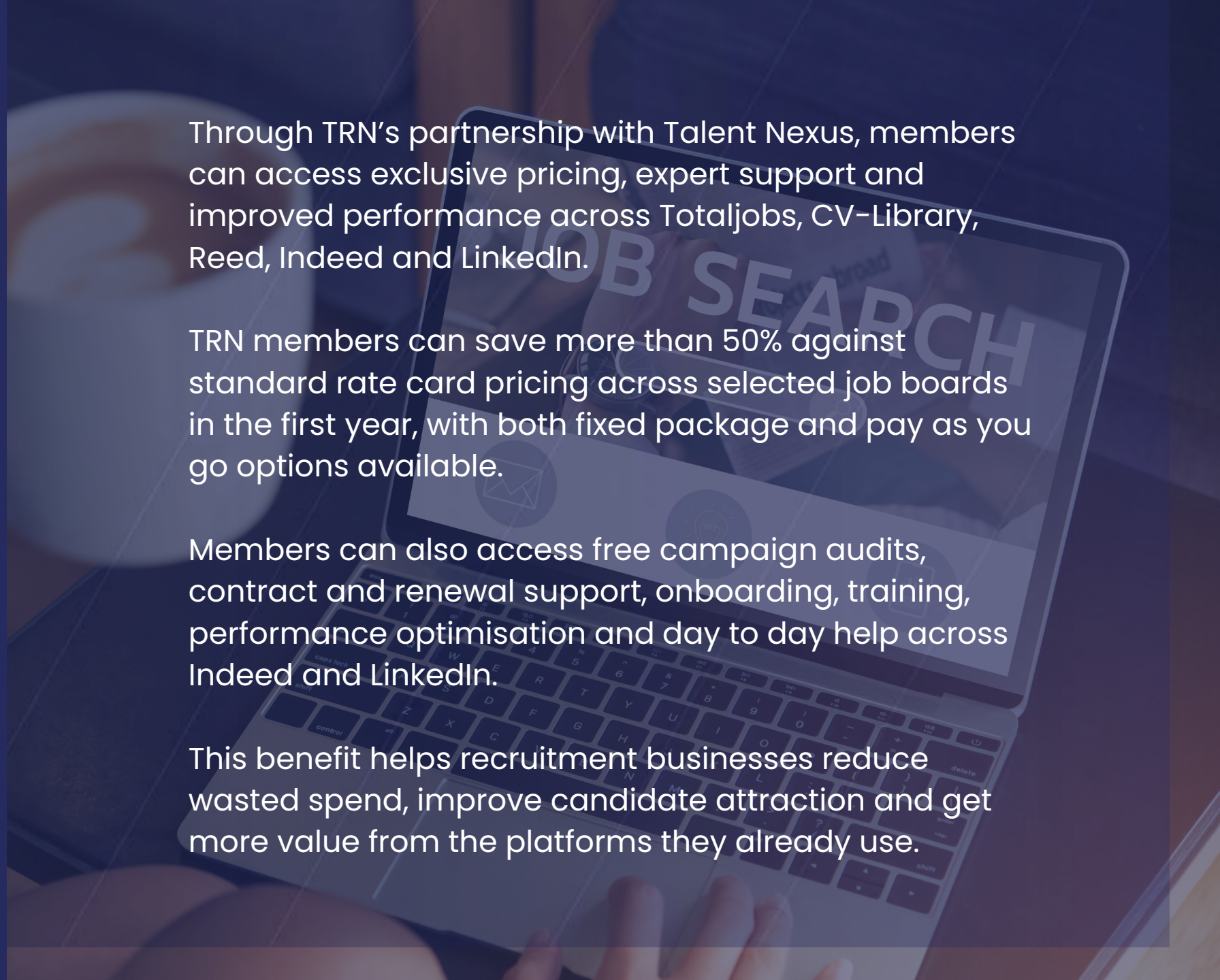
delivered by we are zenith Recruit. Develop. Retain. in partnership with TRN

TRN

Job Board Discounts

50% savings on all job boards!

Spend Less.
Perform
Better.

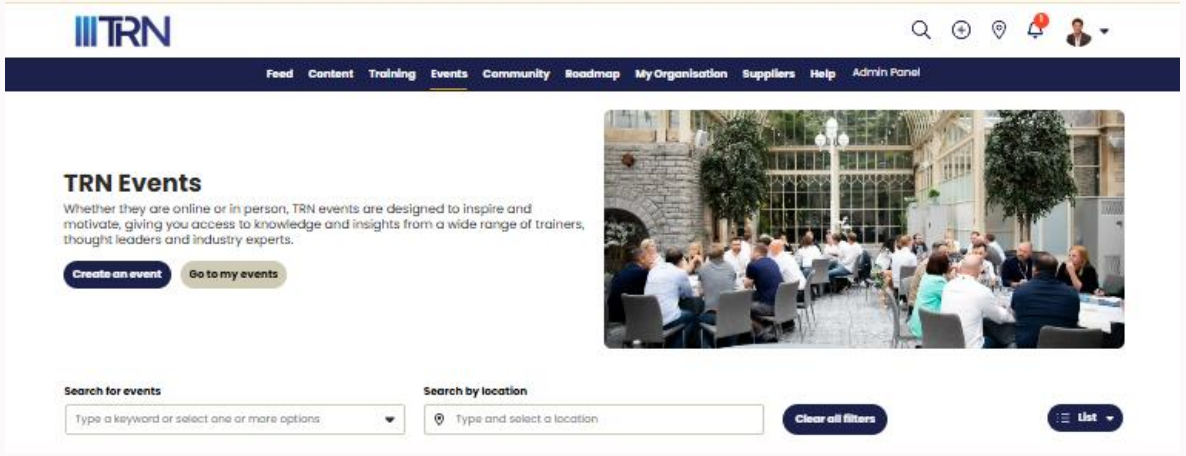


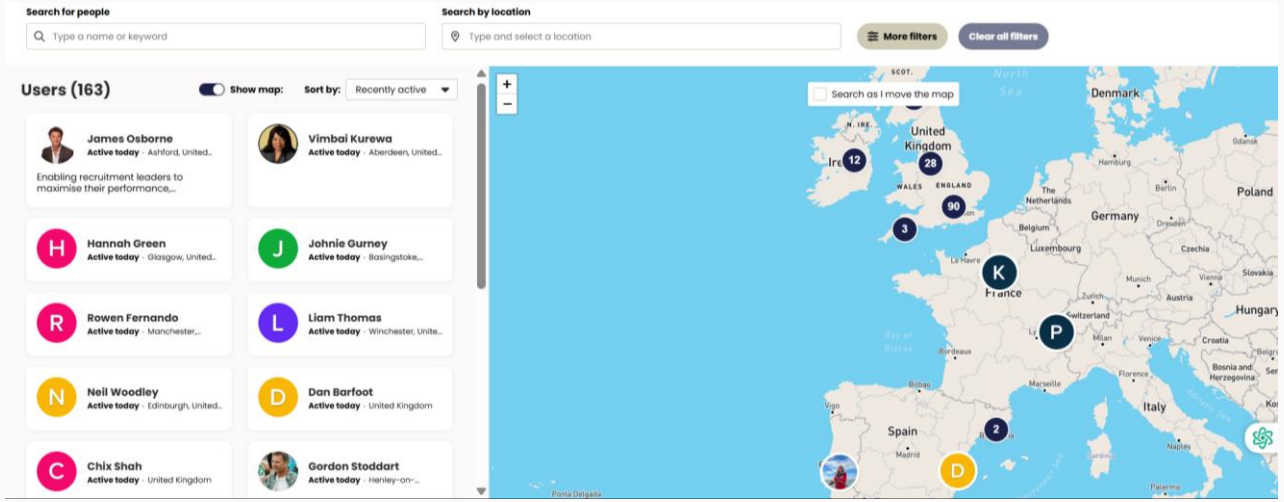
Through TRN's partnership with Talent Nexus, members can access exclusive pricing, expert support and improved performance across Totaljobs, CV-Library, Reed, Indeed and LinkedIn.

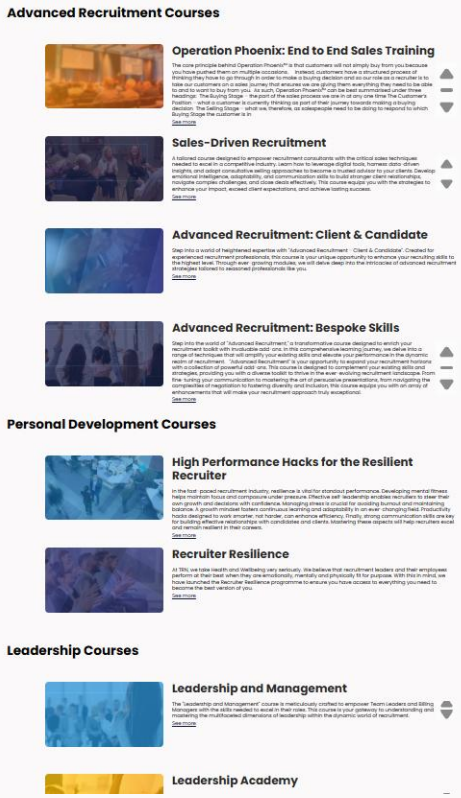
TRN members can save more than 50% against standard rate card pricing across selected job boards in the first year, with both fixed package and pay as you go options available.

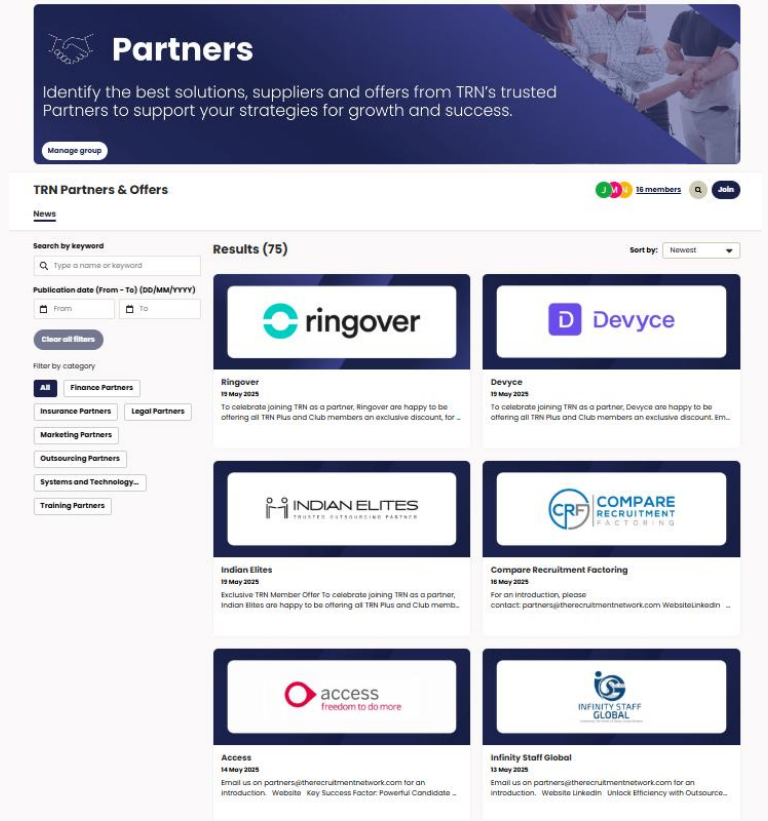
Members can also access free campaign audits, contract and renewal support, onboarding, training, performance optimisation and day to day help across Indeed and LinkedIn.

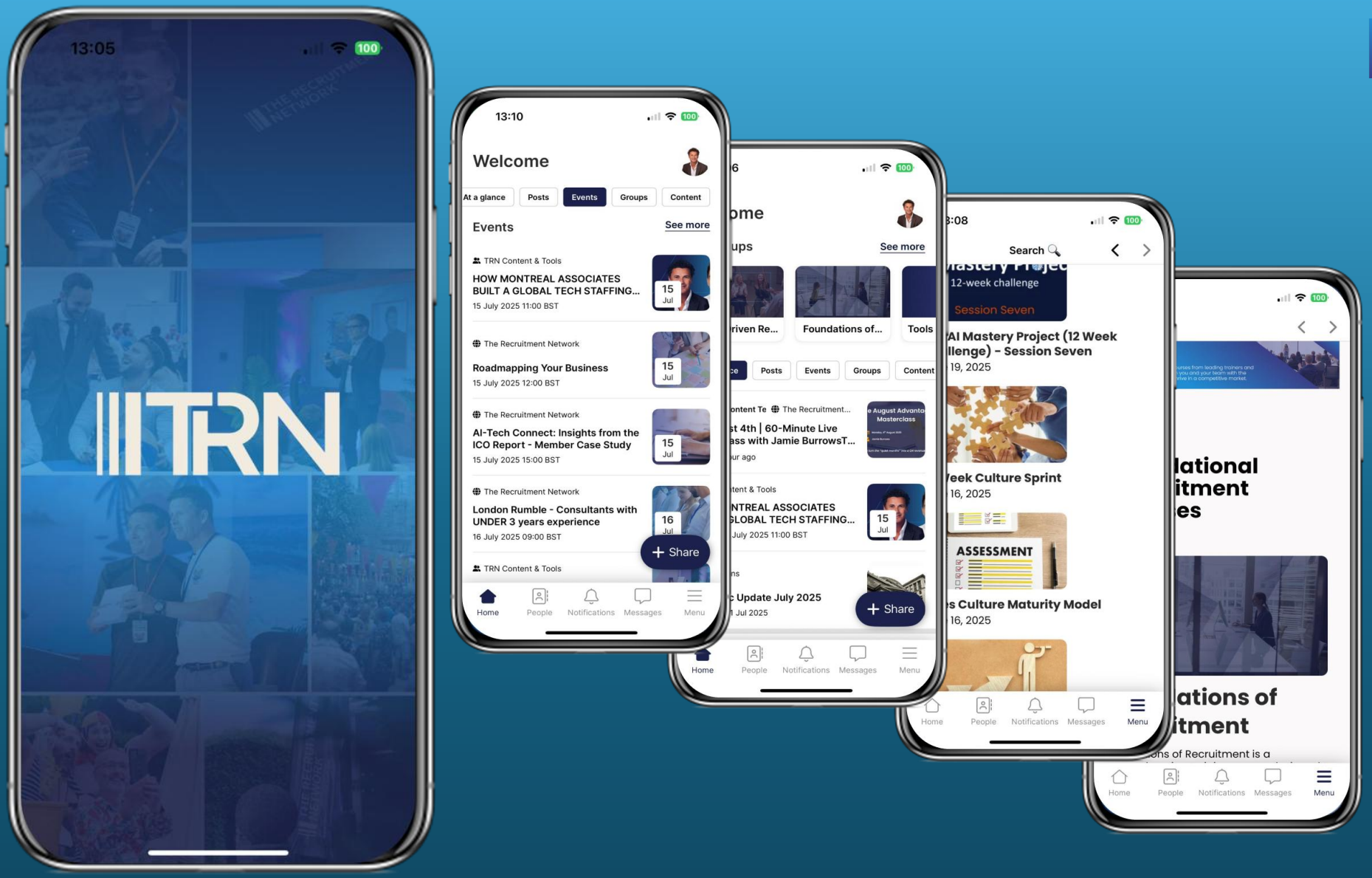
This benefit helps recruitment businesses reduce wasted spend, improve candidate attraction and get more value from the platforms they already use.


TRN
Feed
Content
Training
Events
Community
Roadmap
My Organisation
Suppliers
Help
Admin Panel
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 2PH, UK
22 Manchester Rumble - Consultants with...
Date: 22 May 2025 09:00 - 12:30 BST
Location: Novotel Hotel, 21 Dickinson St,...
22 Roadmapping your Business
Date: 22 May 2025 12:00 - 13:00 BST
22 LinkedIn Live: Smarter hiring and happier...
Date: 22 May 2025 12:30 - 13:00 BST
Online event: https://www.linkedin.co...
22 Manchester Rumble - Consultants with OVE...
Date: 22 May 2025 13:30 - 17:00 BST
Location: Novotel Hotel, 21 Dickinson St,...
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
28 Hot Flashes, Cool Strategies: Navigatin...
Date: 28 May 2025 09:00 - 10:00 BST


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:
Sort by:
Recently active
James Osborne
Active today · Ashford, United...
Enabling recruitment leaders to maximise their performance,...
Vimbai Kurewa
Active today · Aberdeen, United...
Hannah Green
Active today · Glasgow, United...
Johnie Gurney
Active today · Basingstoke,...
Rowen Fernando
Active today · Manchester,...
Liam Thomas
Active today · Winchester, Unite...
Neil Woodley
Active today · Edinburgh, United...
Dan Barfoot
Active today · United Kingdom
Chix Shah
Active today · United Kingdom
Gordon Stoddart
Active today · Henley-on-...
Search as I move the map
United Kingdom
France
Spain
Italy
Germany
Denmark
Poland


Advanced Recruitment Courses
Operation Phoenix: End to End Sales Training
Sales-Driven Recruitment
Advanced Recruitment: Client & Candidate
Advanced Recruitment: Bespoke Skills
Personal Development Courses
High Performance Hacks for the Resilient Recruiter
Recruiter Resilience
Leadership Courses
Leadership and Management
Leadership Academy


Partners
Identify the best solutions, suppliers and offers from TRN's trusted Partners to support your strategies for growth and success.
Manage group
TRN Partners & Offers
16 members
Join
News
Search by keyword
Type a name or keyword
Publication date (From - To) (DD/MM/YYYY)
From
To
Clear all filters
Filter by category
All
Finance Partners
Insurance Partners
Legal Partners
Marketing Partners
Outsourcing Partners
Systems and Technology...
Training Partners
Results (75)
Sort by:
Newest
ringover
Ringover
15 May 2025
To celebrate joining TRN as a partner, Ringover are happy to be offering all TRN Plus and Club members an exclusive discount, for ...
Devyce
Devyce
15 May 2025
To celebrate joining TRN as a partner, Devyce are happy to be offering all TRN Plus and Club members an exclusive discount. Em...
INDIAN ELITES
Indian Elites
15 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 memb...
COMPARE RECRUITMENT FACTORING
Compare Recruitment Factoring
15 May 2025
For an introduction, please contact: partners@therecruitmentnetwork.com WebsiteLinkedIn ...
access freedom to do more
Access
14 May 2025
Email us on partners@therecruitmentnetwork.com for an introduction. Website Key Success Factor: Powerful Candidate ...
INFINITY STAFF GLOBAL
Infinity Staff Global
13 May 2025
Email us on partners@therecruitmentnetwork.com for an introduction. Website LinkedIn Unlock Efficiency with Outsource...


13:05
TRN
13:10
Welcome
At a glance
Posts
Events
Groups
Content
Events
See more
TRN Content & Tools
HOW MONTREAL ASSOCIATES BUILT A GLOBAL TECH STAFFING...
15 July 2025 11:00 BST
The Recruitment Network
Roadmapping Your Business
15 July 2025 12:00 BST
The Recruitment Network
AI-Tech Connect: Insights from the ICO Report - Member Case Study
15 July 2025 15:00 BST
The Recruitment Network
London Rumble - Consultants with UNDER 3 years experience
16 July 2025 09:00 BST
TRN Content & Tools
Share
Home
People
Notifications
Messages
Menu
Search
12-week challenge
Session Seven
AI Mastery Project (12 Week Challenge) - Session Seven
19, 2025
Week Culture Sprint
16, 2025
ASSESSMENT
Culture Maturity Model
16, 2025
Foundations of...
Tools
Posts
Events
Groups
Content
Update July 2025
Share
National
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Date announced!
Tuesday 26th January

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

Step 1

My business today

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

Business profile

Business name (optional)
Northbridge Talent (demo)

Your name (optional)
Facilitator

Currency
GBP

Figures entered
Annual (recommended)

Business model
Solo | Permanent | Contract / temporary | **Mixed**

Revenue-generating people
10

Total headcount (optional)
14

Your starting position

Annual figures.

Net fee income	**£862,900**
Permanent fees	£504,000
Contract gross profit	£328,900
Consultancy and other	£30,000
Direct delivery costs	−£116,000
Contribution	**£746,900**
Fixed overheads	−£546,900
Operating profit	**£200,000**
Margin	23.2%



Building High Performance Cultures

TRN

Today's Agenda

1

Workflow selection

Find your highest-impact opportunity

2

Scope discipline

One workflow. Ruthlessly.

3

Pilot design

Structure, safeguards and a six-week sprint

4

Adoption strategy

Getting your team to embrace it

5

Measurement framework

The one outcome that matters

Plus: what's changed since we last met

GPTs retire on 11 December – why every platform is moving to plugins and skills

Plus: the TRN AI Passport

Launching soon – and how your business can be part of it

Where not building agents today – we're building the framework to make sure the agents actually work!

Most recruitment firms aren't failing at AI because of the technology.

They fail because they try to do

everything, everywhere, all at once!

Welcome to “perpetual play mode”

95%

of enterprise GenAI projects delivered no measurable P&L impact

40%

of AI initiatives at Europe’s largest firms are still sitting in pilot phase

20%

of firms stuck in pilot see any AI ROI – versus **76%** of firms that are implementing AI workflows now

The causes aren’t technical – it’s not because of the AI.

It’s because of **poor metrics, low adoption and stalled scaling.**
Exactly the three things a disciplined pilot solves.

Sources: MIT NANDA, The GenAI Divide (2025); Valliance survey of 1,000 European senior leaders, via Consultancy.uk (June 2026)

What we've been building together so far...

The why
AI's core ROI isn't speed, it's **space**

The buckets
Automate · Augment · Human only

The stages
CoPilot → AutoPilot → Mission Control

The plan
A 90-day AI execution plan

TODAY: THE HOW

One workflow. One outcome. Six weeks. Proof that pays for everything that comes next.

Three stages.

1

CoPilot

AI works with you

Agents in the loop. Human in control.
The tools you've heard of, now actually deployed.
That’s why we built Traction.

Three stages.

1

CoPilot

AI works with you

Agents in the loop. Human in control.
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2

AutoPilot

AI works for you

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

Three stages.

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3

Mission Control

AI thinks for you

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

TRN Agent Hub



Ozy
The Recruitment Network

Live: 17 In Dev: 3

Navigation

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

TRN

Sign Out

Search agents by name or description...

Business Development (4)

Content Creator
Creates LinkedIn posts, articles and thought leadership content

ICP Tracker
Tracks and analyzes ideal customer profiles across markets

Lead Generator
Generates qualified leads from multiple data sources

Account Management (4)

Account Planner
Creates detailed account plans with opportunity mapping

Market Mapper
Maps market landscape and competitive intelligence

Network Analyzer
Analyzes professional networks for warm introductions

Candidate Sourcing (4)

Boolean Builder
Builds advanced boolean search strings for sourcing

CV Screener
Screens and scores CVs against job specifications

Interview Prepper
Prepares tailored interview questions and scorecards

Content & Marketing (3)

Social Media Writer
Creates engaging social media content calendar

Blog Generator
Generates SEO-optimized blog posts and articles

Email Campaign Builder
Builds targeted email campaign sequences

TRACTION

4 Week AI Development and Coaching Programme



TRN EDGE

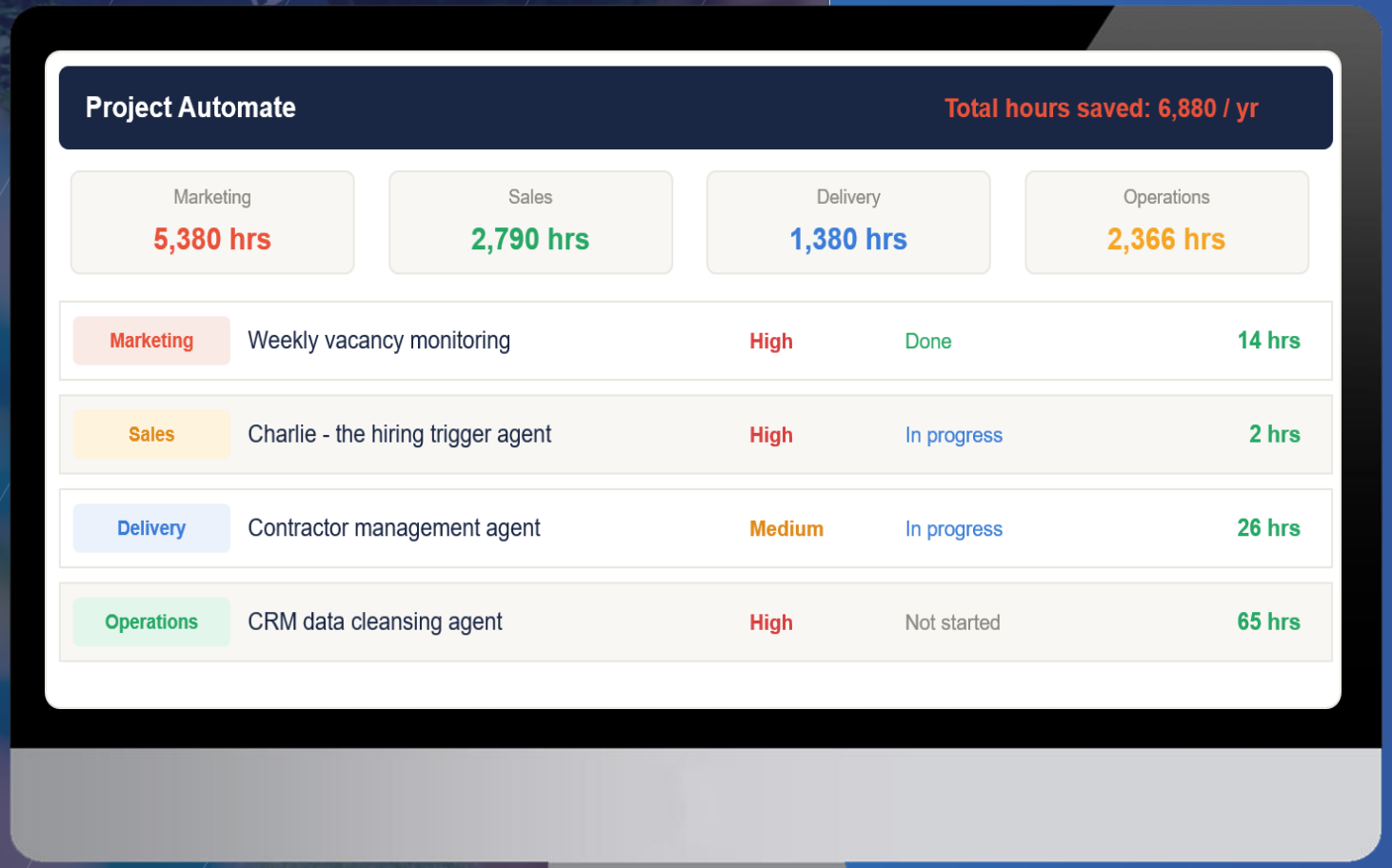
AI and Automation Programme

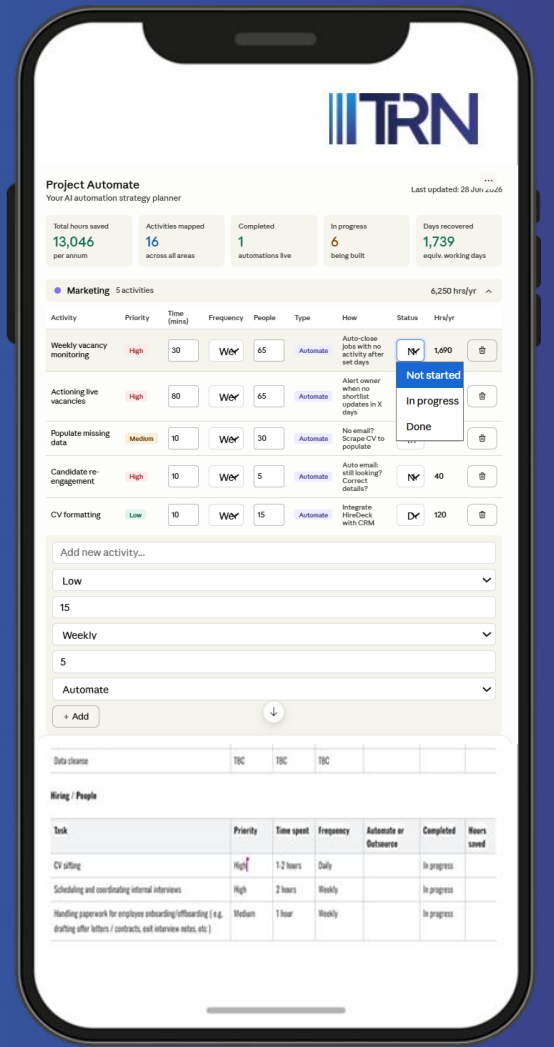
A 14-month, fully accredited Level 4 AI & Automation Practitioner apprenticeship

scan for more info

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

PROJECT AUTOMATE





SINCE WE LAST MET...

THE GREAT CONVERGENCE

Every major AI platform has just committed to basically the same architecture – and it changes how you should build your pilot.

Custom bots are out. Skills and plugins are in.

ChatGPT

Custom GPTs

→ **Plugins**

Skills + apps. GPTs retire **11 Dec 2026**

Microsoft Copilot

Agents' menu

→ **Plugins**

Skills, connectors and agents. Rolling out since Oct 2026

Google Gemini

Gems

→ **Skills**

Automatic switchover from **17 Nov 2026**

Claude

Projects

→ **Skills + connectors**

Bundled as plugins. Where Project Automate is built

The lesson: don’t build bots, build workflows and playbooks. A skill is a written process plus connected tools which is exactly what a good AI workflow is.

Anatomy of a plugin

We said building a GPT was like training a new recruit. A plugin is the same recruit – but now they sit inside every conversation, not in a separate room.

SKILLS

The playbook

Instructions, reference files, templates.
Where your GPT's instructions go.

APPS / CONNECTORS

The hands

Live links to Outlook, your CRM, Drive, LinkedIn data.
Built on MCP*.

EXTENSIONS

The interface

Forms, settings and interactive screens your team clicks through.

* **Model Context Protocol -** lets an AI assistant connect to other software, like your inbox, calendar, CRM or Google Drive, in a mapped out and consistent way.

ACTION REQUIRED

CHATGPT GPTS ARE RETIRING

11 December 2026. What changes, what you lose, and exactly what to do before then.

GPT vs plugin: what's actually different?

	Custom GPT (2023 to 2026)	Plugin (now)
Where it lives	A separate chat you have to open	Inside any normal chat – call it with @ or ChatGPT picks it
What it holds	One set of instructions and files	Multiple skills, apps and extensions
Connecting systems	Custom Actions (API calls)	Apps built on MCP, the industry standard
Works in	ChatGPT chat only	Chat, Work and Codex
Sharing	Link or the GPT Store	Private by default; invite, workspace link or directory. Each user installs it

The timeline: 39 days to go

11 Sep
Retirement announced

22 Sep
“Migrate to plugin” starts rolling out

26 Oct
Enterprise: no new GPTs can be created

11 Dec
GPTs stop running. Public links break

11 Feb 27
Enterprise workspaces with an approved deferral

Free, Go, Plus and Pro

You can no longer create or publish new GPTs. Existing ones still run until retirement.

Check your own account

If an in-product notice shows a different date, that date applies to you.

Source: OpenAI Custom GPT retirement and migration FAQ, as reported Sep–Oct 2026. Dates may change.

What moves across – and what doesn't

Carries over

- Name
- Instructions → become a skill
- Knowledge files → become reference files
- Connected apps

Not guaranteed: web search, images and data analysis. Test each one.

Does NOT carry over

- Custom Actions – must be rebuilt
- Sharing settings and public links
- Your selected model
- Conversation starters
- Unpublished drafts

Watch out: once migrated, the original GPT becomes read-only and can't be deleted. Make every change in the plugin.

How to migrate, step by step

1. Open **My GPTs** → **Created by me**. List every GPT and who relies on it
2. Save copies of instructions and sample prompts. **Publish** any pending edits
3. Click **Migrate to plugin** and read what will and won't move
4. Go to **Plugins** → **Personal** and click **Install** – migrating doesn't install it, even for you
5. Test in a new chat with your saved prompts – with @ and without
6. Fix via **Edit Plugin**. Rebuild any Custom Actions as an app
7. ••• → **Share plugin**, choose who has access, and ask each user to install it

Only the creator or a workspace admin can migrate. Admins can bulk-migrate. Using someone else's GPT? You can't migrate it – ask the creator for the plugin.

Don’t just migrate. Consolidate.

BEFORE: GPT SPRAWL

- Percy – lead gen
- Charlie – office leases
- BD email writer
- Job ad writer
- CV formatter
- Interview questions
- LinkedIn posts
- Rejection emails

Built by different people, used by few, measured by no one.

AFTER: ONE PLUGIN PER WORKFLOW

BD plugin

Skills: Percy, Charlie, BD follow-up
Apps: CRM, Outlook

Delivery plugin

Skills: job ad, CV format, interview prep
Apps: CRM, job boards

Your workflow = one plugin, one workflow, one owner, one set of metrics.

Which AI? Go where your data lives.

Microsoft Copilot

Best if you live in Outlook, Teams and SharePoint

New: Copilot Cowork – delegate an outcome, review the plan, approve the actions

Watch: some features now bill credits beyond the licence

ChatGPT

Best if your team already uses it every day

New: plugins with skills and apps, used inside any chat

Watch: rebuild Custom Actions before 11 December

Google Gemini

Best if you run on Google Workspace and Gmail

New: Gems become Skills from 17 November – call them with "/"

Watch: re-check shared Gems after the switch

Claude

Best for deep workflow mapping, analysis and building

New: skills, connectors to Outlook, Drive and CRMs, scheduled tasks

Home of Project Automate and the AI Passport

The rule: the workflow is not the tool.

Pick the platform that is already in touch with the data your workflow needs.

01

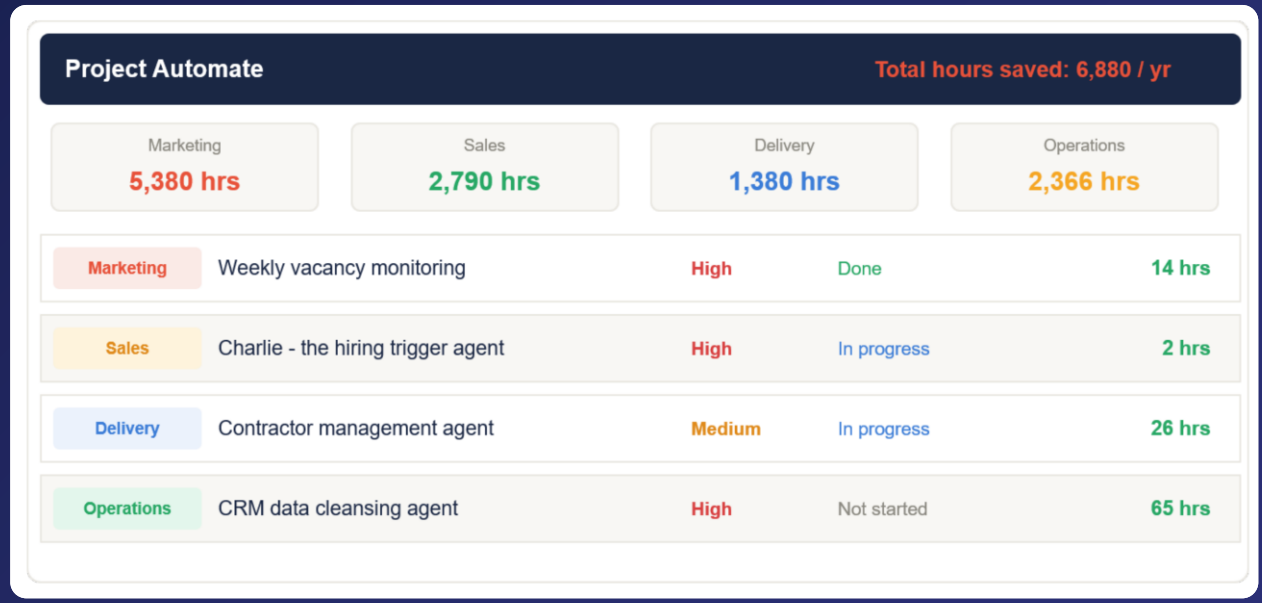
WORKFLOW SELECTION

Identifying your highest-impact opportunity

PROJECT AUTOMATE

Your personalized toolkit for mapping every workflow in the business

1. **Map** every workflow by team: BD, delivery, candidates, ops, marketing
2. **Break down** each into tasks: time, frequency, people involved
3. **Bucket** each task: fully automated, part automated or human
4. **Prioritise** by hours saved and value: that's your pilot shortlist



Every task goes into one of three buckets

Fully automated

AI does it end to end

Interview scheduling, CRM updates, CV formatting, reminders, hiring-trigger alerts

Part automated

AI drafts, human decides

Shortlisting, outreach drafts, job adverts, candidate Q&A, BD follow-ups

Human

The bit that really matters!

Negotiation, deep qualification, complex client relationships, offer management

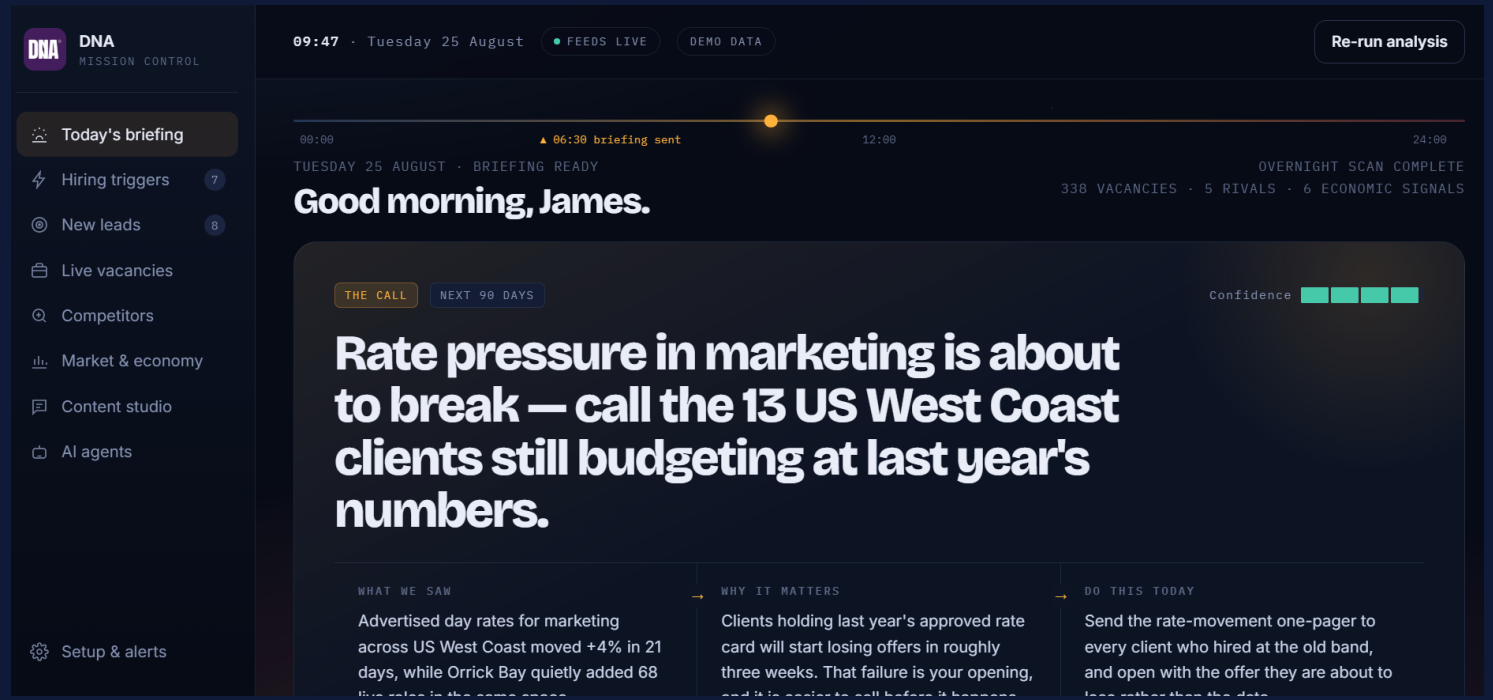
Your first workflow lives in the first two columns – and exists to protect the third.

The pilot scorecard: score each shortlisted workflow

Criteria	The question to ask (score 1–5)	Weight
Volume	How many hours a week does it eat across the team?	×3
Revenue proximity	How close is it to a fee being earned?	×3
Data readiness	Is the data already in one place – CRM or inbox?	×2
Measurability	Can we baseline it this week?	×2
Low risk	Internal = 5. Client or candidate-facing without review = 1	×1
Champion	Is someone in the team asking for this?	×1

Maximum 60. **Pick the highest score – not the coolest idea!**

How close is it to a fee being earned?



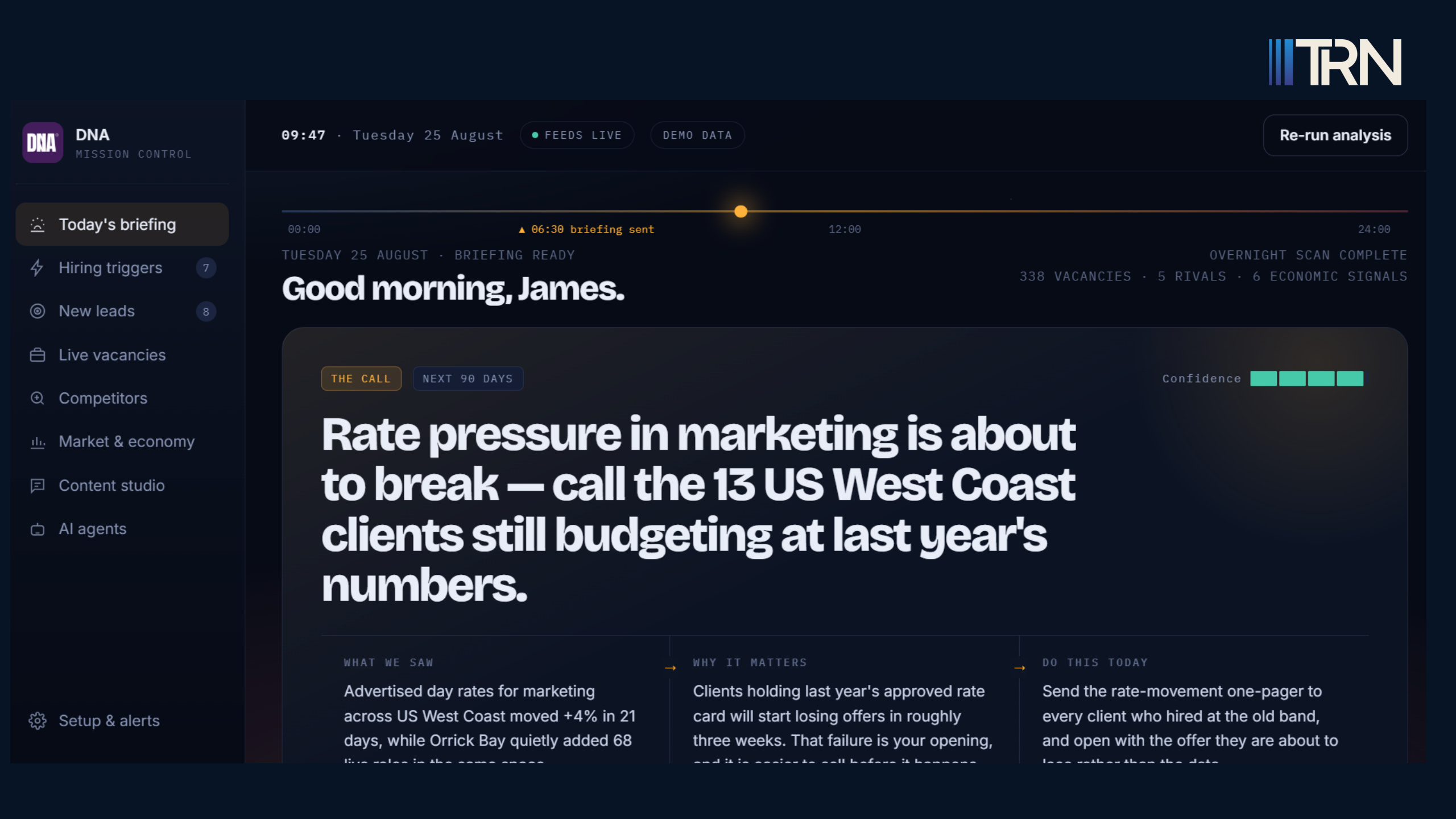
3

Mission Control

AI thinks for you

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

That’s what’s coming next for members.


DNA
MISSION CONTROL
Today's briefing
Hiring triggers 7
New leads 8
Live vacancies
Competitors
Market & economy
Content studio
AI agents
Setup & alerts
09:47 · Tuesday 25 August
FEEDS LIVE
DEMO DATA
Re-run analysis
00:00
▲ 06:30 briefing sent
12:00
24:00
TUESDAY 25 AUGUST · BRIEFING READY
Good morning, James.
OVERNIGHT SCAN COMPLETE
338 VACANCIES · 5 RIVALS · 6 ECONOMIC SIGNALS
THE CALL
NEXT 90 DAYS
Confidence
Rate pressure in marketing is about to break — call the 13 US West Coast clients still budgeting at last year's numbers.
WHAT WE SAW
Advertised day rates for marketing across US West Coast moved +4% in 21 days, while Orrick Bay quietly added 68
WHY IT MATTERS
Clients holding last year's approved rate card will start losing offers in roughly three weeks. That failure is your opening,
DO THIS TODAY
Send the rate-movement one-pager to every client who hired at the old band, and open with the offer they are about to

TRN

DNA
MISSION CONTROL

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

Setup & alerts

09:46 · Tuesday 25 August · FEEDS LIVE · DEMO DATA

Re-run analysis

New leads

SCORED ON FIT, SIGNAL STRENGTH AND WARMTH

Va — Vantage Bridge — 96 FIT

Management consulting · US West Coast · Business development

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

WARM ROUTE IN · DIRECTOR OF PEOPLE · Draft opener

Or — Orrick Bay — 95 FIT

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

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

COLD · DIRECTOR OF PEOPLE · Draft opener

St — Stanmore Ellis — 90 FIT

Management consulting · US West Coast · Business development

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

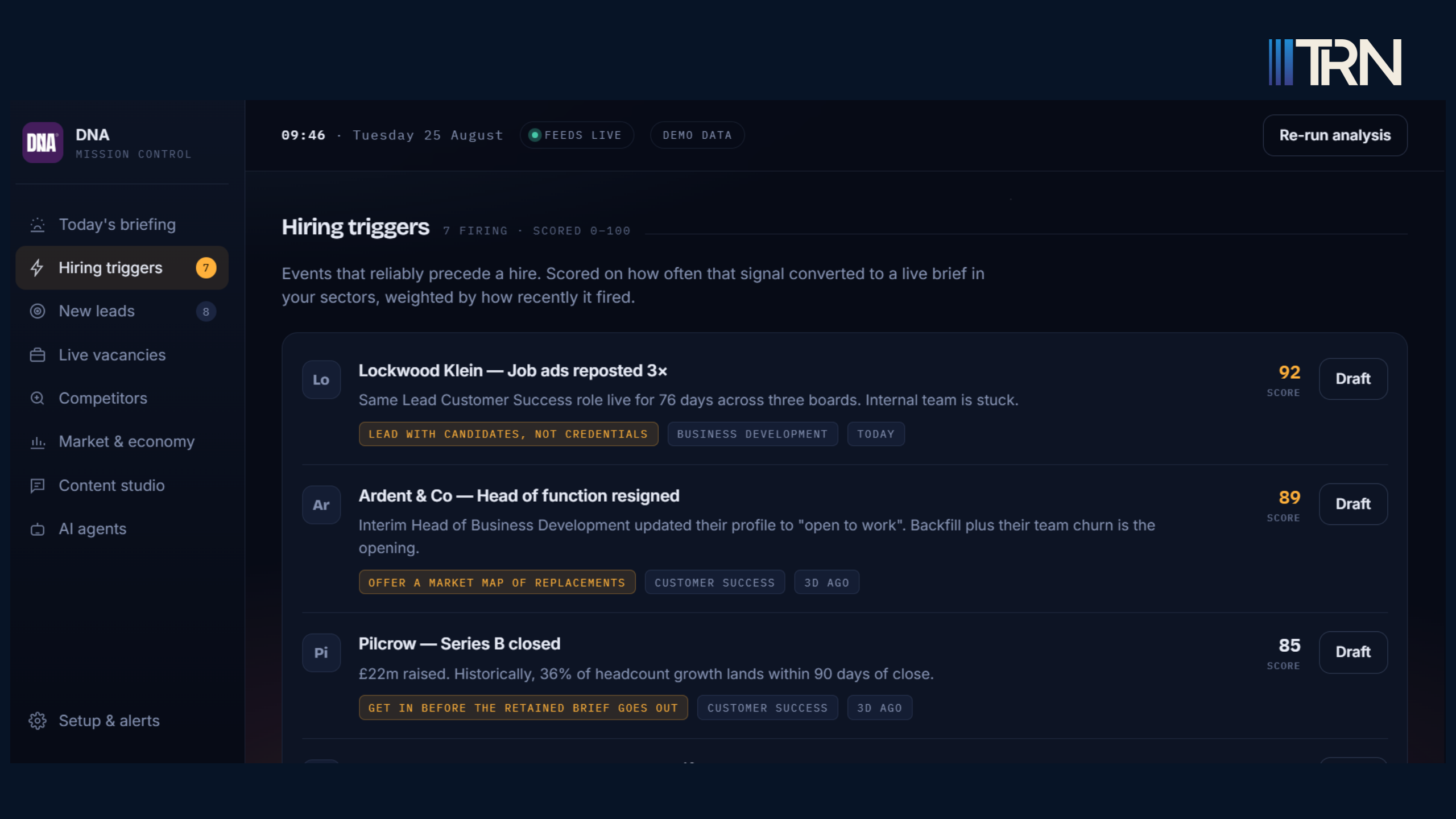
WARM ROUTE IN · PRINCIPAL PEOPLE · Draft opener

Ha — Halden & Roe — 87 FIT

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

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

COLD · INTERIM HEAD OF PEOPLE · Draft opener


TRN
DNA
MISSION CONTROL
Today's briefing
Hiring triggers 7
New leads 8
Live vacancies
Competitors
Market & economy
Content studio
AI agents
Setup & alerts
09:46 · Tuesday 25 August
FEEDS LIVE
DEMO DATA
Re-run analysis
Hiring triggers
7 FIRING · SCORED 0–100
Events that reliably precede a hire. Scored on how often that signal converted to a live brief in your sectors, weighted by how recently it fired.
Lo
Lockwood Klein — Job ads reposted 3×
Same Lead Customer Success role live for 76 days across three boards. Internal team is stuck.
LEAD WITH CANDIDATES, NOT CREDENTIALS
BUSINESS DEVELOPMENT
TODAY
92
SCORE
Draft
Ar
Ardent & Co — Head of function resigned
Interim Head of Business Development updated their profile to "open to work". Backfill plus their team churn is the opening.
OFFER A MARKET MAP OF REPLACEMENTS
CUSTOMER SUCCESS
3D AGO
89
SCORE
Draft
Pi
Pilcrow — Series B closed
£22m raised. Historically, 36% of headcount growth lands within 90 days of close.
GET IN BEFORE THE RETAINED BRIEF GOES OUT
CUSTOMER SUCCESS
3D AGO
85
SCORE
Draft

Content studio

VOICE: STORYTELLER

Rewrite my week

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

WRITTEN 25 AUG · EDIT ANYTHING BEFORE IT GOES OUT

MONDAY — CONTRARIAN TAKE

Everyone in Professional services says hiring is flat.

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

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

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

TUESDAY — DATA BREAKDOWN

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

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

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

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

WEDNESDAY — FIELD NOTE

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

Three job boards. Same advert. No shortlist.

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

Speed is the offer now. Not the salary.

Good first pilots vs bad first pilots

Good first pilots

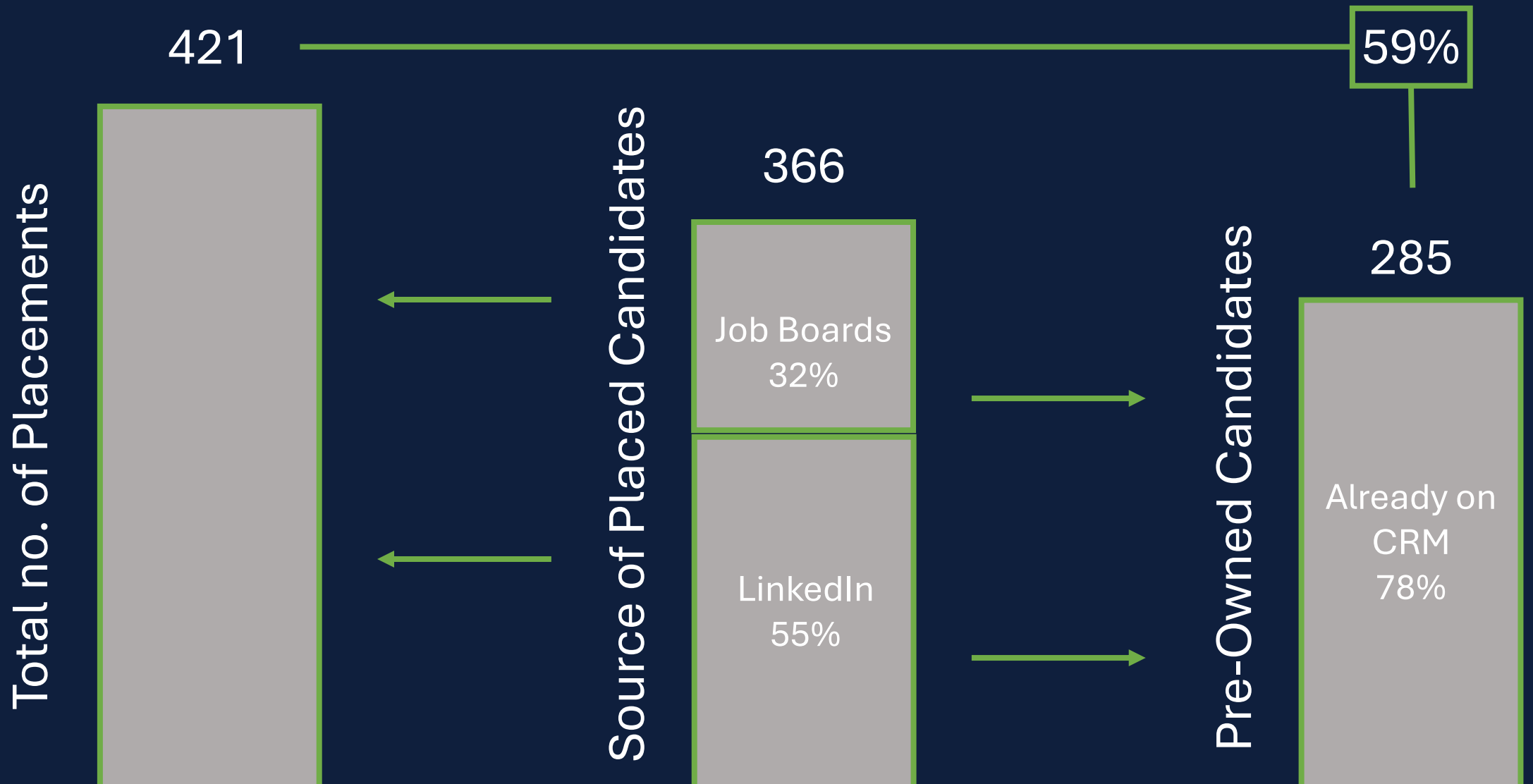
- Re-engaging dormant candidates already on your CRM
- Following up BD prospects who never replied
- Interview scheduling and reminders
- Job adverts drafted from intake call notes
- Weekly hiring-trigger alerts for your ICP

Bad first pilots

- “Rolling out AI across the business”
- Fully autonomous screening and rejections
- Replacing or migrating the CRM
- Anything that needs a new data warehouse first
- Pricing, fee negotiation or offer management

Remember **CRM first**: in one member’s data, 59% of placed candidates were already on the CRM.

18 months of placement data...





The Ultimate Candidate Pool Playbook

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
































Get Claude to analyse what is and isn't working right now



Plug Claude into your existing systems to identify where the biggest opportunities are right now

Ten jobs

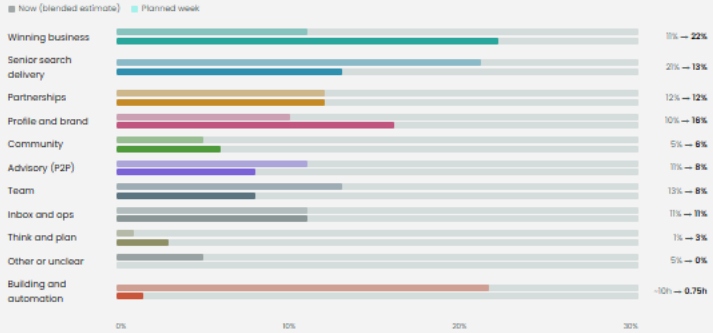
Six weeks of calendar, email, recordings and files, set against the Strategy Compass and your KPI programme. It ends with a 45-hour week, a weekly scorecard and the first 90-day sprint, starting Monday 2 November.

01 · WHERE THE TIME WENT

Four sources, one pattern

108h	1,052	72.7h	~58h
In 142 meetings (46 min average). 70% of the hours were external.	emails sent, about 36 per working day. 2,812 arrived.	recorded across 124 conversations. About 40% revenue-facing.	building in Claude: 294 files, rising to 10 to 14h a week by late October.

Current share is a blend of the calendar, the recordings and a sample of sent email, so read it as a direction, not an audit. The planned share comes from the week in section 04.



"Building and automation" overlaps the other categories, so it sits in its own row: about 10 hours a week now against 1 hour planned. KPI time on new assets is kept to 2 hours, inside Profile. "Other" covers Calendly calls with personal addresses and unclear invites. Profile includes your own estimate of about 3 hours a week on LinkedIn content (posts, blogs, video). Most of that never reached the calendar.

LinkedIn content: same 3 hours, better used

The plan keeps about 3 hours a week of content, in one fixed slot: Friday 10:00 to 12:00, writing and recording the insight of the week. You think, write and record. Adam edits, cuts the clips, turns the insight into posts, a blog and a newsletter item, schedules them, and runs the video skill so you don't. One insight a week, repurposed across channels, as the Compass sets out.

Create the asset, then sweat the asset

This is the method from Dent's Content Engine module. The week runs in two modes. **KPI time** builds the next asset: about two hours a week, protected, never more. **LAPS time** works the assets already built, every week, even when it gets boring. Each block is either **green** (only you can do it) or **grey** (delegated to people, systems or AI). The week is locked for the whole quarter so you get through the dip instead of rewriting it every month.

KPI time: 2 hours a week

- Friday 13:30: the book (1 hour, phone off)
- Friday 14:30: the next asset (1 hour). This quarter that means the Great Human Unlock webinar, then the showcase format
- Everything else you build goes on the parked list until the next sprint

Over the last six weeks you put in about 10 hours a week of KPI-style building. That's five times the method's allowance, and it squeezed the LAPS time that brings in leads.

The four anchors

If only four blocks survive a week, make it these. Score a point for each one you keep, and aim for 4 of 4 in at least 8 weeks out of 10.

- Monday 09:30 to 12:00: direct outreach and BD
- Friday 10:00 to 12:00: content, the insight of the week
- Thursday: senior clients and candidates
- Friday 16:15: wrap-up, LAPS numbers in, next week set

Your LAPS bricks this quarter

The method lists six go-to-market strategies and says fewer, done well, beats all six half-done. Core3 has a team, so it runs the AI in Finance workshop and the podcast as its long-running bricks, plus weekly content, outreach and partnerships, with two launch moments on top. Each brick has a green part (yours) and a grey part (an owner or a Laveeka agent).

STRATEGY	THIS QUARTER	GREEN: YOU	GREY: DELEGATED	IN THE WEEK
Social media (Content Engine)	RUN WEEKLY	Write and record the long-form insight	Adam: short-form cuts, blog, newsletter, scheduling, comment prompts, logging the numbers	Friday 10:00
Direct outreach	RUN WEEKLY	The conversations with CFOs, PE and referrers	Ursula: lists, sequences, booking replies	Monday 09:30, Thursday 15:30, Wednesday 16:30
Event / webinar: AI in Finance workshop	RUN MONTHLY	Co-host with Peter, then the follow-up conversations with attendees	Adam: registration, the live room, the recording, Inner Circle invitations and the Laveeka follow-up	Workshop week (see "Weeks that break the pattern")
Podcast	2 A MONTH	Host the conversation. Guests double as relationships: CFOs, PE operating partners, authors	Adam: guest booking, prep pack, edit, clips into the Content Engine, release	Alternate Wednesdays, 13:30
Partnership / JV	RUN WEEKLY	Sponsor and partner conversations, the two-thirds value offer	Ursula: the 99 Partners list, follow-ups	Tuesday 08:30, Wednesday 09:15, Monday 16:00
Platform / media outreach	LIGHT	Speak and guest	Ursula: speaker pitches from the one-sheet	Wednesday 08:30
Spotlight	TWICE	Present the Great Human Unlock, host the launch	Adam and Holly: registration, venue, invitations, logistics	The GHU webinar in early December, the Bristol P2P showcase in late January

What gets ticked every week

Clear this week

Week beginning Monday, 2 November 2026. Ticks are saved in this browser only and reset each Monday.

Win business

- [ ] 5 senior BD conversations
  CFO, FD, PE or operating partner
- [ ] 2 proposals or pitches out
  PROOF in every one
- [ ] Pipeline reviewed in the Monday huddle

Partnerships

- [ ] 3 partner or sponsor conversations
  Two-thirds of the value on our side
- [ ] 5 names added to the 99 Partners list
- [ ] 1 P2P sales conversation with Peter or the bench

Profile

- [ ] 1 insight published and repurposed
  Adam takes it from there
- [ ] 2 speaker pitches sent
  Expert Speaker criterion
- [ ] 2 hours on the book
- [ ] Podcast on track
  Recorded this week, or the next guest booked and prepped (2 a month)

Community

- [ ] 5 personal Inner Circle touches
  Welcomes, check-ins, replies
- [ ] 1 member introduction made
  Track any job that comes from it
- [ ] Workshop on track
  This month: AI in Finance date, topic and promotion set with Peter and Adam

Team and leverage

- [ ] 1:1s with Louis and Stu held
- [ ] 3 tasks handed off
  To Adam, Holly, Ursula or a consultant
- [ ] No scheduling emails sent by me

Agentic workforce

- [ ] Laveeka sprint held with Holly and Adam
  1 workflow moved forward
- [ ] 1 process mapped or 1 workflow live

Perfect week

- [ ] All 4 anchors kept
  BD Monday, Thursday clients, Friday content, Friday wrap-up
- [ ] KPI time kept to 2 hours, on the next asset only
- [ ] LAPS numbers entered, ideas parked

This week's LAPS

Enter the week's numbers at Friday wrap-up. Targets are starting assumptions: recalibrate them after six weeks of real data.

STREAM	LEADS	APPOINTMENTS	PRESENTATIONS	SALES	LEAD TO SALE
Search	/ 10	/ 5	/ 2	/ 1 a fortnight	no data yet
P2P advisory	/ 5	/ 2	/ 1	/ 3 per sprint	no data yet

A good week is 14 or more ticks. Under 10 for two weeks running means the diary has been taken over. Bring that to Friday wrap-up.

Hey there, Ozy

How can I help you today?

Sonnet 5 Medium

Write | Learn | Code | Life stuff | Claude's choice

Create a project

What are you working on?

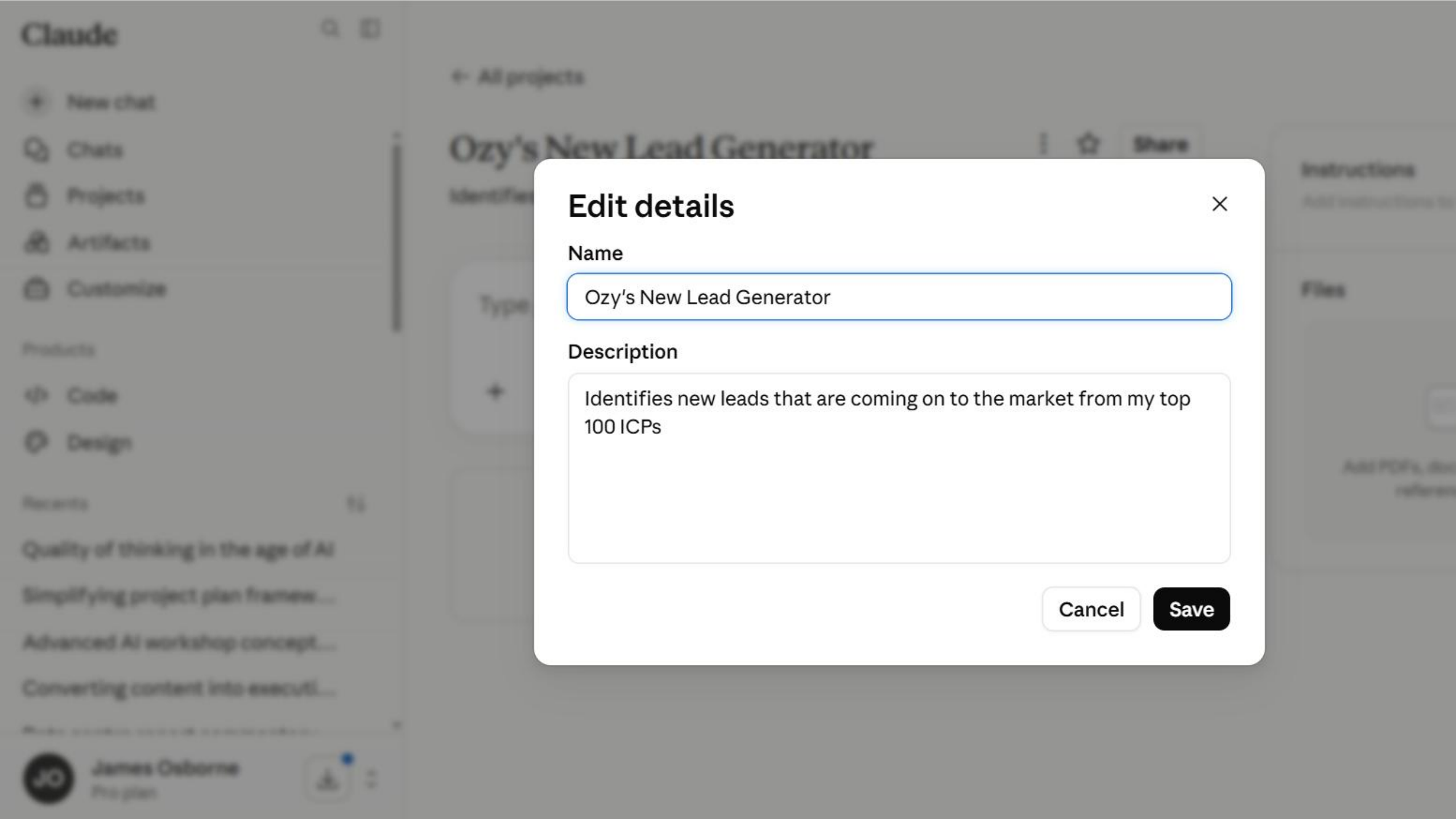
Name your project

What are you trying to achieve?

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

Cancel

Create project


Claude
New chat
Chats
Projects
Artifacts
Customize
Products
Code
Design
Recents
Quality of thinking in the age of AI
Simplifying project plan framew...
Advanced AI workshop concept...
Converting content into executi...
James Osborne
Pro plan
All projects
Ozy's New Lead Generator
Share
Instructions
Files
Edit details
Name
Ozy's New Lead Generator
Description
Identifies new leads that are coming on to the market from my top 100 ICPs
Cancel
Save

← All projects

Ozy's New Lead Generator

Share

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

How can I help you today?

+ Sonnet 5 Medium

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

Instructions +

Add instructions to tailor Claude's responses

Files +



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

Turn AI Into Your Personal Business Assistant

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

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

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

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

Every inbox contains:

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

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

The result is:

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

Example Workflows You Can Build: Outlook + Claude

Connect Claude to Outlook and ask it to:

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

Example prompt:

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

Calendar + Claude

Ask Claude to:

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

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


Claude



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.

02

SCOPE DISCIPLINE

Staying tightly focused on one workflow

Write your pilot workflow in one sentence

For [team], we will use [tool / plugin] to [workflow] so that [one outcome] moves from [baseline] to [target] in 6 weeks.

EXAMPLE

For our four perm consultants, we will use a Claude CRM re-engagement skill to reactivate dormant candidates, so that interviews from existing CRM candidates move from 6 to 12 a month in six weeks.

Write your pilot in one sentence

For [team], we will use [tool / plugin] to [workflow] so that [one outcome] moves from [baseline] to [target] in 6 weeks.

Do this now.

The rule of ones – and your not-doing list

One workflow

One team
3–5 people

One platform

One metric

One owner

One window
six weeks

During the pilot we will NOT…

- Add a second workflow “while we’re at it”
- Change the CRM or buy new tools
- Roll out to other teams early
- Move the target once we’ve started

Every new idea goes on the **Pilot #2 list**. That’s your backlog.

03

PILOT DESIGN

Structuring for success, safeguards and measurable outcomes

The AI pilot canvas

Workflow
Start and end point. What triggers it, what “done” looks like

Owner
One named person accountable for the result

Pilot team
3–5 users: one enthusiast, one sceptic

Platform
The plugin or skill, and the apps it connects to

Baseline
Measured for one week before any AI

Target
The number that means “this worked”

Guardrails
What must never get worse: quality, compliance, experience

Scale / kill
Agreed in advance – what happens at week six

If you can’t fill all eight boxes on one page, **you’re not ready to start.**

The autonomy dial: build the safeguards in

Level 1	Level 2 · START HERE	Level 3	Level 4
Suggest	**Draft**	**Act on approval**	**Act alone**
AI recommends, you do it	AI prepares, you check and send	AI acts after one click	Runs in the background, you review the log

From **CoPilot** on the left to **AutoPilot** on the right. Make sure you remain compliant all the way.

Data

Business accounts only. No candidate data in personal AI

Approval

A human signs off anything that leaves the building

Audit

Log AI outputs and every human edit

Fallback

The old process still works if the AI stops

The six-week pilot sprint

WEEK 0

Baseline

Measure the workflow as it is today. No AI yet

WEEK 1

Build

Write the skill, connect the apps, test on 10 real examples

WEEK 2

Shadow

AI runs alongside the old way. Compare outputs

WEEKS 3–5

Live

Daily use. A 15-minute review every Friday

WEEK 6

Decide

Scale, iterate or kill – against the criteria you set

Six weeks is long enough to prove it, short enough that nobody loses interest in it!

04

ADOPTION STRATEGY

Getting your team to embrace the pilot

Why teams resist: the three Fs

Fear

“Is this going to replace me?”

It removes the 80% that gets in the way so they spend more time on the 20% that makes money.
Space, not speed.

Friction

“It’s just another thing to open.”

Put it inside the tools they already use. Plugins now live in the normal chat; connectors reach Outlook and the CRM.

Faith

“I don’t trust what it writes.”

Shadow week plus human approval. Let them edit it, then show them how often the draft was right.

AI is not replacing jobs.
It is creating more jobs where the output can now be significantly higher.

The adoption playbook

Leader goes first
Use it visibly yourself, in week one

Champions, not mandates
One enthusiast and one sceptic lead it

Embed, don’t add
Inside Outlook, the CRM and the tools they already use

Show the win on Friday
One before-and-after story every week

Reward the edits
Every correction makes the skill better – ask for them

Link it to what they want
More billing time, more commission, more placements

People don’t adopt tools. They adopt the tangible wins they can see.

05

MEASUREMENT FRAMEWORK

Defining and tracking the one outcome that matters

One outcome, supported by two layers

The one outcome

The number in your pilot sentence, as close to a fee as possible. e.g. interviews booked from CRM candidates

Leading indicators

Tell you early whether it's working: weekly active users, % of drafts sent with light edits, hours saved

Guardrails

Must not get worse: message quality, candidate or client complaints, compliance errors, unsubscribes

Hours saved is not the outcome. Time saved only counts when it's reinvested in the (human) things that makes money.

The pilot scorecard

Example: CRM re-engagement pilot (illustrative figures)

Metric	Layer	Baseline	Wk 2	Wk 4	Target
Interviews from CRM candidates / month	Outcome	6			12
Dormant candidates contacted / week	Leading	20			100
Drafts sent with light edits	Leading	–			80%
Hours / consultant / week on this	Leading	4			1
Complaints or opt-outs	Guardrail	0			0

Measured and reviewed every Friday. **If it doesn’t create tangible outcomes, then don’t do it.**

Week six: scale, iterate or kill

SCALE

Target hit, guardrails held

Write the playbook, roll out to the next team, turn the autonomy dial one notch

ITERATE

Moving, but short of target

Fix the skill and run three more weeks. Once only

KILL

No real movement

Stop, record what you learned, pick the next workflow from Project Automate

Pilot → playbook → next workflow. That's how AI adoption becomes systematic.

TRN AI ECONOMICS · MEMBER SCORECARD

AI ROI Scorecard

[MEMBER NAME] Q2 Q3 2026

78
of 100

AI ROI SCORE

8 of 9 numbers moved.

North star · profit per employee

£64k → £81k

ACTIVITY	not scored
~~50~~ agents live	0 pts
~~94%~~ team adoption	0 pts
~~12,400~~ prompts run	0 pts
~~3,100~~ hours “saved” (self-reported)	0 pts

IMPACT — the only thing scored

“Show me the number that moved.”

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

The recruitment economics

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

GP per recruiter +14 pts
£22.9k
from £18.2k / month

Moved by Candidate matching agent +26%

Jobs worked per recruiter +12 pts
16
from 11 live jobs

Moved by Intake & JD agent +45%

Fill rate +11 pts
47%
from 38%

Moved by Shortlist scoring agent +9 pts

Time-to-submit +10 pts
19h
from 52h

Moved by Sourcing agent −63%

BD activity, same headcount +10 pts
310
from 140 touches / week

Moved by BD outreach agent +121%

Cost-to-serve +9 pts
£890
from £1,240 / placement

Moved by Admin automation −28%

Submit-to-interview conversion 0 pts
31%
from 31%

Moved by Candidate prep agent flat

Redeployment rate +4 pts
16%
from 12%

Moved by Redeployment agent +4 pts

COMING SOON to TRN MEMBERS

THE TRN AI PASSPORT

Turning AI curiosity into recognised, measurable capability – for every person in your business.

What is the TRN AI Passport?



A practical, recognised record of AI capability for **every person** in your business – built and delivered by TRN.

- AI foundations
- Prompts and skills
- Workflow mapping
- Pilot delivered
- Agent builder

Each stamp is earned by smart and safe implementation: smart prompts, safe workflows, real results in your business.

Dashboard

My Passport

ASSESSMENTS

Stamp 1 · AI Foundations

Stamp 2 · AI Governance

Illustrative MVP — not an official accreditation record.

TRN AI PASSPORT

Welcome to your AI Passport

Demonstrate practical, responsible AI competence across recruitment. Complete each Stamp's assessments to build your Passport record.

Current access tier: **Practitioner** Change tier (demo)

Continue Assessment

Next: Start Stamp 1 · Knowledge assessment

0 / 10
Passport Stamps awarded

Overall status: Not yet accredited
Stamps 1 and 2 are available in this demo.
Stamps 3–10 are shown for context only.

Your Stamps

All ten Stamps form the full AI Passport.

STAMP 01 — STAMP 1
AI Foundations & AI Literacy
Not started

STAMP 02 — STAMP 2
AI Governance
Not started

STAMP 03 — STAMP 3
Your AI Estate
Not available in this demo

STAMP 04 — STAMP 4
Data Protection, GDPR & Privacy
Not available in this demo

STAMP 05 — STAMP 5
AI Security & Data Leakage
Not av

Demo controls

STAMP 06 — STAMP 6
Ethics, Bias & Fair Recruitment

STAMP 07 — STAMP 7
AI Law & Regulation

STAMP 08 — STAMP 8
Human Oversight &

STAMP 09 — STAMP 9
AI Suppliers, LLMs &

STAMP 10 — STAMP 10
Audit, Incident Response &

Stamp 2 · AI Governance

Illustrative MVP — not an official accreditation record.

Your next seven working days

Day	Action
Day 1	Audit your GPTs: keep, consolidate or kill. Book migrations before 11 December
Day 2	Run Project Automate on one team and bucket every task
Day 3	Score your top three workflows. Pick one
Day 4	Write your first pilot workflow sentence and fill in the one-page canvas
Day 5	Start the baseline week – measure before you automate
Day 6	Build the skill and test it on 10 real examples
Day 7	Sign up for the next TRN Traction programme, AI Edge apprenticeship and to get your AI Passport
	Review, repeat...

TRN Agent Hub



Ozy
The Recruitment Network

Live: 17 In Dev: 3

Navigation

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

TRN

Sign Out

Search agents by name or description...

Business Development (4)

Content Creator
Creates LinkedIn posts, articles and thought leadership content

ICP Tracker
Tracks and analyzes ideal customer profiles across markets

Lead Generator
Generates qualified leads from multiple data sources

Account Management (4)

Account Planner
Creates detailed account plans with opportunity mapping

Market Mapper
Maps market landscape and competitive intelligence

Network Analyzer
Analyzes professional networks for warm introductions

Candidate Sourcing (4)

Boolean Builder
Builds advanced boolean search strings for sourcing

CV Screener
Screens and scores CVs against job specifications

Interview Prepper
Prepares tailored interview questions and scorecards

Content & Marketing (3)

Social Media Writer
Creates engaging social media content calendar

Blog Generator
Generates SEO-optimized blog posts and articles

Email Campaign Builder
Builds targeted email campaign sequences

TRACTION

4 Week AI Development and Coaching Programme



TRN EDGE

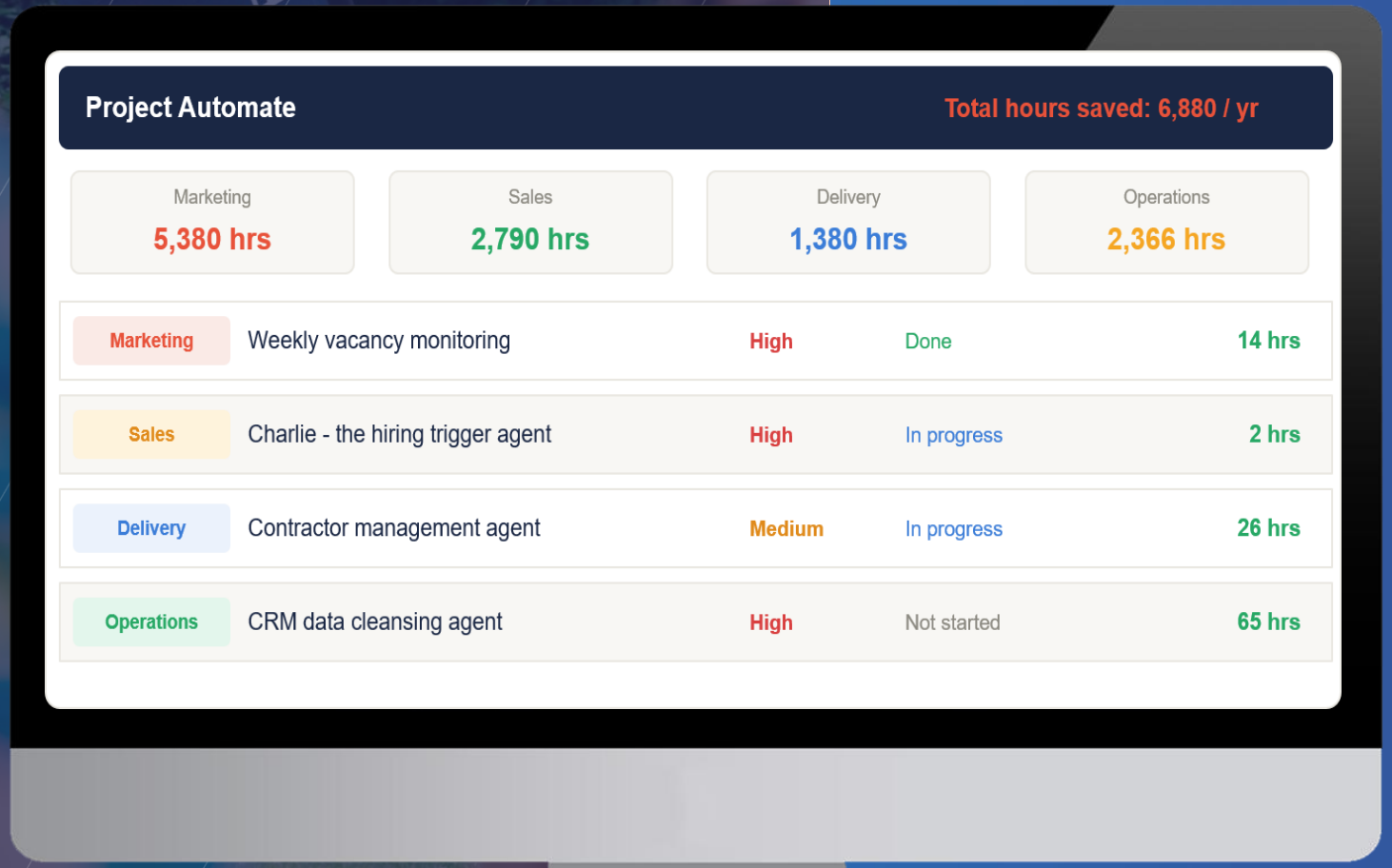
AI and Automation Programme

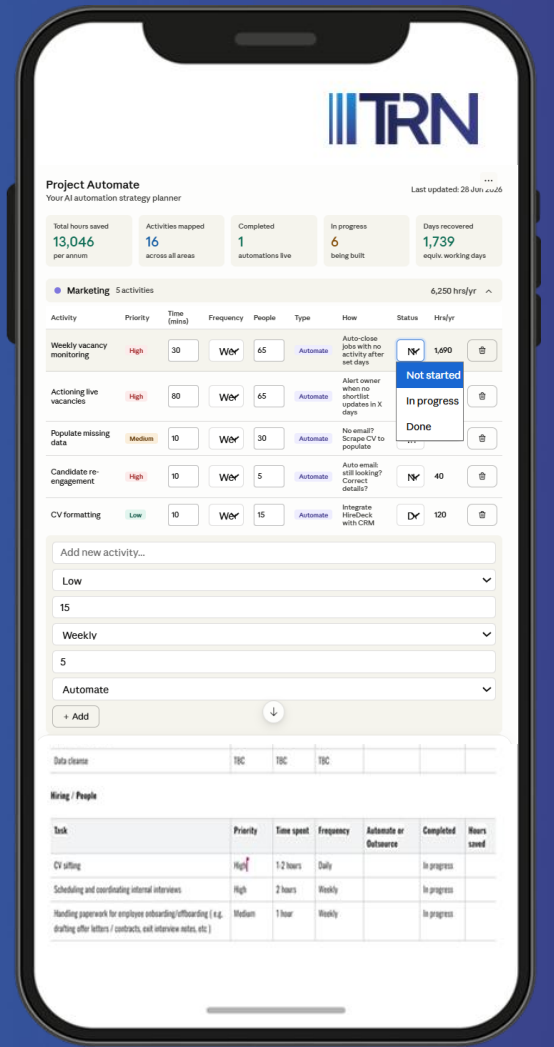
A 14-month, fully accredited Level 4 AI & Automation Practitioner apprenticeship

scan for more info

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

PROJECT AUTOMATE





The Recruitment Network

Enabling recruitment leaders to improve performance, productivity and profitability.

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

Solo • Plus • Club • Executive Forum

One workflow.
One outcome.
Then the next.



www.therecruitmentnetwork.com