The Recruitment Network

Enabling recruitment leaders to improve performance, productivity and profitability.

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

Solo • Plus • Club • Enterprise

Designing your 2026 / 2027 Business Development Roadmap

(R)evolution

the changing landscape of recruitment

Increased Adoption of Artificial Intelligence (AI) in Recruitment

Increased Shift to Remote and Hybrid Work Models

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

Rise of Gig and Freelance Economy

Implementation of Data-Driven Recruitment Strategies

Integration of Social Media in Talent Acquisition

Increased Focus on Employer Branding

Adoption of Virtual Recruitment Processes

Increased Focus on Candidate Experience

+

New Employment Legislation

Squeeze on Businesses due to the New Labour Budget



Ageing Population and the Retirement Boom

Rapid Advancements in Technology

The Mismatch Between Education and Job Market Needs

Post-Pandemic Workforce Reconfiguration

Declining Birth Rates in Many Countries



Projected Talent Shortfall by 2030

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

VUCA

volatility • uncertainty • complexity • ambiguity

OPPORTUNITY

agility • innovation • visibility • speed

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

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

Challenges we face when it comes to BD…

Never had to do it before – hot market

Selling better business (exclusivity)

Capability – planning, pitching, closing

New ways to BD in current market

Building new desks / new markets

Defining what we sell / products

Current market is tougher / candidate flooded

Upselling the ways we work with existing customers

Attitude – getting people to sell

Identifying hiring companies / opportunities

Turning Gatherers into Hunters

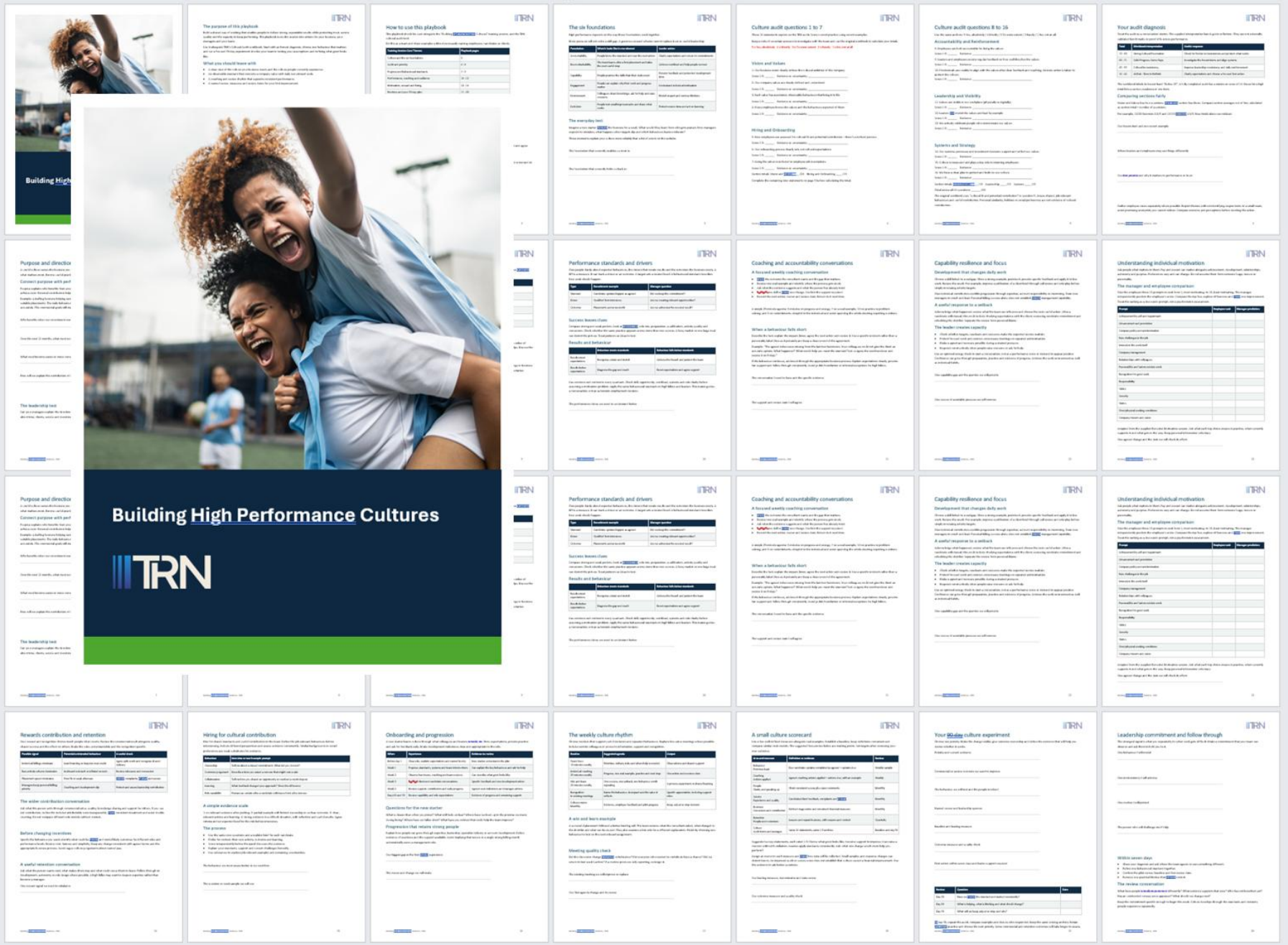
Lack of continuity of sales effort (momentum)

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

Too many priorities.
Lack of focus.
No clear direction.
Inconsistent BD.

Sales is not difficult.

It is just different.



The High Performance playbook

The TRN Cultural Audit

Cultural Audit – Assessing the Strength of Your Company Culture	
Your company culture is either your greatest asset or your biggest barrier. This audit helps you assess how clearly your values are defined, how consistently they're lived across the business, and how deeply they're embedded into daily behaviours, leadership, and systems.	
	5 = Yes, absolutely *4 = Mostly* *3 = To some extent* *2 = Rarely* *1 = No, not at all*
1. Vision & Values	**13**
Our business vision clearly defines the cultural ambition of the company	4
Our company values are clearly defined and understood	2
Each value has associated, observable behaviours that bring it to life	3
Every employee knows the values and the behaviours expected of them	4
2. Hiring & Onboarding	**11**
New employees are assessed for cultural fit and potential contribution – there's a defined process	4
Our onboarding process clearly sets out cultural expectations	2
Living the values is included in employee job descriptions	5
3. Accountability & Reinforcement	**9**
Employees are held accountable for living the values	2
Leaders and employees receive regular feedback on how well they live the values	2
If individuals are unable to align with the values after clear feedback and coaching, decisive action is taken to protect the culture.	5
4. Leadership & Visibility	**11**
Values are visible in our workplace (physically or digitally)	4
Leaders role model the values and lead by example	3
We actively celebrate people who demonstrate our values	4
5. Systems & Strategy	**11**
Our systems, processes and investment decisions support and reflect our values	5
Culture is measured and plays a key role in retaining employees	5
We have a clear plan to protect and build on our culture	1
Total Score / 80	**55**

Results Summary	
1. Vision & Values	13
2. Hiring & Onboarding	11
3. Accountability & Reinforcement	9
4. Leadership & Visibility	11
5. Systems & Strategy	11
TOTAL SCORE / 80	**55**

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

Results Summary	
1. Vision & Values	0
2. Hiring & Onboarding	0
3. Accountability & Reinforcement	0
4. Leadership & Visibility	0
5. Systems & Strategy	0
TOTAL SCORE / 80	**0**

72–80: Strong Cultural Foundation
60–71: Solid Progress, Some Gaps
45–59: Cultural Inconsistency
Below 45: At Risk – Time to Rethink

Final Thought:

Culture isn't what you say - it's what you tolerate, celebrate and embed.

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.

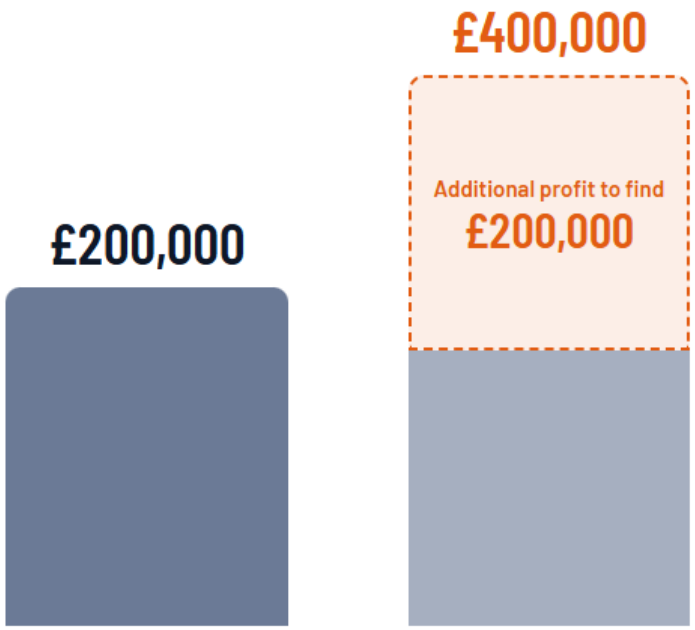
Net fee income	**£862,900**
Permanent fees	£504,000
Contract gross profit	£328,900
Consultancy and other	£30,000
Direct delivery costs	−£116,000
Contribution	**£746,900**
Fixed overheads	−£546,900
Operating profit	**£200,000**
Margin	23.2%

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

Step 2

My 2X opportunity

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



Current operating profit
£200,000

Operating profit at 2X
£400,000

Additional annual profit required
£200,000

Current NFI
£862,900

NFI per revenue-generating person
£86,290
10 revenue-generating people

Operating profit margin
23.2%

What this does and doesn't mean

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

My 2X profit dashboard

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

Current position | Conservative | Target | Ambitious

Annual run-rate | Year 1 (after one-off costs)

Presenter view

My 2X profit multiple

1.00X

1X 2X

£200,000 still to find to reach 2X.

Current operating profit
£200,000

Projected operating profit
£200,000

Additional operating profit
+£0

Profit improvement
0%

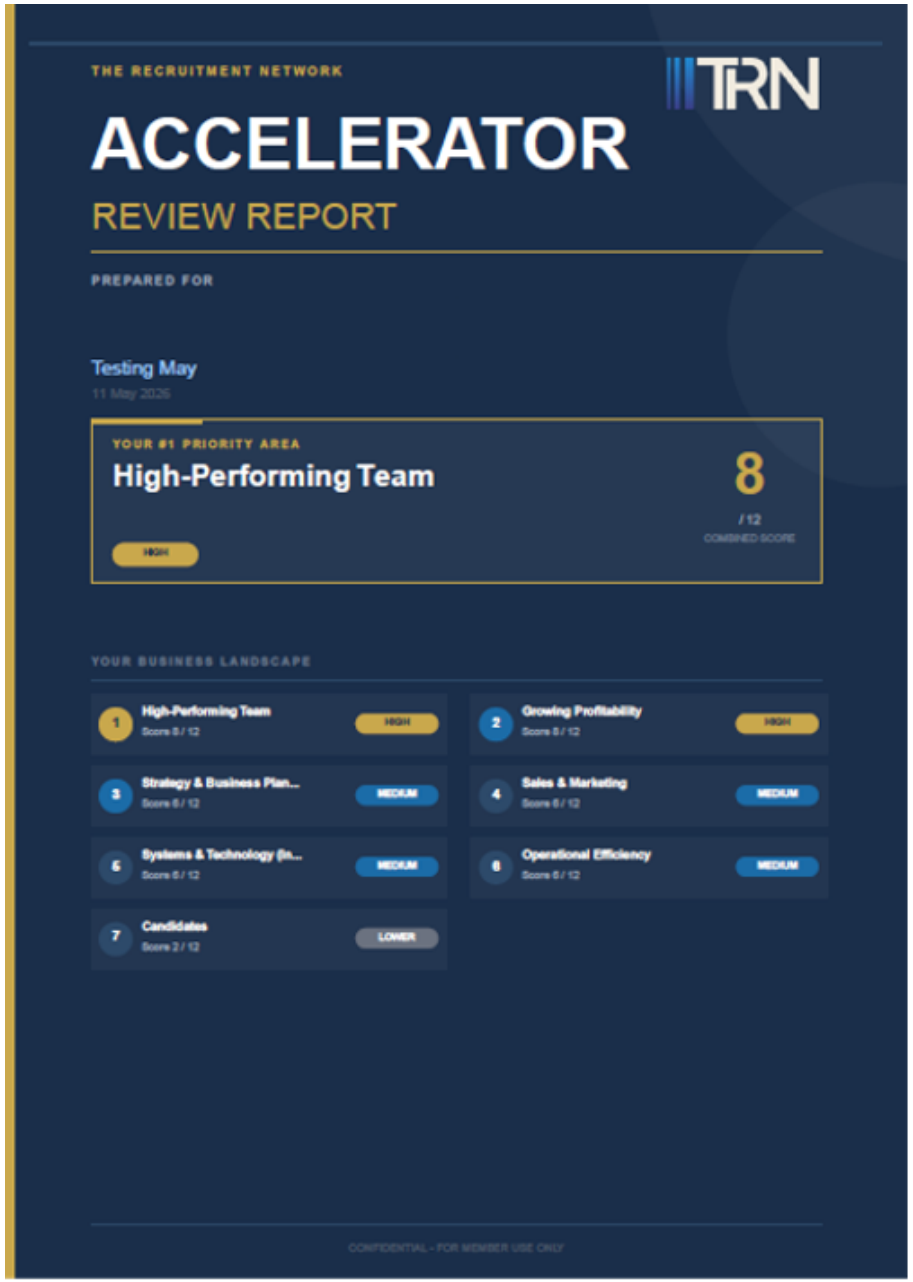
Commercial performance (NFI)
0.0%
£862,900 to £862,900

Productivity (NFI per recruiter)
0.0%
£86,290 to £86,290, same headcount

Operating profit margin ?
23.2%
+0.0 points from 23.2%

Remaining gap to 2X
£200,000

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

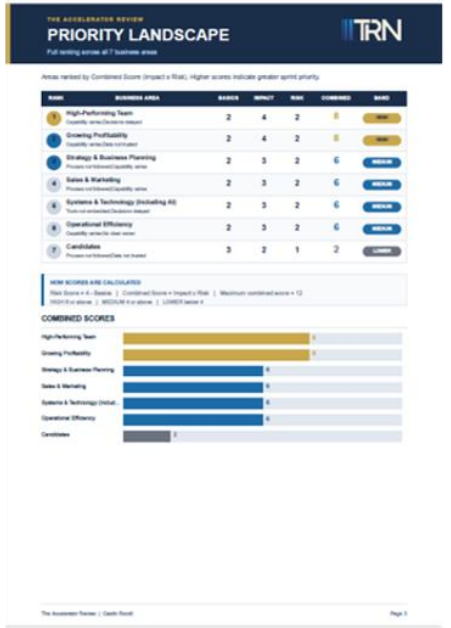

THE RECRUITMENT NETWORK
TRN
ACCELERATOR
REVIEW REPORT
PREPARED FOR
Testing May
11 May 2026
YOUR #1 PRIORITY AREA
High-Performing Team
HIGH
8
/ 12
COMBINED SCORE
YOUR BUSINESS LANDSCAPE
1 High-Performing Team Score 8 / 12 HIGH
2 Growing Profitability Score 8 / 12 HIGH
3 Strategy & Business Plan... Score 6 / 12 MEDIUM
4 Sales & Marketing Score 6 / 12 MEDIUM
5 Systems & Technology (In... Score 6 / 12 MEDIUM
6 Operational Efficiency Score 6 / 12 MEDIUM
7 Candidates Score 2 / 12 LOWER
CONFIDENTIAL - FOR MEMBER USE ONLY

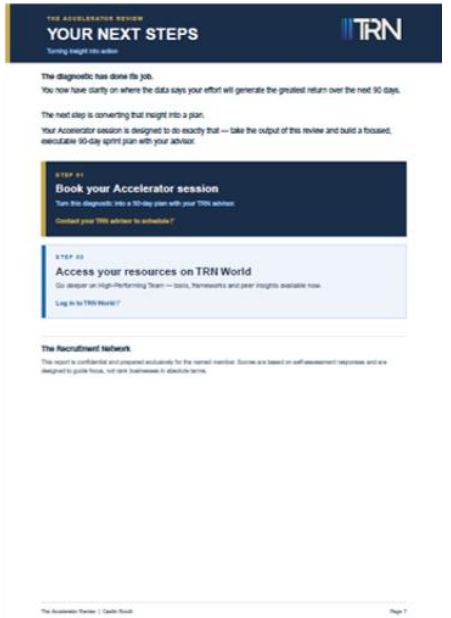

EXECUTIVE SNAPSHOT
TRN
REPORT INTRODUCTION
YOUR 12-MONTH GOAL
"Revenue has grown 30% and profitability 40%"
YOUR STATED FOCUS AREA
Growing Profitability
High-Performing Team
MATERIAL RISK FLAGGED
PURPOSE ALIGNMENT
3 / 4 — Well aligned
SPRINT READINESS
3 / 4 — Confident
TOP PRIORITY AREAS
1. High-Performing Team 8/12
2. Growing Profitability 8/12
3. Strategy & Business Planning 6/12 MEDIUM
EXECUTIVE SUMMARY


DEEP DIVE
RANK #1
8
/ 12
BASICS 2 / 3
IMPACT 4 / 4
RISK 2 / 3
COMBINED 8 / 12
WHY THIS MATTERS
GOAL CONNECTION
SPRINT FOCUS
ANALYSIS AND RECOMMENDATIONS


DEEP DIVE
RANK #2
8
/ 12
BASICS 2 / 3
IMPACT 4 / 4
RISK 2 / 3
COMBINED 8 / 12
WHY THIS MATTERS
GOAL CONNECTION
SPRINT FOCUS
ANALYSIS AND RECOMMENDATIONS


DEEP DIVE
RANK #3
6
/ 12
BASICS 2 / 3
IMPACT 3 / 4
RISK 2 / 3
COMBINED 6 / 12
WHY THIS MATTERS
GOAL CONNECTION
SPRINT FOCUS
ANALYSIS AND RECOMMENDATIONS


PRIORITY LANDSCAPE
TRN
HOW SCORES ARE CALCULATED
COMBINED SCORES


YOUR NEXT STEPS
TRN
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 #1
Book your Accelerator session
STEP #2
Access your resources on TRN World
The Recruitment Network

My 90-Day Sprint Plan

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

MONTH 1: FOUNDATION

Get the foundations right

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

MONTH 2: MOMENTUM

Build your pipeline and presence

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

MONTH 3: ACCELERATION

Scale what's working, cut what isn't

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

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

… and it works!

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

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

The decline of the old model?

Thank you James- it was lovely and I really appreciate your time and advice.. brutal but needed 😆 21:31

And welcomed! 21:31

I'm knackered. I didn't get to move from that table until 6- and then went straight to this event with an army of unemployed EAs who spoke at me for 20 mins each about the market and why they can't get a job 21:32

I had to do a swift exit 21:32

It's exhausting., I need help. I'm trying to do it all and I can't and it's too much. I need the resourcing support asap! 21:33

Today

All good - that's why you need to break away from the way you are currently working and build something better / different. 06:54

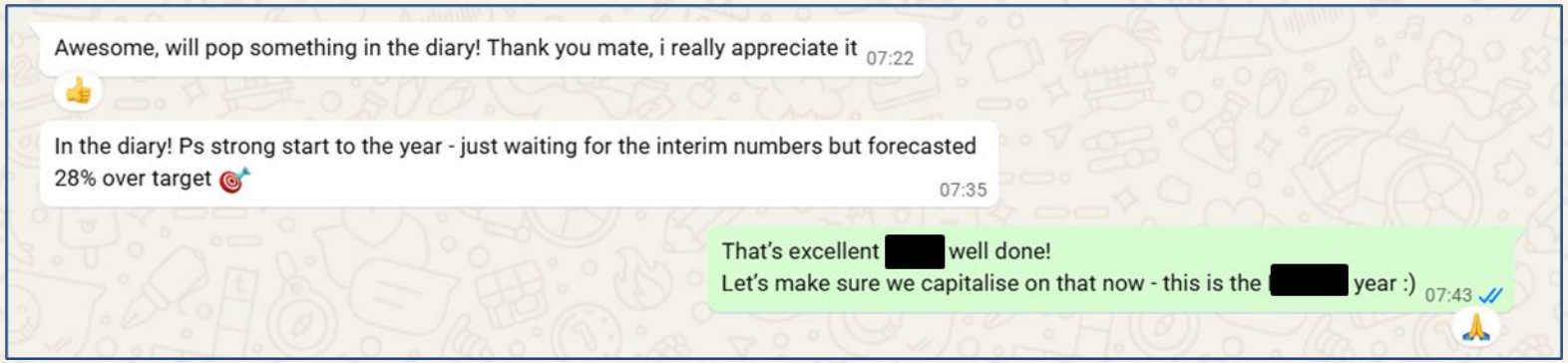
That's the plan now... 06:54

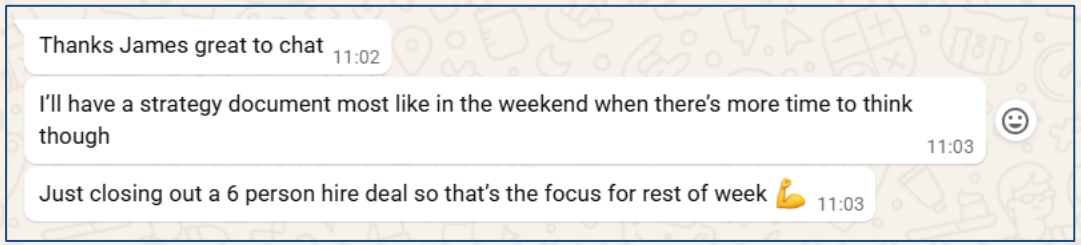
Yes please!!!! 06:56

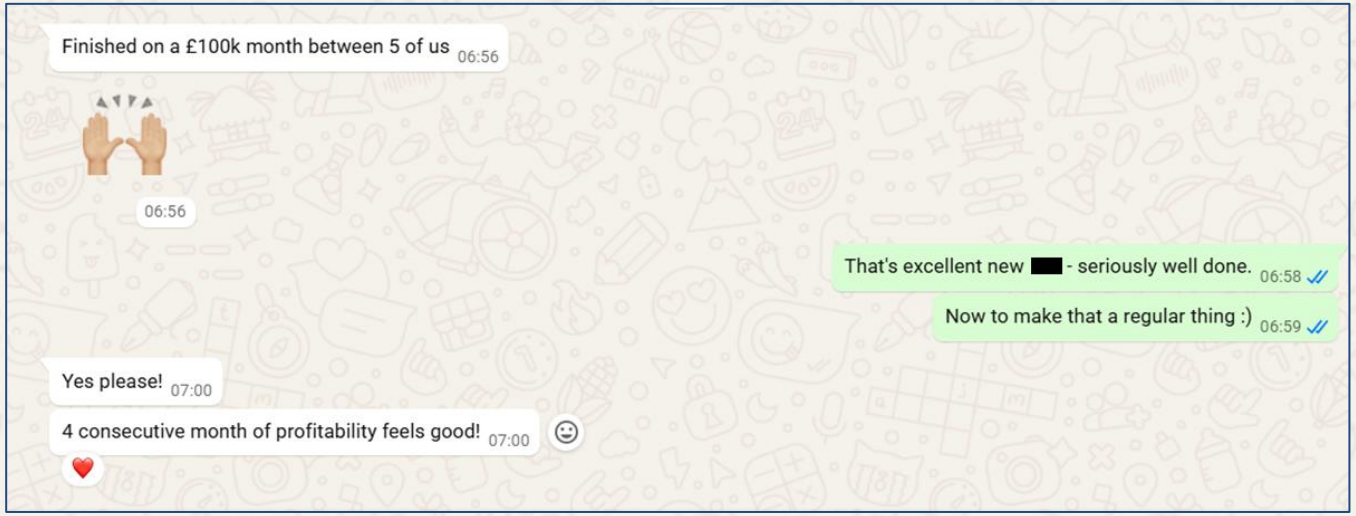
I feel like I need to upgrade that first before I expand 06:57

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

The rise of the new model?








TRN
VELOCITY
The Ultimate Business Development Playbook for 2026



1



2



3



4



5



6



7



8



9



10



11



12



13



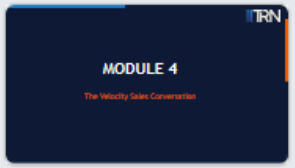
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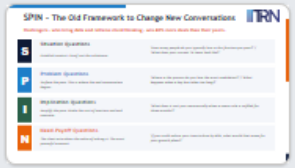
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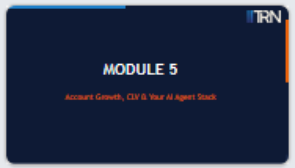
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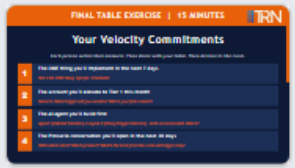
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TRN
November New Members Offer
Free 1:1 BD audit and Velocity strategy session

The TRN RevOps Audit™

The RevOps Audit

This audit helps recruitment leaders evaluate how effectively their business is implementing RevOps principles. Use it to identify gaps in alignment, technology, process, and accountability.

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

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

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

The RevOps Audit

Interpreting Your Score – What It Means and What to Do Next

After completing the audit (1–5 per item), your totals should be calculated in the summary on the right, where you can compare to the scale below.

100–120: High-Performance Engine

RevOps is embedded into the culture of your agency. Teams are aligned, systems are integrated, and decision-making is driven by high-quality data. You have a reliable, scalable growth model and are well positioned for long-term success.

Next Steps:

- Optimise for scale by replicating RevOps principles across teams, geographies or functions
- Double down on predictive analytics and lifecycle marketing to improve LTV
- Launch RevOps training or leadership tracks to embed it further across the business
- Share success across the team to maintain momentum and attract buy-in from new hires

80–99: Operationally Enabled

Your agency is actively applying RevOps principles. You have shared KPIs, solid cross-functional processes, and useful data that informs decisions. Your tech stack supports your workflows, and you've made progress in aligning team culture and goals.

Next Steps:

- Fine-tune Flywheel: improve feedback loops, eliminate friction and reduce manual tasks
- Expand automation and AI to boost personalisation and efficiency
- Create dashboards with real-time metrics that all teams can use to track progress
- Run regular retrospectives and workshops to reinforce teamwide accountability

60–79: Emerging Alignment

There are signs of collaboration and strategic thinking, but progress is patchy. Some processes are joined-up, but many teams still operate independently or lack clarity on shared goals. Data may be inconsistent or under-utilised, and automation is limited or misaligned.

Next Steps:

- Prioritise alignment across BD, marketing and delivery with joint planning and shared success
- Implement standardised workflows and internal SLAs for handoffs
- Begin integrating core tools (CRM, ATS, marketing automation)
- Identify and fix the biggest points of friction in the customer journey

59 or lower: Fragmented Foundation

Your business is operating in clear silos. Teams are working in isolation, data is scattered or unreliable, and growth relies heavily on individual effort rather than collective performance. There may be inconsistent processes, minimal use of automation, and a lack of visibility across the funnel.

Next Steps:

- Start by mapping your end-to-end client and candidate journey using the RevOps Flywheel
- Run a RevOps kick-off session to build cross-team awareness and ownership
- Audit current tech stack and data flows to spot duplication, gaps and inefficiencies
- Set shared revenue KPIs and introduce basic pipeline visibility across teams

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

100–120: High-Performance Engine
80–99: Operationally Enabled
60–79: Emerging Alignment
59 or lower: Fragmented Foundation

Final Thought:

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

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

Sales is both an ART and a SCIENCE

You need to understand both.

Sales is both an ART and a SCIENCE

What do I mean by that?


SOCIAL
SCALING
PROGRAMME
4 Week Personal Branding
Development Programme


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.

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?

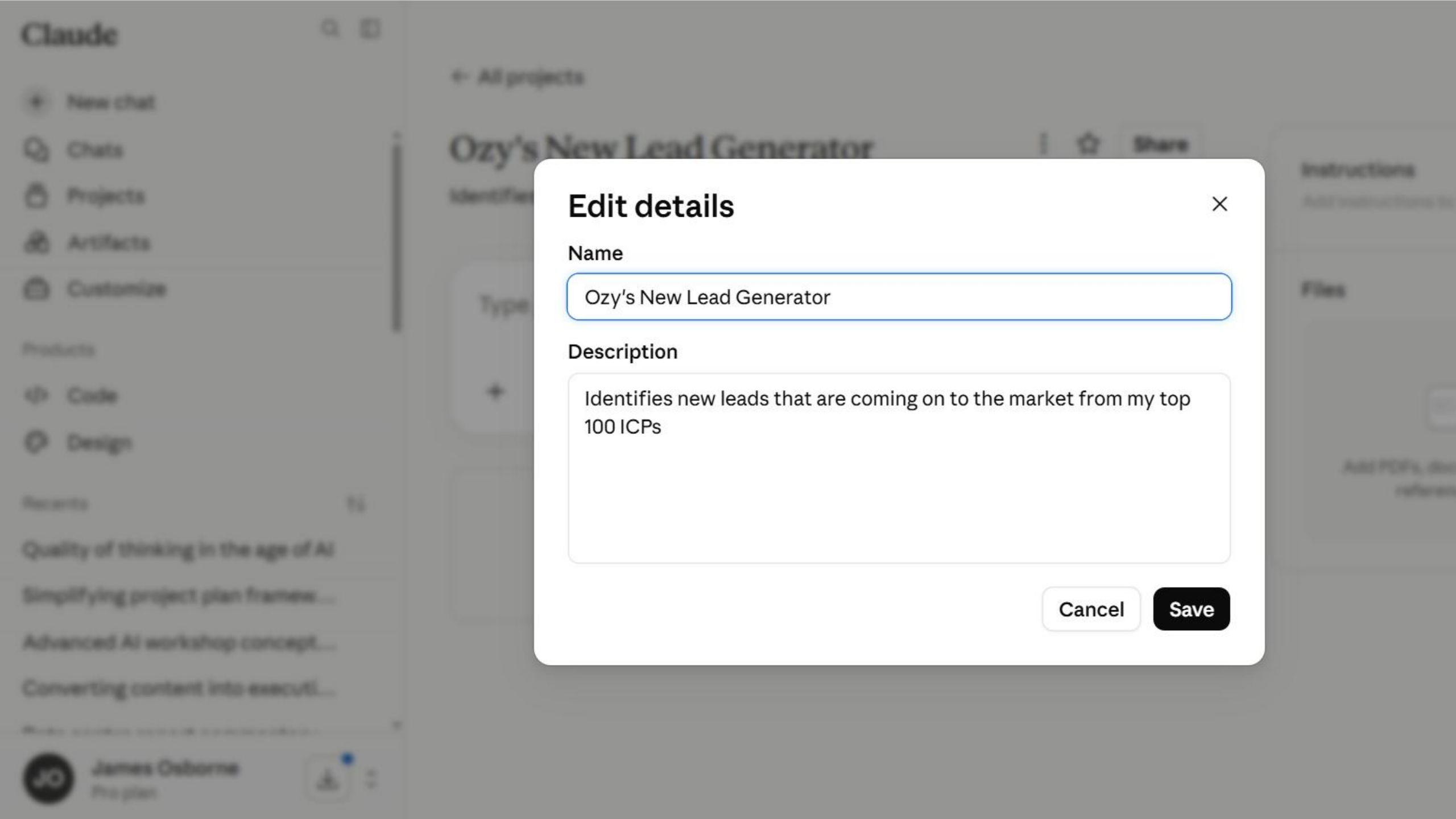
Name your project

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.

So, what is actually going on?



TRN

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

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

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

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

… but the wrapping has changed.

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


BOOKI
Destination
Arrival
Departure
SEARCH





So, what is going on?






11:56
Incoming Call
Suspected Spam
!
Block Number


Ask Reason for Calling
Please provide your name and reason for calling.
John Smith, schedule delivery
Decline
Answer

BABY BOOMERS

(1946-1960)



Generation X

(1961-1980)



Generation Y

(1981-1995)



GENERATION Z

(Born after 1995)

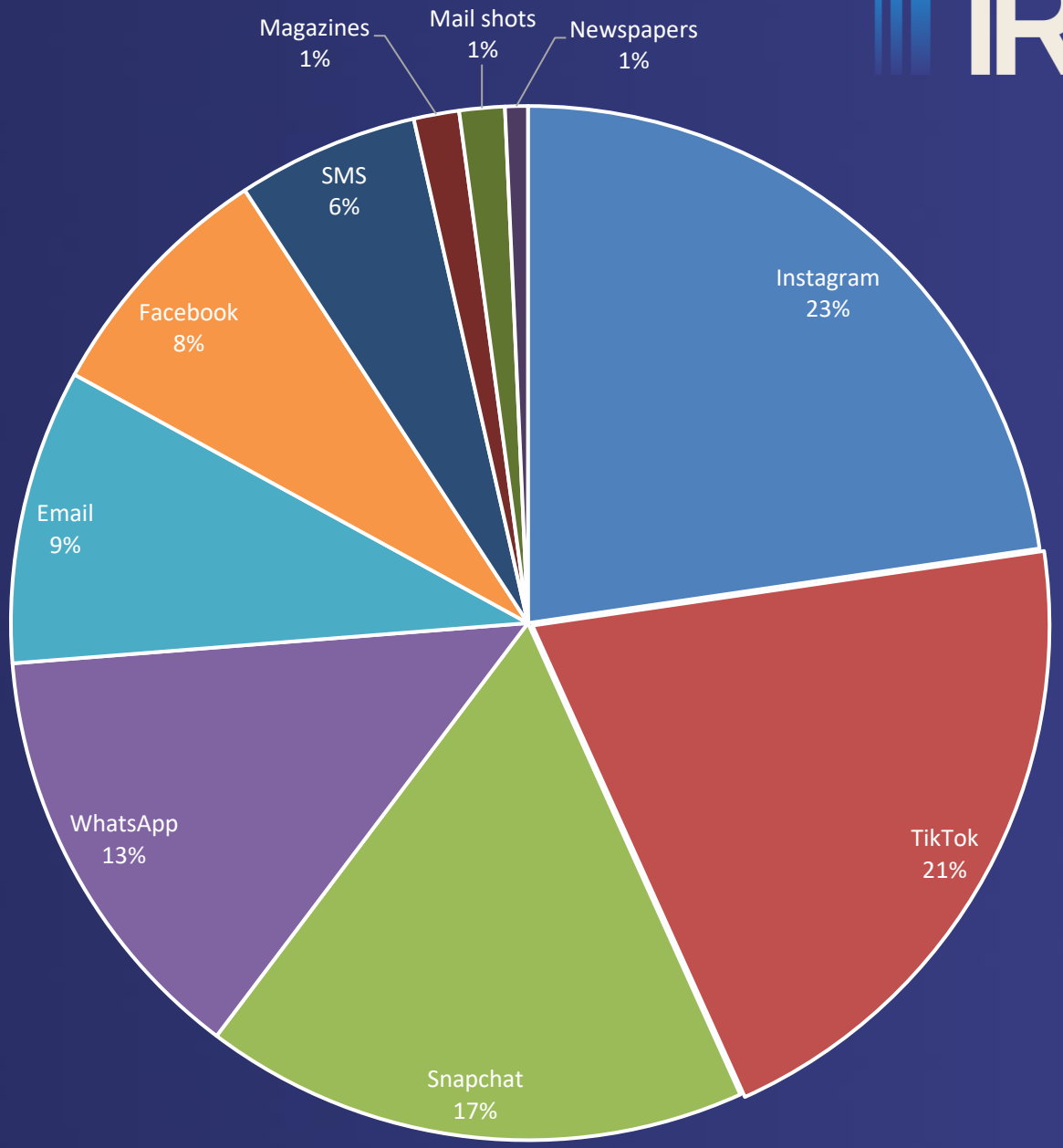


Which of the following channels do you use for your outreach?

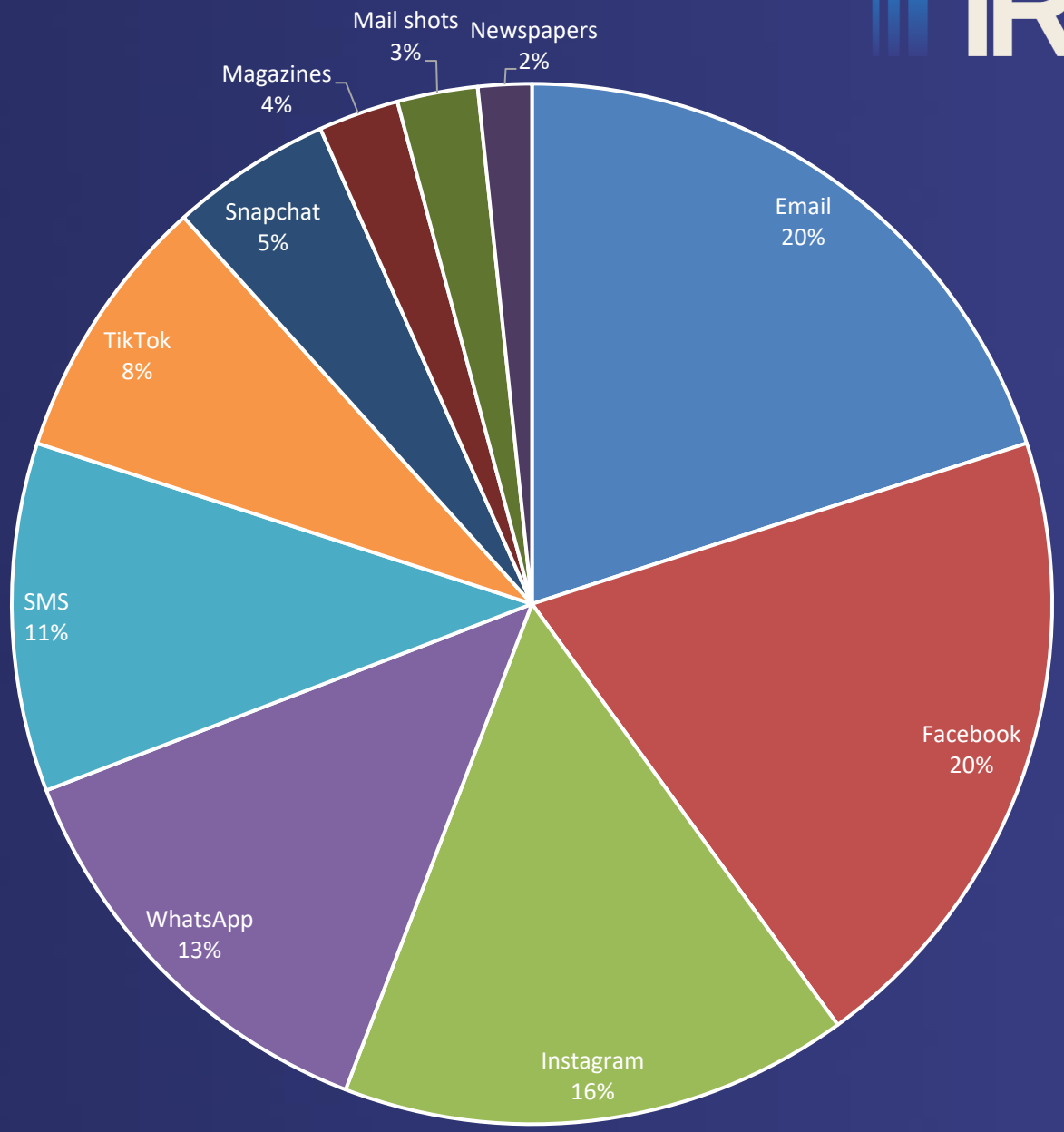

Tinder
Instagram
Twitter
Pinteres
WhatsApp
gram
Facebook
Snapchat
Viber

Which of the following channels are your ICPs using?

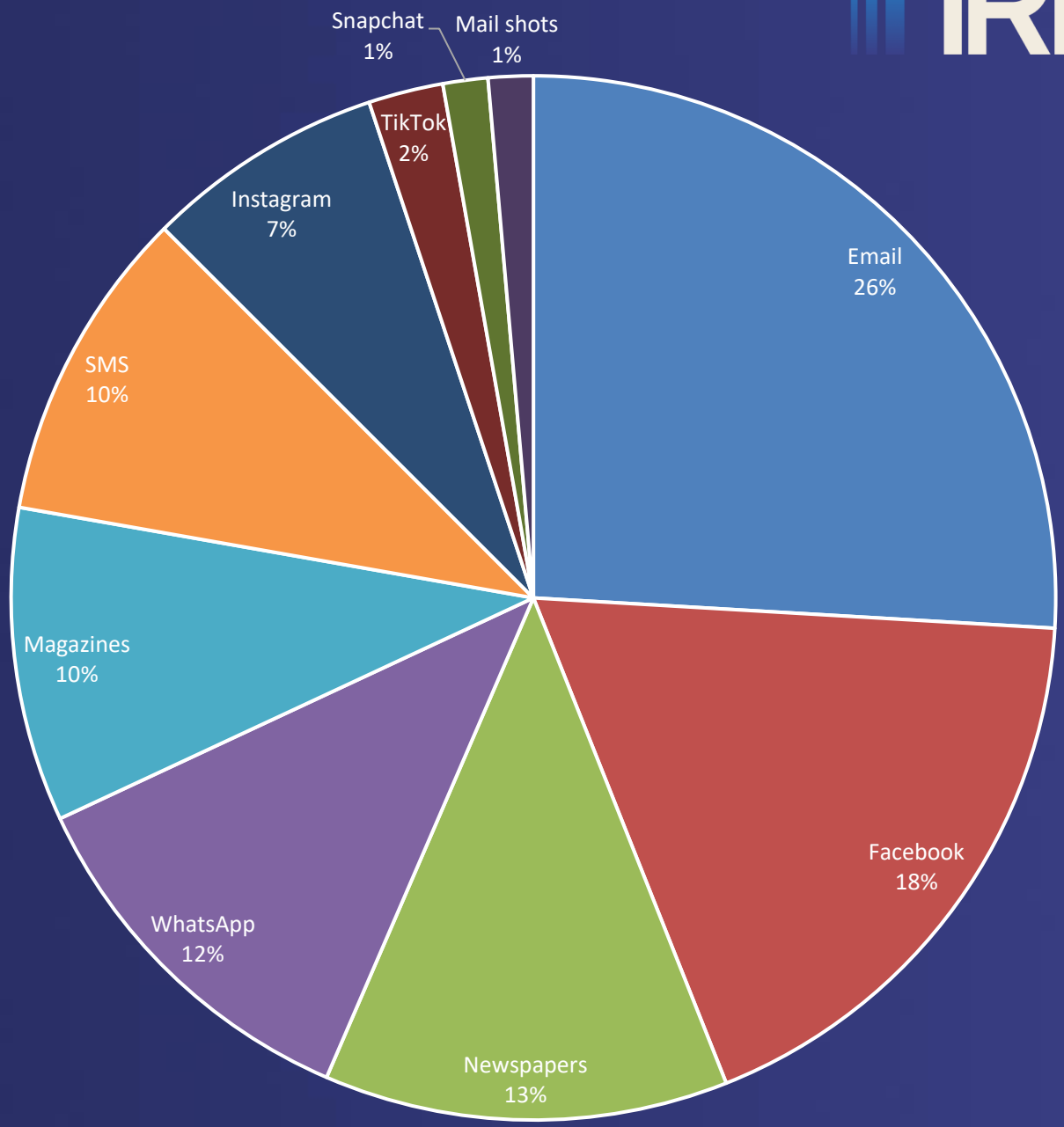
Where do 16–24 year-olds spend their time?



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



Where do 46+ year-olds spend their time?






SOCIAL
SCALING
PROGRAMME
4 Week Personal Branding
Development Programme

Be famous for something

1 **We feel first, think second**

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

2 **Different beats better**

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

3 **Famous brands create stories**

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

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

Build a BD strategy that is relevant to your market!

The Talent Reset

1

A reset, not a crisis

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

2

The talent paradox is real

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

3

Skills are replacing credentials

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

4

AI changes jobs, not headcount

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

5

Learning is a commercial edge

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

6

Leadership is the real differentiator

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

The Talent Reset

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

Recruitment is not disappearing.

Average recruitment is.

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

What has changed?

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

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

Source: Talent Insights – research with 137 TA leaders.

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

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

HR priorities are not a list - they are buying triggers

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

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

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

Great recruiters are selling before a role even exists

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

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

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

SO, ARE YOU RELEVANT?!



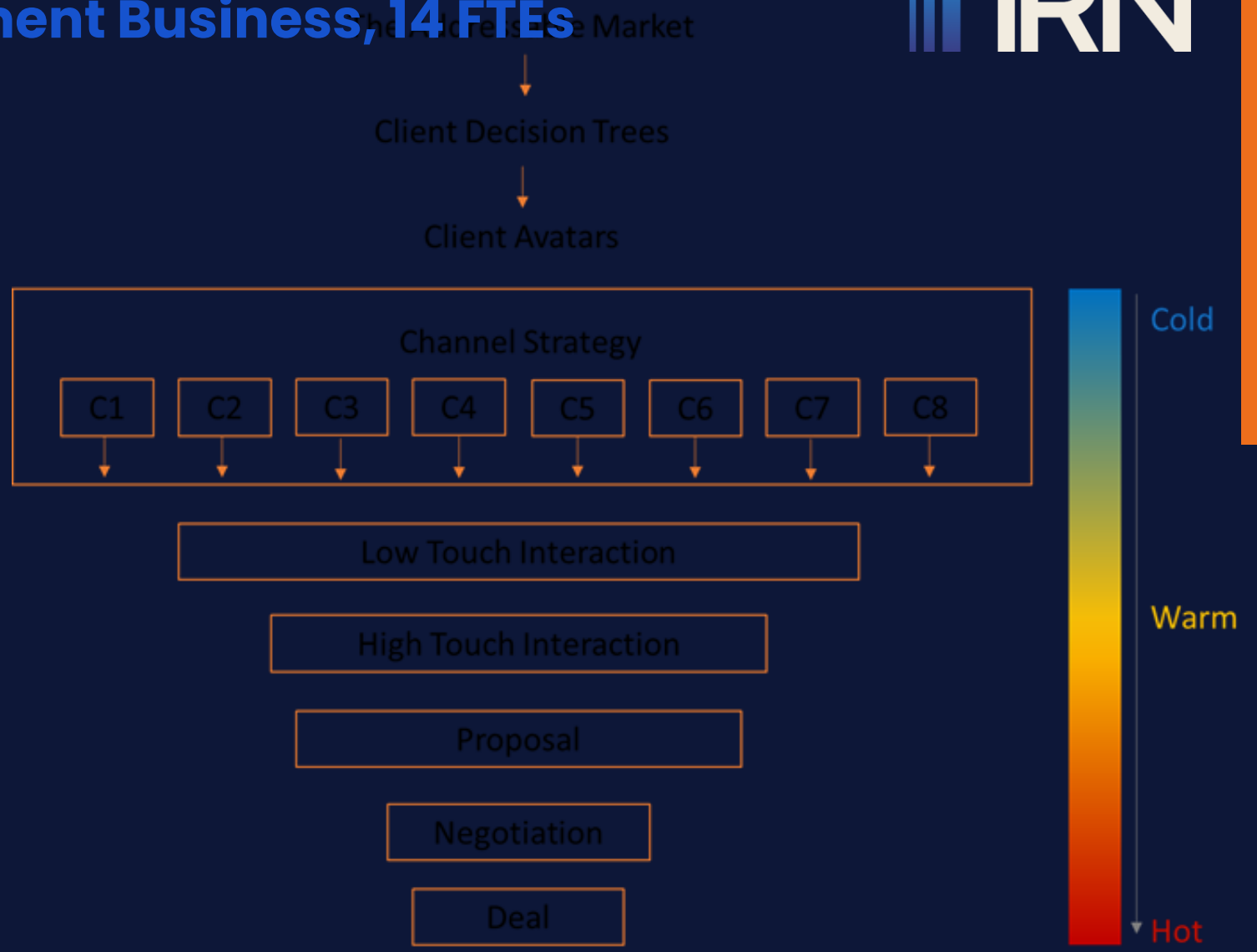
The PINNACLE Programme

Converting 18% average margins to 35%+

Build a strategy to be visible to your market!

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

CASE STUDY: London Recruitment Business, 14 FTEs



CASE STUDY: London Recruitment Business, 14 FTEs

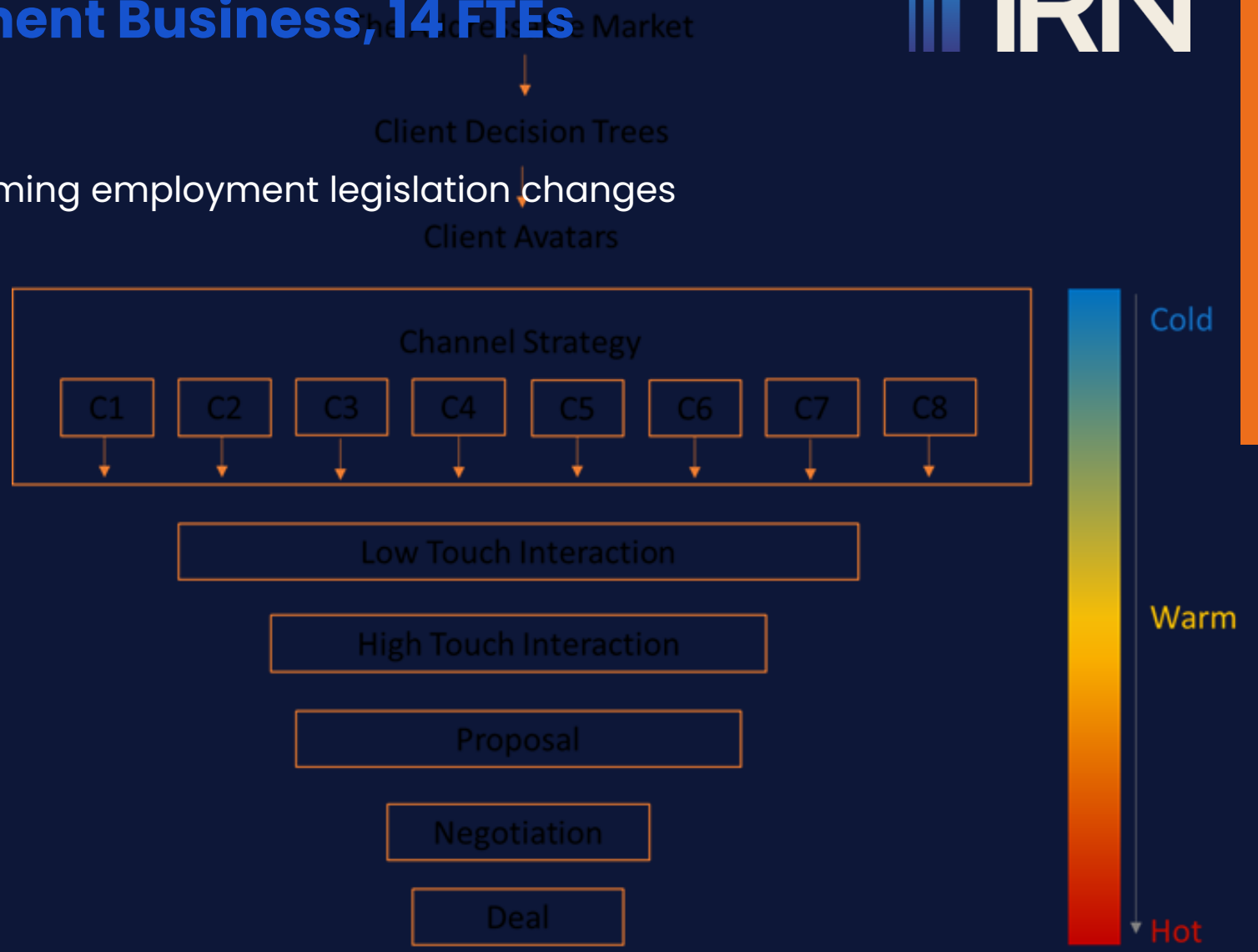
Generate Interest

Share insights and generate Interest on upcoming employment legislation changes

↓

Call 2 Action: Invitation to Roundtable

↓



CASE STUDY: London Recruitment Business, 14 FTEs

Generate Interest

Share insights and generate Interest on upcoming employment legislation changes

Call 2 Action: Invitation to Roundtable

Roundtable (132 prospects)

Create urgency with content and expert

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



CASE STUDY: London Recruitment Business, 14 FTEs

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Share insights and generate Interest on upcoming employment legislation changes

Call 2 Action: Invitation to Roundtable

Roundtable

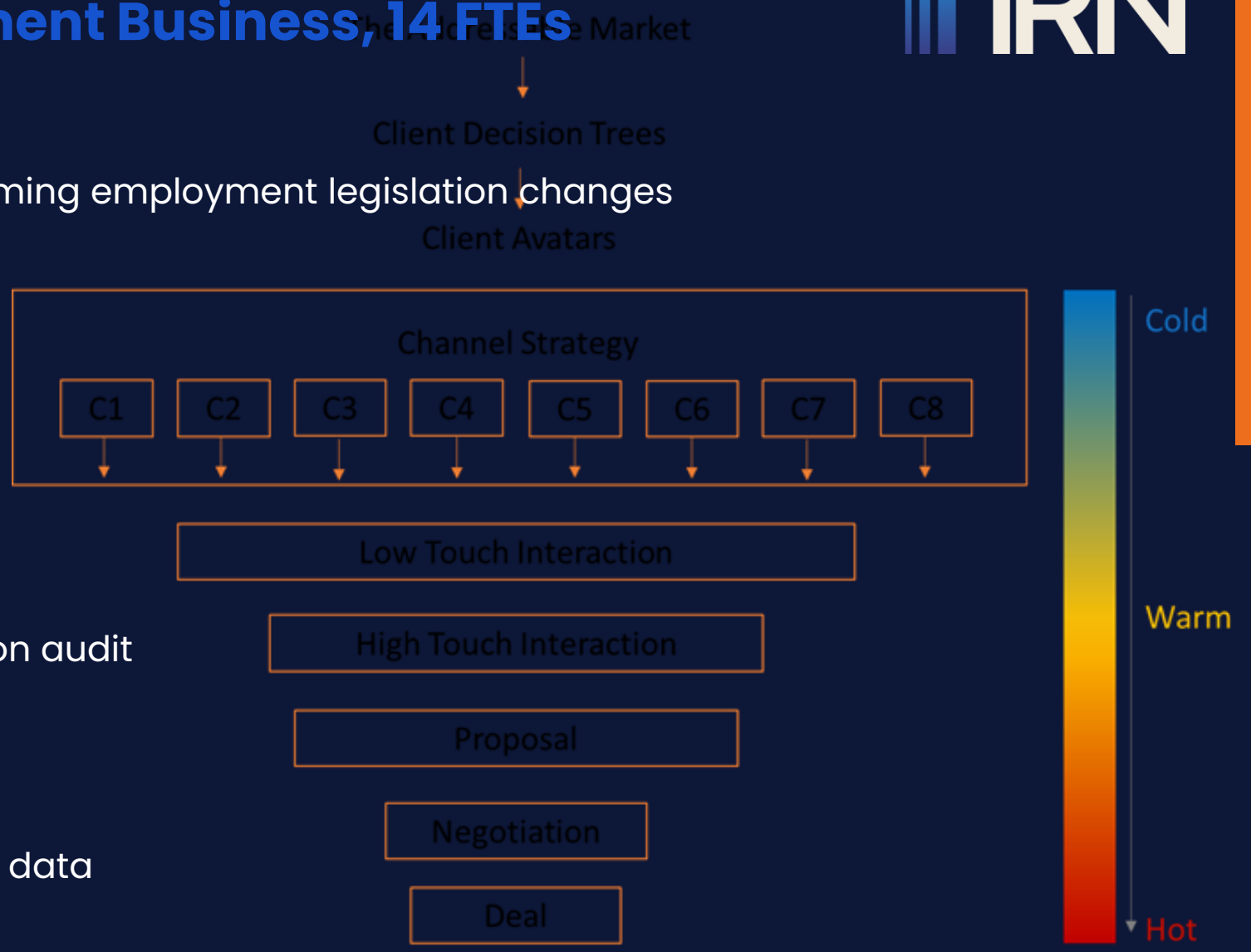
Create urgency with content and expert

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

1:1 Meeting (41 prospects)

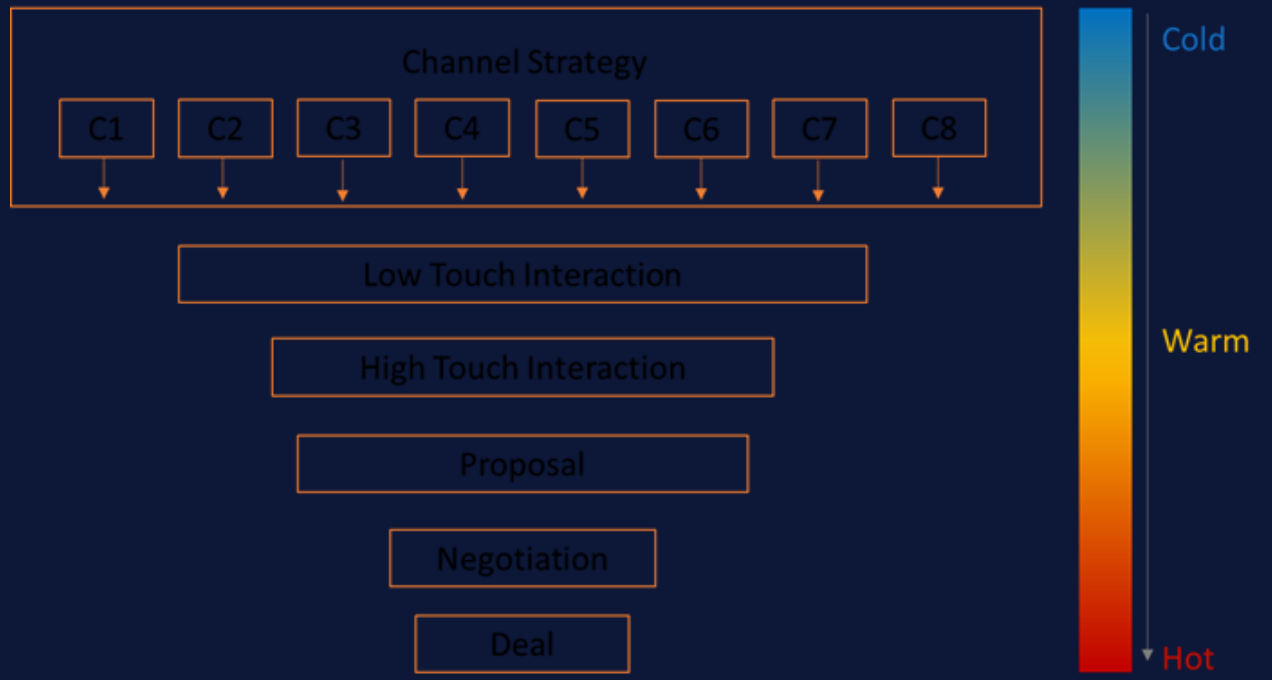
Add value by sharing outputs and comparing data

Call 2 Action: talent planning conversation



So, how do you get in their boardrooms?

omnichannel



Value • Visibility • Velocity

Flip the narrative.

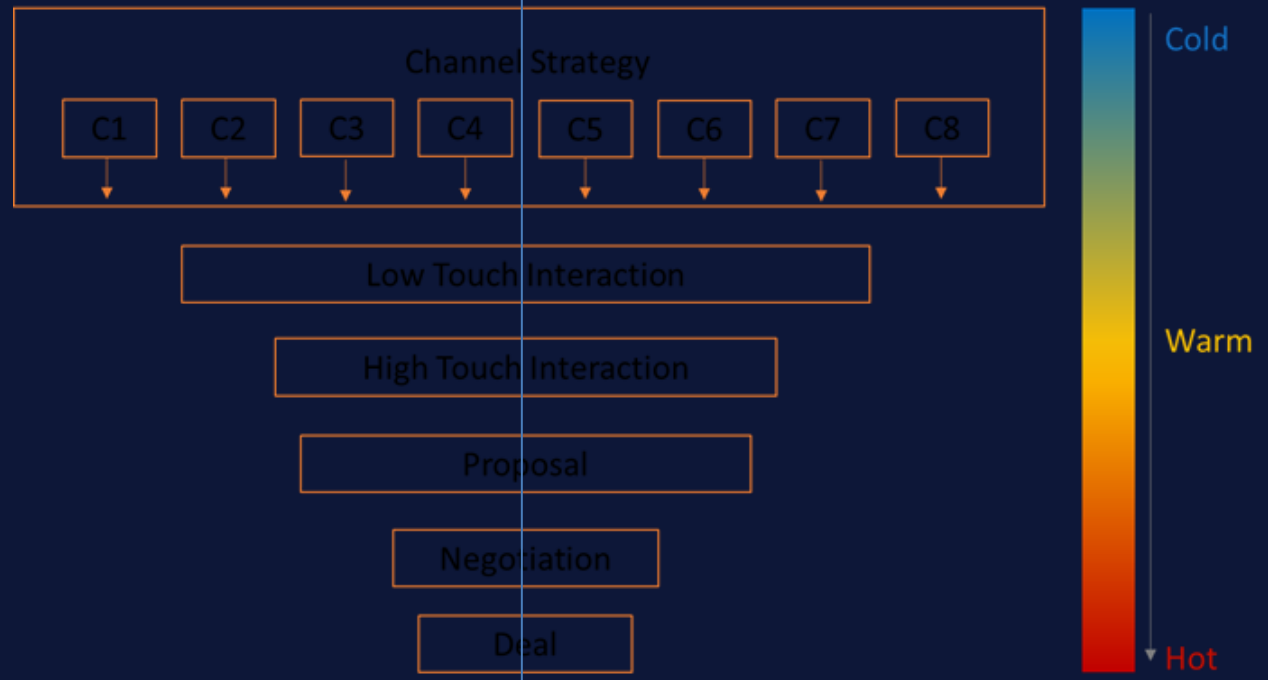
The question is not...

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

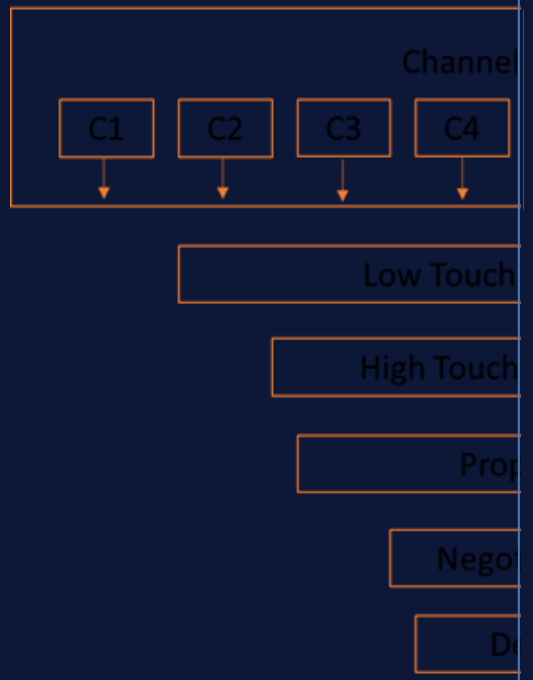
(there is a huge difference)

Outbound

Inbound



Outbound

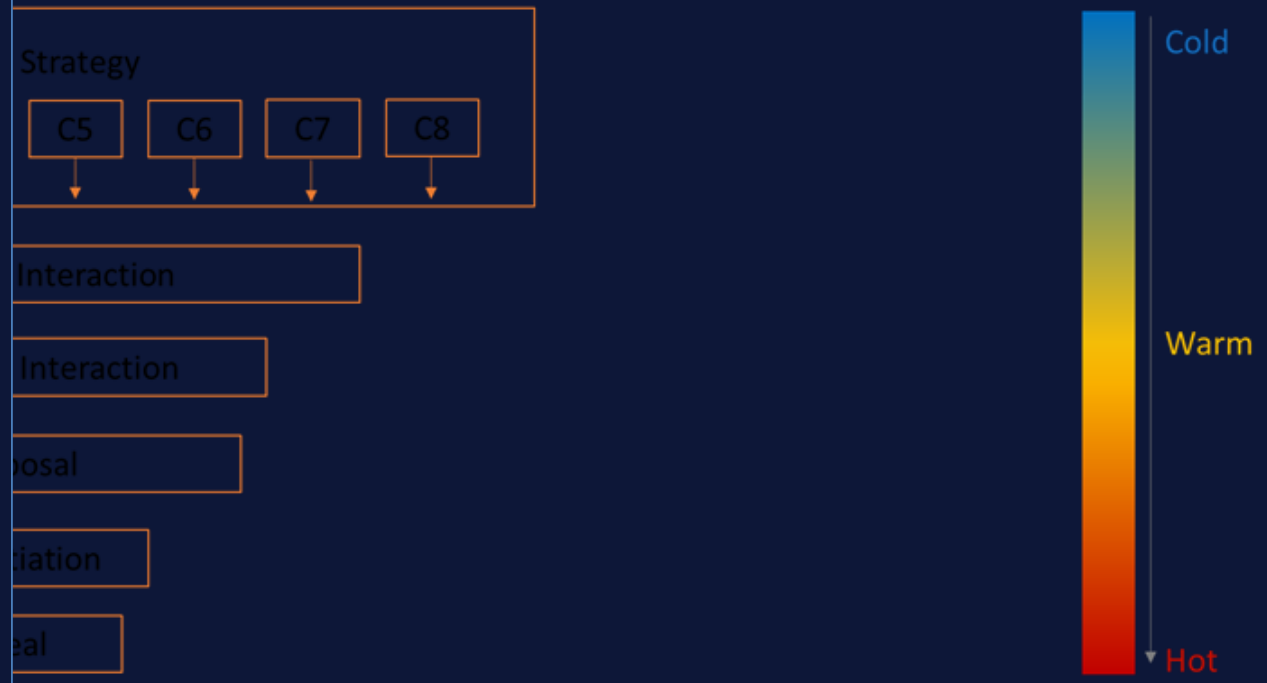


Cold Calling
LinkedIn – direct outreach
Email marketing
Pre-Ad chasing
Google Advertising
Reverse Marketing (The “Bench”)
X / Threads
Partner channel
LinkedIn Advertising
SEO
YouTube



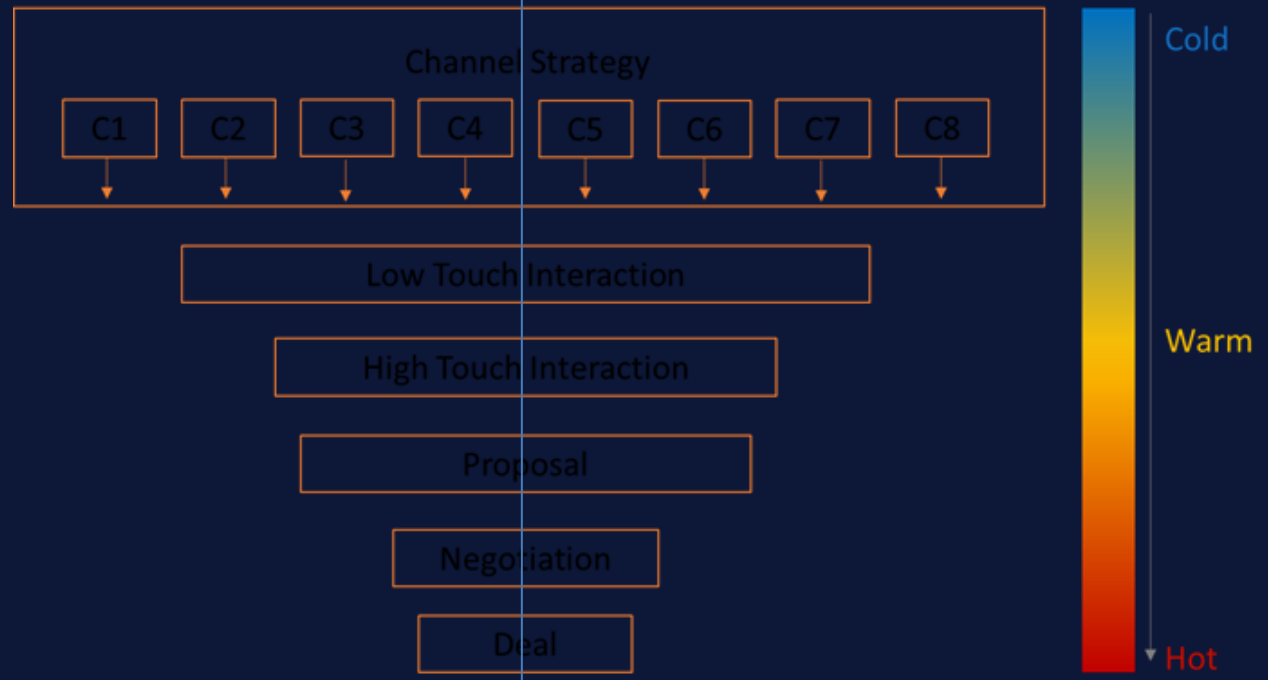
Inbound

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



Outbound

Inbound



omnichannel

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Partner channel
Community Platform
Online Roundtables
Podcasts
Referral programmes
SEO and AI SEO

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



Value • Visibility • Velocity

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

Insights from 137 TA leaders



Clients are consolidating around relationship quality

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

01 **Supplier** — Responds to role, fee, speed and CV flow.

02 **Specialist** — Owns a hard-to-reach talent niche or market.

03 **Adviser** — Brings insight, salary data and competitor context.

04 **Partner** — Understands strategy, EVP, capability gaps and risk.

Fewer suppliers. Deeper relationships. Higher standards.

TA Pressures that drive opportunity

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

1. Hard-to-reach talent	Specialist search, community access, discreet approaches, passive talent engagement.	*Best when the talent problem is scarce, niche or high-impact.*
2. Intelligence & advisory	Salary, competitor, location, EVP and process insight packaged as decision support.	*Best when leaders need confidence before committing budget.*
3. Embedded / project support	Sprint capacity, hiring pods, direct sourcing, process improvement or campaign delivery.	*Best when TA has volume, urgency or transformation pressure.*

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



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

TRN

DNA
MISSION CONTROL

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

Setup & alerts

07:55 · Tuesday 1 September · FEEDS LIVE · DEMO DATA

Re-run analysis

00:00 · ▲ 06:30 briefing sent · 12:00 · 24:00

TUESDAY 1 SEPTEMBER · BRIEFING READY

OVERNIGHT SCAN COMPLETE
234 VACANCIES · 5 RIVALS · 6 ECONOMIC SIGNALS

Good morning, James.

THE CALL · NEXT 90 DAYS

Confidence

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

WHAT WE SAW

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

→ 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



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



The 12 Hiring Triggers Every Recruiter Should Monitor

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

PE Investment / Acquisition	VERY HIGH
New CEO / MD Appointment	HIGH
Contract Win / Major Announcement	VERY HIGH
Funding Round (Series A/B/C)	VERY HIGH
Office Opening / Expansion	HIGH
Senior Leadership Departure	HIGH
Product Launch / New Business Line	HIGH
Rapid LinkedIn Headcount Growth +10%	HIGH
Regulatory Change	MEDIUM-HIGH
Poor Glassdoor Signal	MEDIUM
Restructuring Programme	MEDIUM-HIGH
IPO Preparation	HIGH

Finding clients before they know they need you.

1 Office lease signed

Company takes new space → headcount expansion incoming.

You call before the brief is written.

2 Series B funding round

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

You're first in.

3 Senior exec appointment

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

You get to help make them look good!

4 Competitor redundancies

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

You get candidate exclusivity.

SPOTLIGHT - CHARLIE, THE HIRING TRIGGER AGENT

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Charlie – the office lease agent

By James Osborne

Identifies hiring triggers from my ICP

Ask anything

10000 chars



Charlie – the office lease agent

By James Osborne

Identifies hiring triggers from my ICP

London leases

10000 chars

London leases

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

---

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

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

Trigger:

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

Why it matters for recruitment:

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

F N London

2. Visa – European HQ lease

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

Trigger:

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

Why it matters:

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

avisonyoung.co.... +1

✅ BBVA — Canary Wharf expansion

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

Prospecting angle:

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

Reuters

✅ Zopa — HQ move to Canary Wharf

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

Prospecting angle:

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

Reuters

✅ Patterns worth targeting right now (London office leasing):

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

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

Manchester Office Lease Trigger List

1. Canopius Group – Tech Hub Expansion



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

Hiring trigger

- Data science
- insurance analytics
- digital underwriting teams

Who to call

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

Reason
Tech hubs normally scale **quickly after lease completion.**

---

2. Lewis Silkin – Manchester Expansion



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

Hiring trigger

- Employment lawyers
- support staff
- litigation teams

Who to call

- Managing Partner (Manchester)
- Operations Director

Reason
Office **4× larger than previous space** → expansion strategy.

---

3. Co-operative Bank – HQ Expansion



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

Hiring trigger

- operations
- customer services
- banking tech

Who to call

- Head of Workplace
- Property Director

Reason
Banks often **expand space before hiring waves.**

---

4. TDC – New Manchester Investment Office



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

Hiring trigger

- investment analysts
- deal teams
- finance support

Who to call

- Partner / Managing Director
- COO

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

TRACTION

4 Week AI Development and Coaching Programme

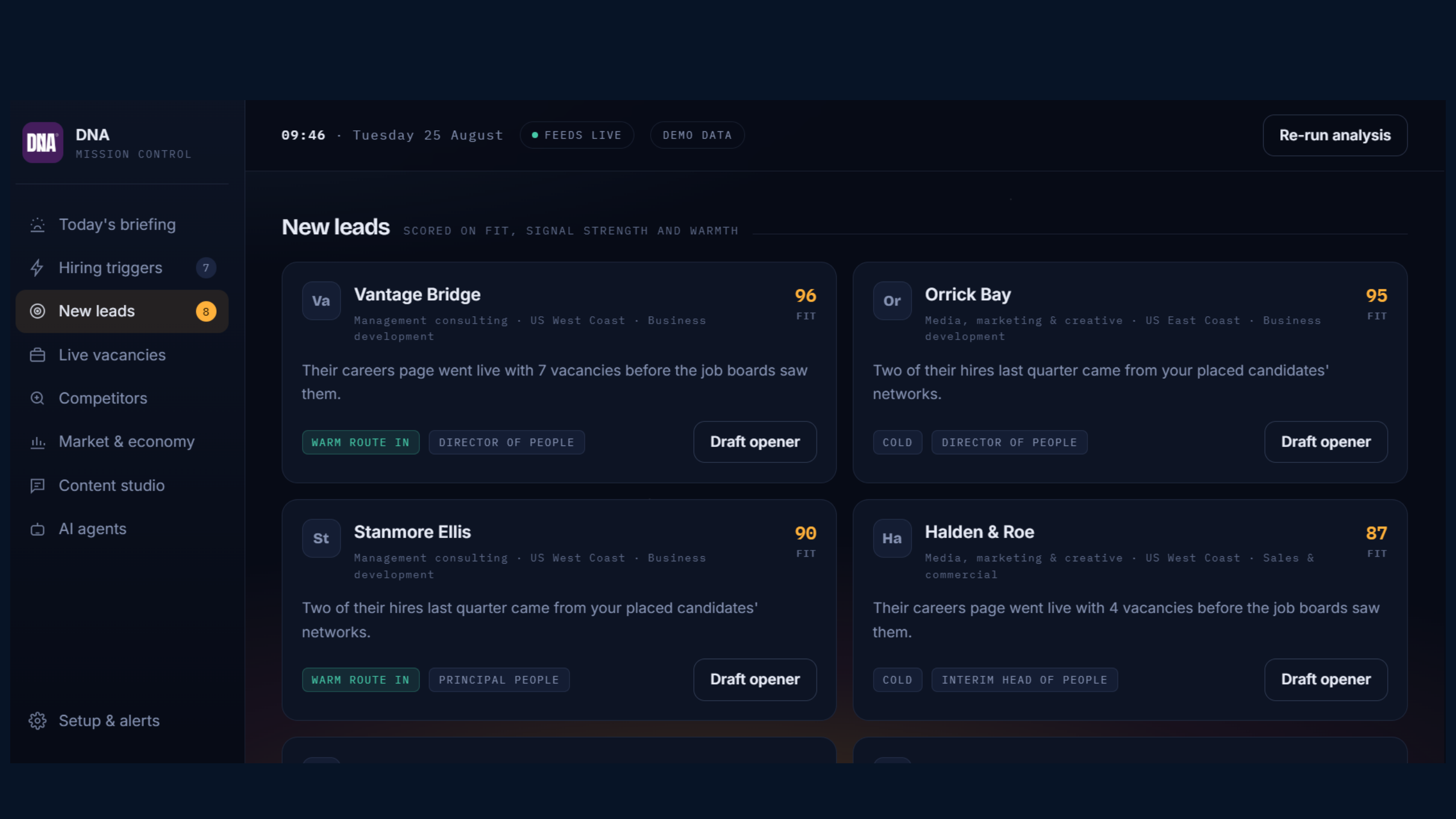


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DNA
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Live vacancies
Competitors
Market & economy
Content studio
AI agents
Setup & alerts
09:47 · Tuesday 25 August
FEEDS LIVE
DEMO DATA
Re-run analysis
00:00
▲ 06:30 briefing sent
12:00
24:00
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OVERNIGHT SCAN COMPLETE
338 VACANCIES · 5 RIVALS · 6 ECONOMIC SIGNALS
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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.
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WHY IT MATTERS
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09:46 · Tuesday 25 August
FEEDS LIVE
DEMO DATA
Re-run analysis
New leads
SCORED ON FIT, SIGNAL STRENGTH AND WARMTH
Va
Vantage Bridge
Management consulting · US West Coast · Business development
96
FIT
Their careers page went live with 7 vacancies before the job boards saw them.
WARM ROUTE IN
DIRECTOR OF PEOPLE
Draft opener
Or
Orrick Bay
Media, marketing & creative · US East Coast · Business development
95
FIT
Two of their hires last quarter came from your placed candidates' networks.
COLD
DIRECTOR OF PEOPLE
Draft opener
St
Stanmore Ellis
Management consulting · US West Coast · Business development
90
FIT
Two of their hires last quarter came from your placed candidates' networks.
WARM ROUTE IN
PRINCIPAL PEOPLE
Draft opener
Ha
Halden & Roe
Media, marketing & creative · US West Coast · Sales & commercial
87
FIT
Their careers page went live with 4 vacancies before the job boards saw them.
COLD
INTERIM HEAD OF PEOPLE
Draft opener

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

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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.

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

You need to do both really well!

OPERATION GOLDMINE

(the low hanging fruit)

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

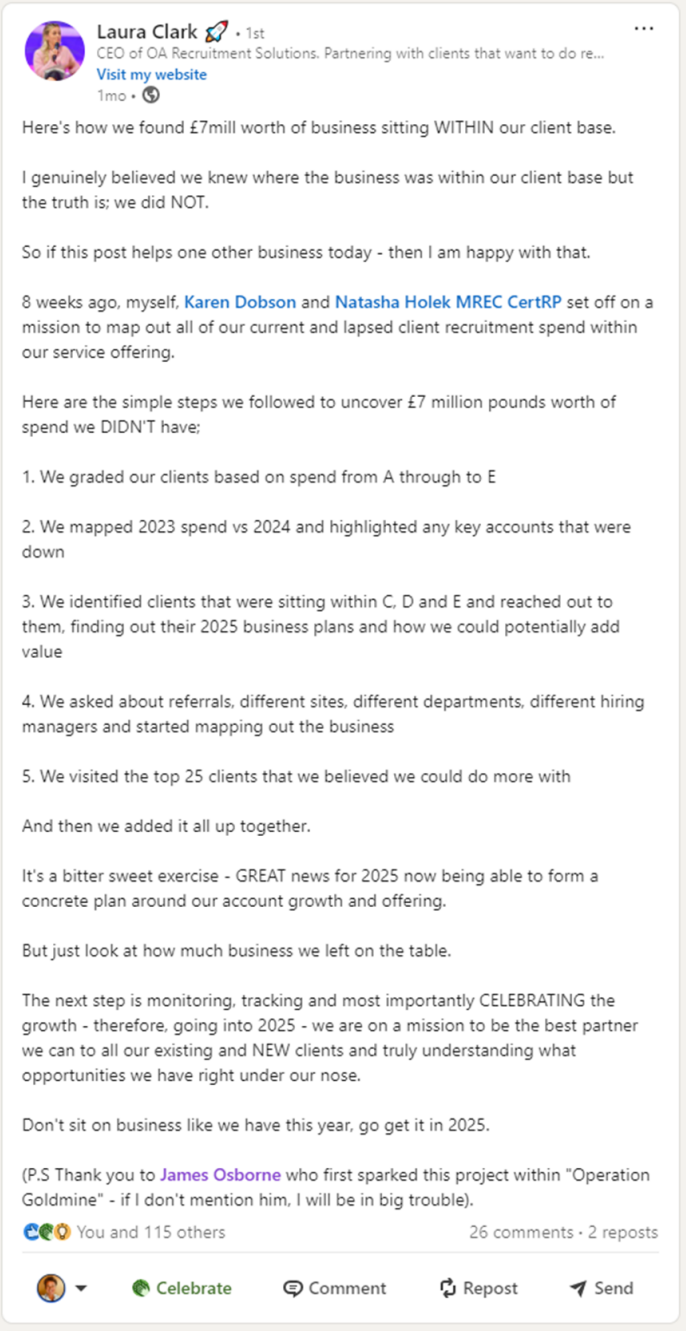
1. They graded their clients based on spend from A through to E.

2. They mapped 2023 spend vs 2024 and highlighted any key accounts that were down.

3. They identified clients that were sitting within C, D and E and reached out to them, finding out their 2025 business plans and how they could potentially add value.

4. They asked about referrals, different sites, different departments, different hiring managers and started mapping out the business.

5. They visited the top 25 clients that they believed they could do more with.



Laura Clark 🚀 • 1st
CEO of OA Recruitment Solutions. Partnering with clients that want to do re...
Visit my website
1mo •

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

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

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

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

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

1. We graded our clients based on spend from A through to E

2. We mapped 2023 spend vs 2024 and highlighted any key accounts that were down

3. We identified clients that were sitting within C, D and E and reached out to them, finding out their 2025 business plans and how we could potentially add value

4. We asked about referrals, different sites, different departments, different hiring managers and started mapping out the business

5. We visited the top 25 clients that we believed we could do more with

And then we added it all up together.

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

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

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

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

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

You and 115 others 26 comments • 2 reposts

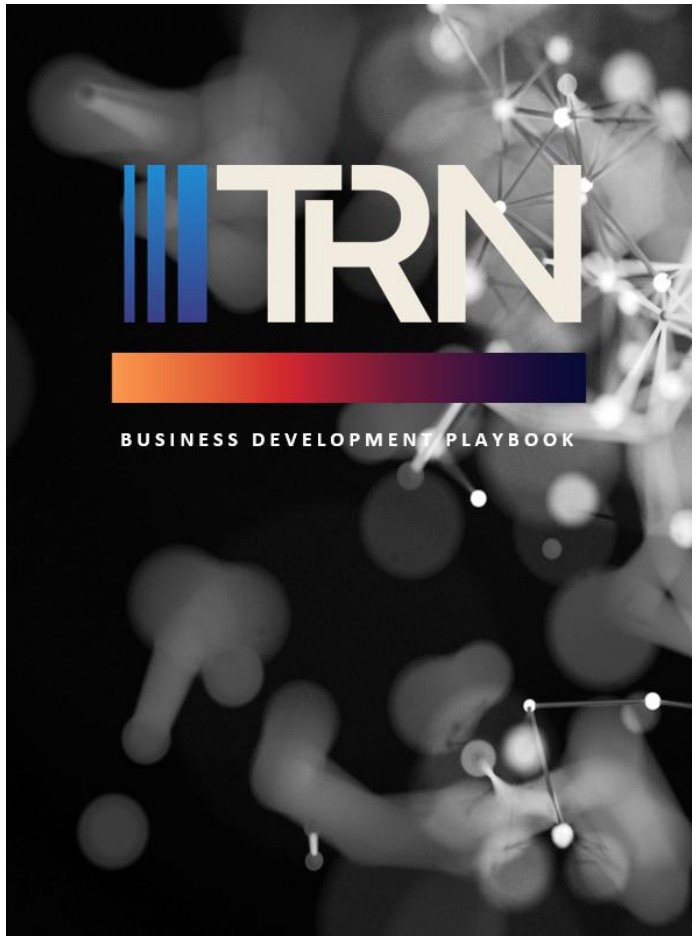
Celebrate Comment Repost Send

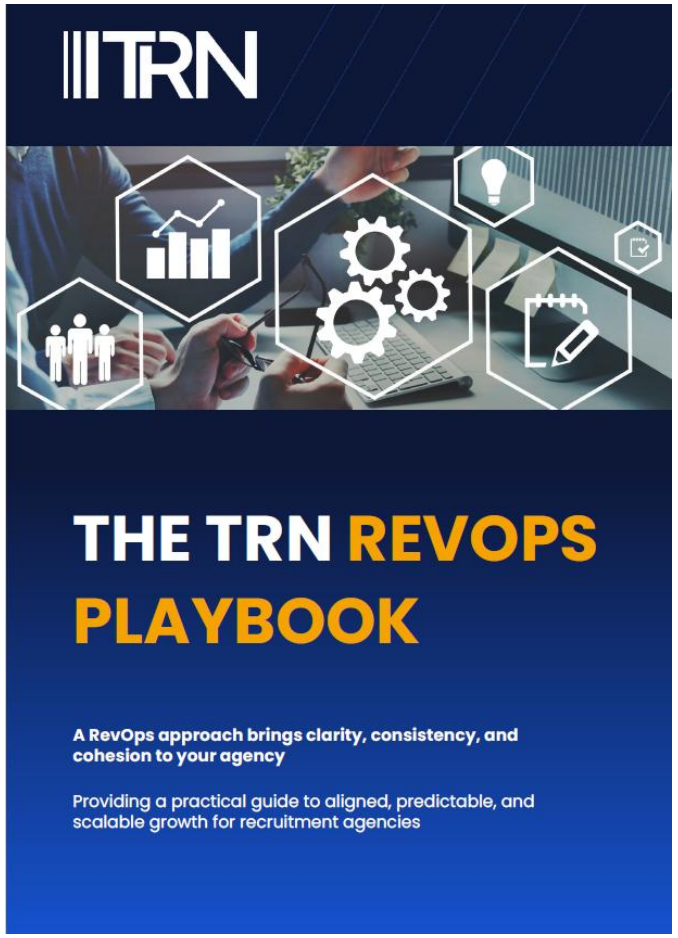
POLL RESULTS: *One particular **STRENGTH** when it comes to Account Management*

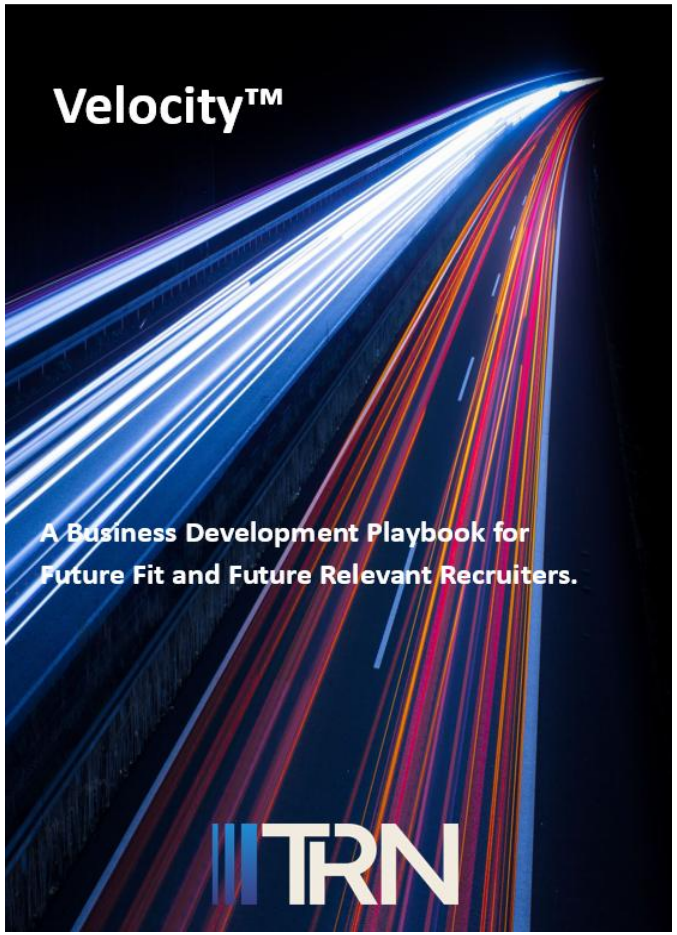


POLL RESULTS: *One particular **WEAKNESS** when it comes to Account Management*

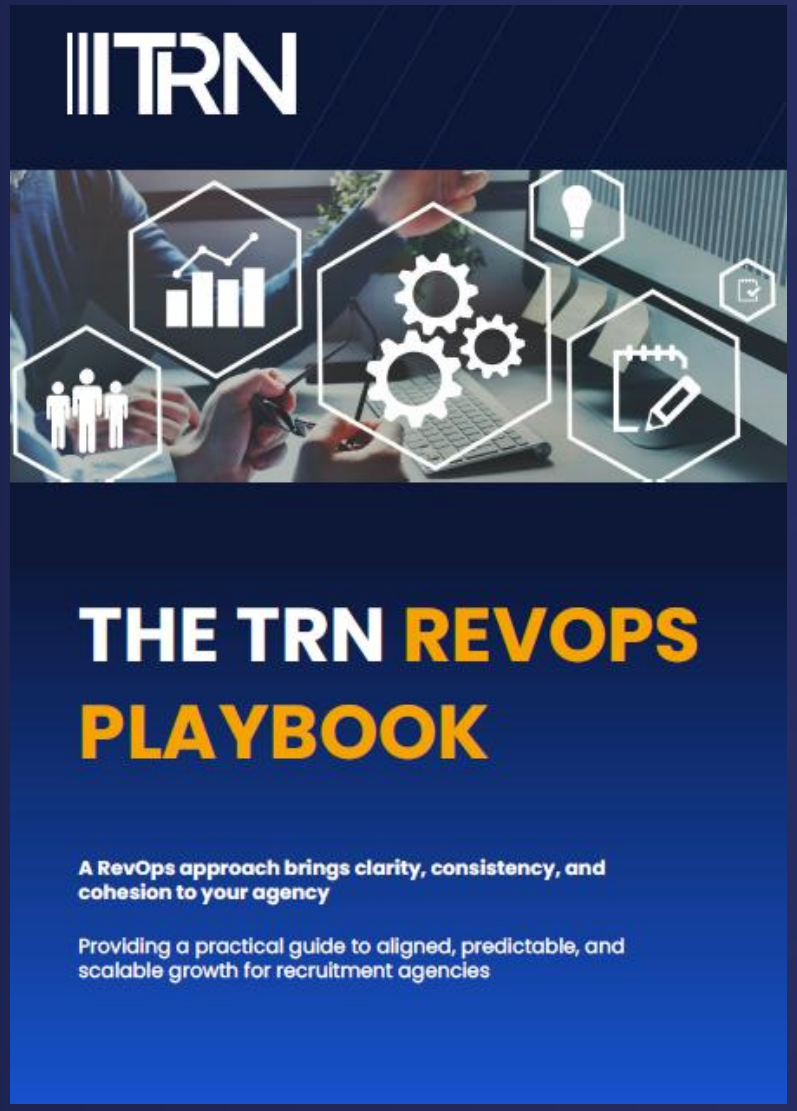



TRN
BUSINESS DEVELOPMENT PLAYBOOK


TRN
THE TRN REVOPS PLAYBOOK
A RevOps approach brings clarity, consistency, and cohesion to your agency
Providing a practical guide to aligned, predictable, and scalable growth for recruitment agencies


Velocity™
A Business Development Playbook for Future Fit and Future Relevant Recruiters.
TRN

The TRN RevOps Playbook



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

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

The TRN RevOps Audit™

The RevOps Audit

This audit helps recruitment leaders evaluate how effectively their business is implementing RevOps principles. Use it to identify gaps in alignment, technology, process, and accountability.

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

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

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

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Interpreting Your Score – What It Means and What to Do Next

After completing the audit (1–5 per item), your totals should be calculated in the summary on the right, where you can compare to the scale below.

100–120: High-Performance Engine

RevOps is embedded into the culture of your agency. Teams are aligned, systems are integrated, and decision-making is driven by high-quality data. You have a reliable, scalable growth model and are well positioned for long-term success.

Next Steps:

- Optimise for scale by replicating RevOps principles across teams, geographies or functions
- Double down on predictive analytics and lifecycle marketing to improve LTV
- Launch RevOps training or leadership tracks to embed it further across the business
- Share success across the team to maintain momentum and attract buy-in from new hires

80–99: Operationally Enabled

Your agency is actively applying RevOps principles. You have shared KPIs, solid cross-functional processes, and useful data that informs decisions. Your tech stack supports your workflows, and you've made progress in aligning team culture and goals.

Next Steps:

- Fine-tune Flywheel: improve feedback loops, eliminate friction and reduce manual tasks
- Expand automation and AI to boost personalisation and efficiency
- Create dashboards with real-time metrics that all teams can use to track progress
- Run regular retrospectives and workshops to reinforce teamwide accountability

60–79: Emerging Alignment

There are signs of collaboration and strategic thinking, but progress is patchy. Some processes are joined-up, but many teams still operate independently or lack clarity on shared goals. Data may be inconsistent or under-utilised, and automation is limited or misaligned.

Next Steps:

- Prioritise alignment across BD, marketing and delivery with joint planning and shared success
- Implement standardised workflows and internal SLAs for handoffs
- Begin integrating core tools (CRM, ATS, marketing automation)
- Identify and fix the biggest points of friction in the customer journey

59 or lower: Fragmented Foundation

Your business is operating in clear silos. Teams are working in isolation, data is scattered or unreliable, and growth relies heavily on individual effort rather than collective performance. There may be inconsistent processes, minimal use of automation, and a lack of visibility across the funnel.

Next Steps:

- Start by mapping your end-to-end client and candidate journey using the RevOps Flywheel
- Run a RevOps kick-off session to build cross-team awareness and ownership
- Audit current tech stack and data flows to spot duplication, gaps and inefficiencies
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Results Summary	
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2. Process & Workflow Integration	0
3. Technology & Automation	0
4. Data, Metrics & Forecasting	0
5. Team Collaboration & Revenue Ownership	0
6. Candidate & Client Experience	0
TOTAL SCORE / 120	0

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59 or lower: Fragmented Foundation

Final Thought:

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

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

The Fundamental Principles of RevOps

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

The RevOps Flywheel

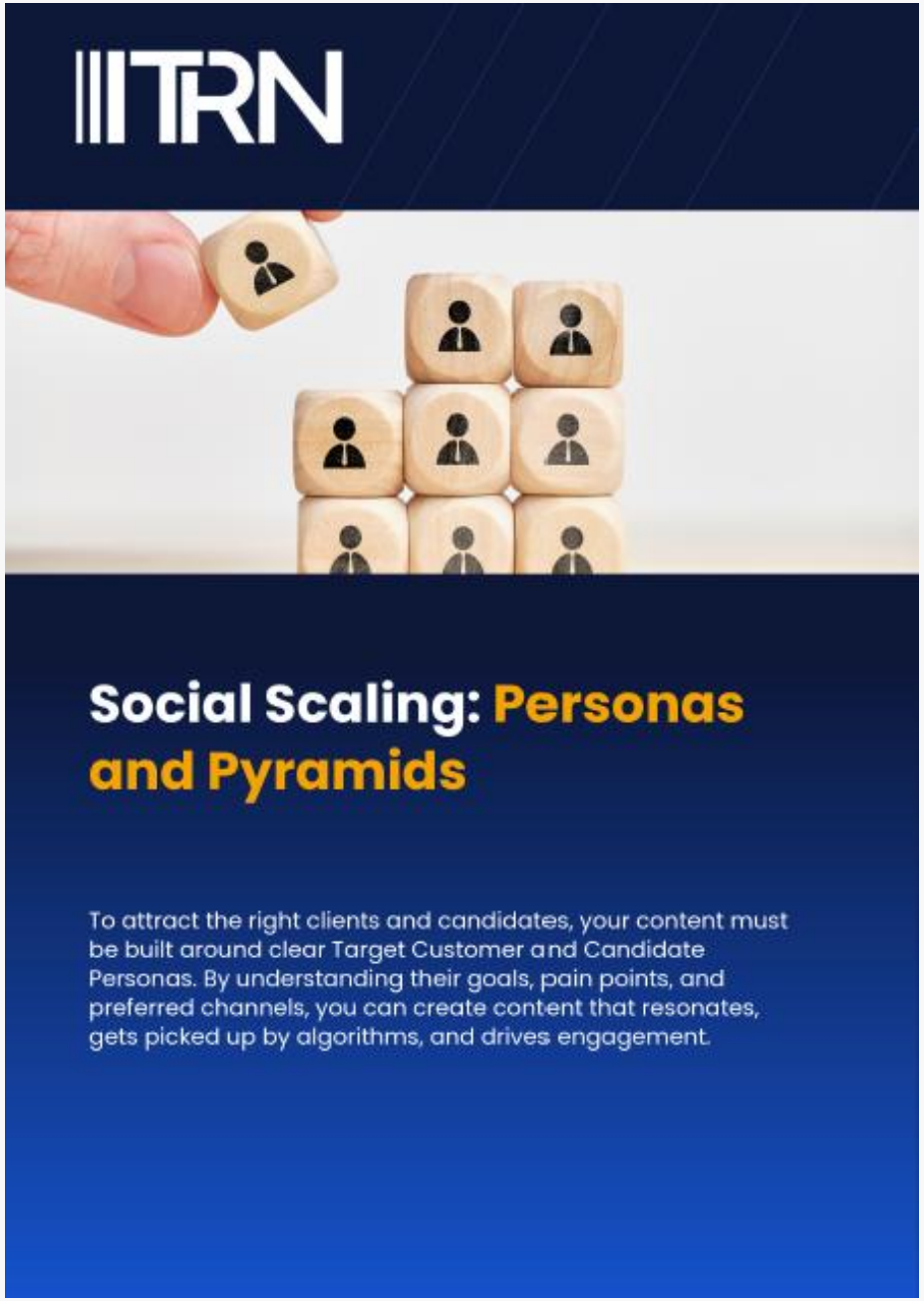


So, where do you start?

Who is your ICP?

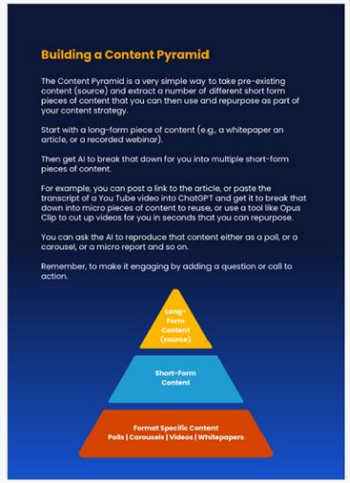
What do you *really* know about them?

How does this drive your RevOps playbook?







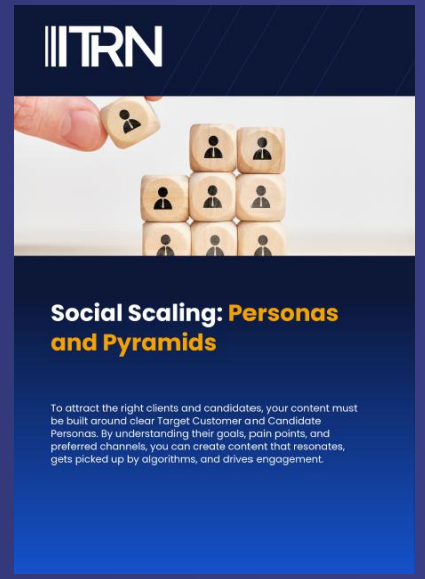




Available in the Social Scaling area on TRNWorld, along with the ICP and Persona AI Agents (free to download)

Buyer Journey & Triggers

When They Typically Need a Recruiter
(e.g. new projects, investment rounds, attrition spikes)
Decision-Making Process: (fast/slow, committee/individual)
Average Sales Cycle:
Budget Ranges for Recruitment Spend:



Content & Outreach Preferences

Where They Consume Content: (LinkedIn, industry events, podcasts, media)
Type of Content They Value: (market insights, salary guides, case studies, data, thought leadership)
Tone & Style That Resonates: (professional, informal, data-driven, people-focused)

Fit / Non-Fit Criteria

Best-Fit Clients Are: (e.g. fast-scaling tech SMEs, UK-based, need multiple hires per year)
Poor-Fit Clients Are: (e.g. one-off, highly transactional, unwilling to pay market fees)

Marketing & Outreach Alignment

Content Ideas That Speak to this ICP: (e.g. “5 hiring mistakes fintechs make in scaling from Series A to B”)
Channels for Outreach: (e.g. LinkedIn InMail, networking events, targeted newsletters, webinars)
Calls-to-Action that Work: (e.g. “Book a salary benchmarking session” vs “Let’s jump on a call”)

Social Scaling - Content Planner 5.2



Social Scaling - Content Planner

By James Osborne

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

Social Scaling - Content Planner 5.2

Share

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.

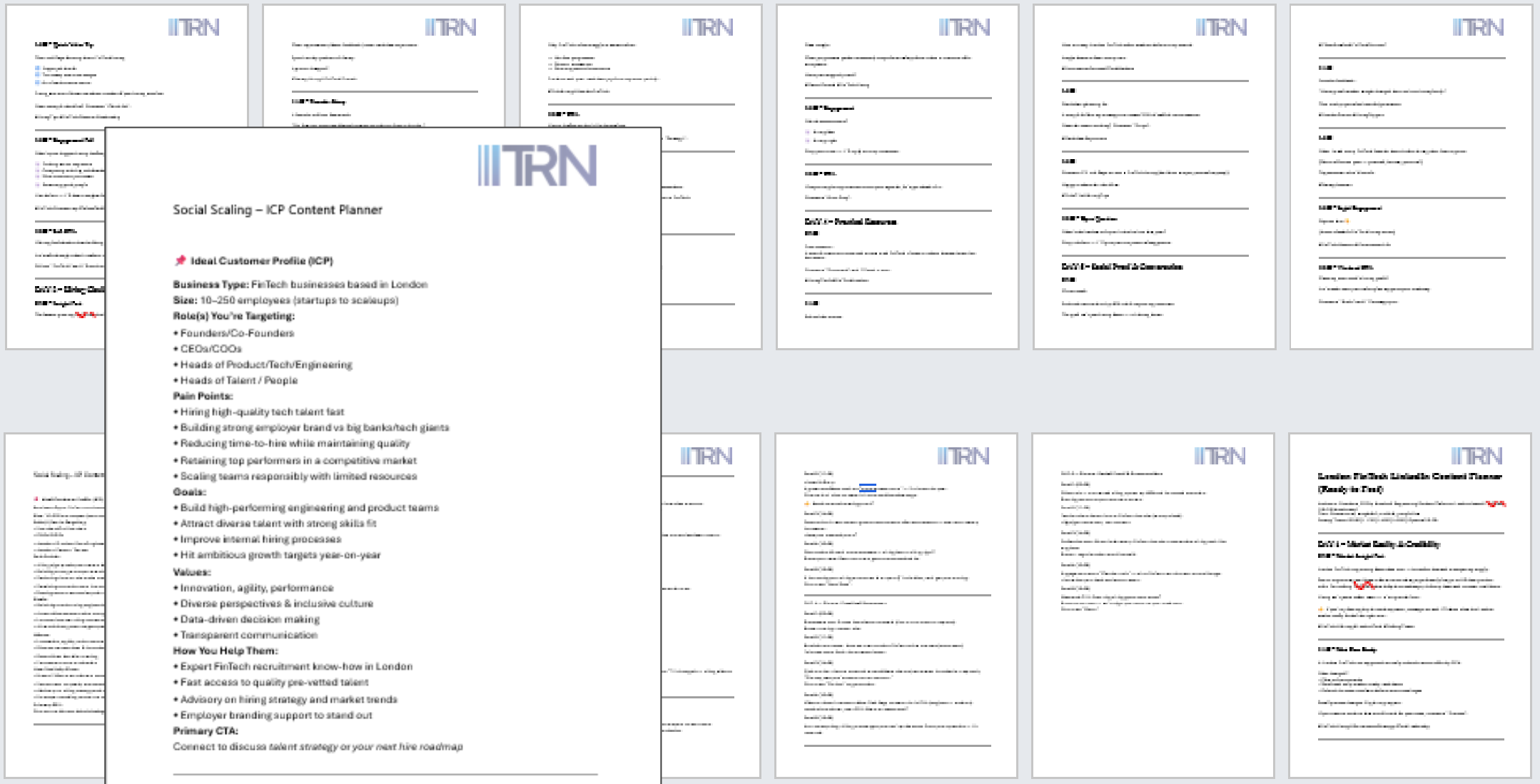
📌 Ideal Customer Profile (ICP)

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

ChatGPT can make mistakes. Check important info. See Cookie Preferences.



Social Scaling – ICP Content Planner

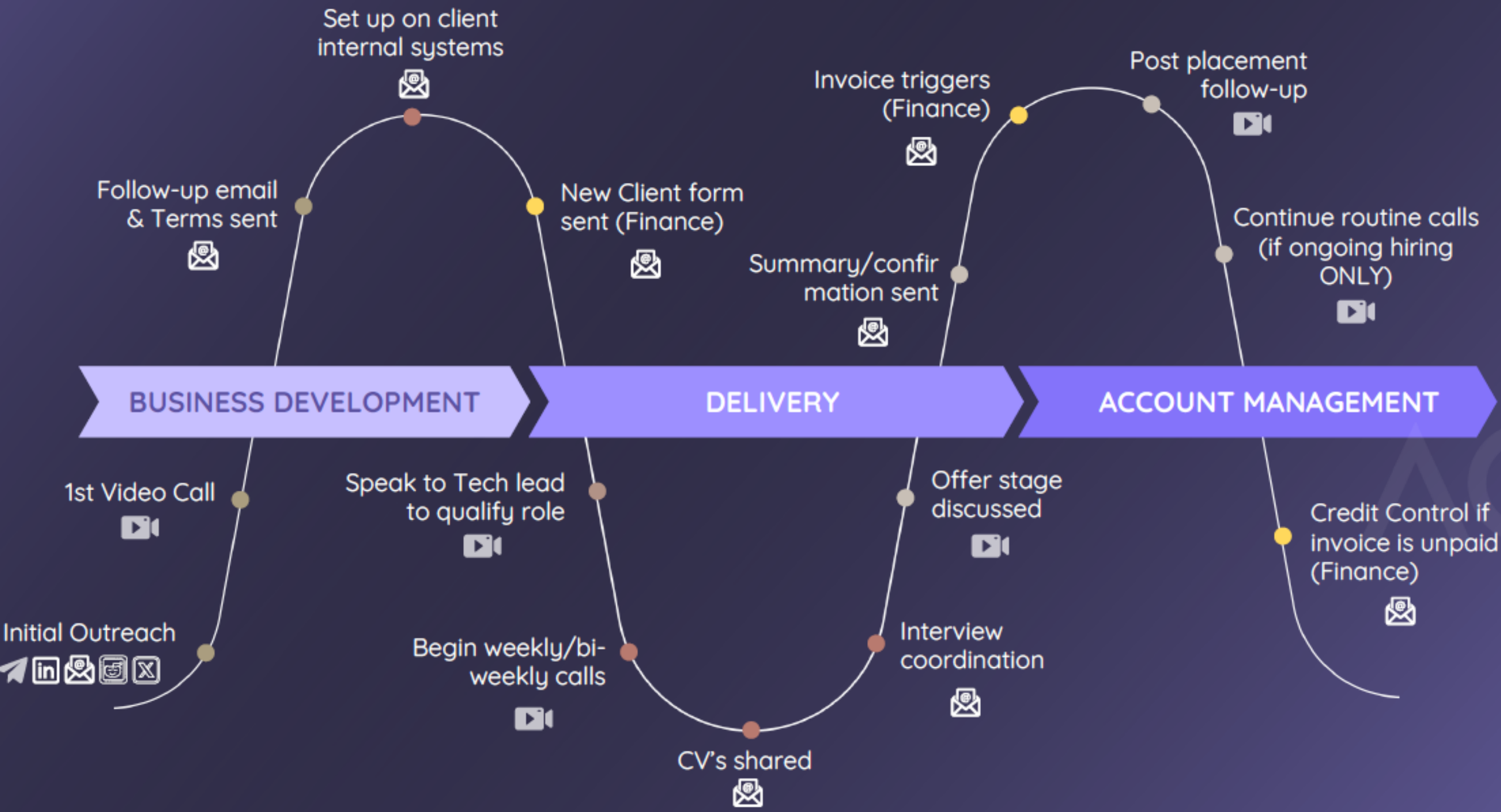
📌 **Ideal Customer Profile (ICP)**

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
Pain Points:
• Hiring high-quality tech talent fast
• Building strong employer brand vs big banks/tech giants
• Reducing time-to-hire while maintaining quality
• Retaining top performers in a competitive market
• Scaling teams responsibly with limited resources
Goals:
• Build high-performing engineering and product teams
• Attract diverse talent with strong skills fit
• Improve internal hiring processes
• Hit ambitious growth targets year-on-year
Values:
• Innovation, agility, performance
• Diverse perspectives & inclusive culture
• Data-driven decision making
• Transparent communication
How You Help Them:
• Expert FinTech recruitment know-how in London
• Fast access to quality pre-vetted talent
• Advisory on hiring strategy and market trends
• Employer branding support to stand out
Primary CTA:
Connect to discuss *talent strategy or your next hire roadmap*

Customer Journey

Mapping




Set up on client internal systems
Follow-up email & Terms sent
New Client form sent (Finance)
Invoice triggers (Finance)
Post placement follow-up
Summary/confir mation sent
Continue routine calls (if ongoing hiring ONLY)
BUSINESS DEVELOPMENT
DELIVERY
ACCOUNT MANAGEMENT
1st Video Call
Speak to Tech lead to qualify role
Offer stage discussed
Credit Control if invoice is unpaid (Finance)
Initial Outreach
Begin weekly/bi-weekly calls
Interview coordination
CV's shared

Next Steps...

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.

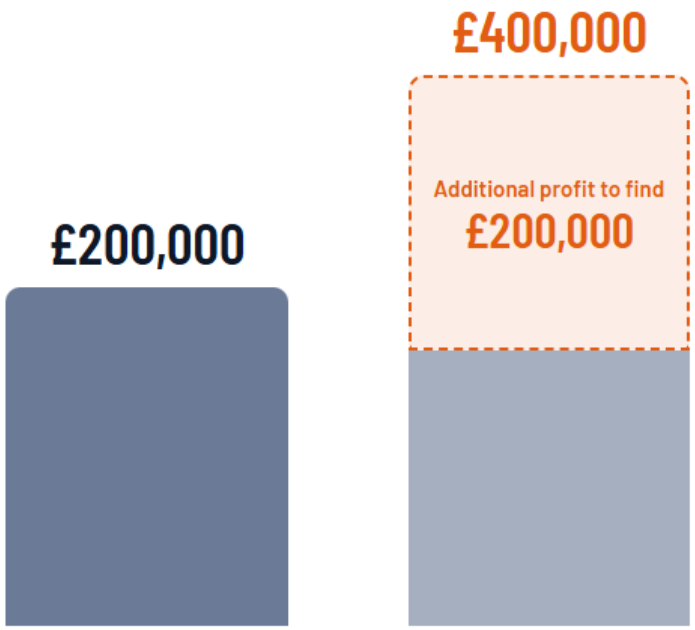
Net fee income	**£862,900**
Permanent fees	£504,000
Contract gross profit	£328,900
Consultancy and other	£30,000
Direct delivery costs	−£116,000
Contribution	**£746,900**
Fixed overheads	−£546,900
Operating profit	**£200,000**
Margin	23.2%

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

Step 2

My 2X opportunity

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



Current operating profit
£200,000

Operating profit at 2X
£400,000

Additional annual profit required
£200,000

Current NFI
£862,900

NFI per revenue-generating person
£86,290
10 revenue-generating people

Operating profit margin
23.2%

What this does and doesn't mean

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

My 2X profit dashboard

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

Current position | Conservative | Target | Ambitious

Annual run-rate | Year 1 (after one-off costs)

Presenter view

My 2X profit multiple

1.00X

1X 2X

£200,000 still to find to reach 2X.

Current operating profit
£200,000

Projected operating profit
£200,000

Additional operating profit
+£0

Profit improvement
0%

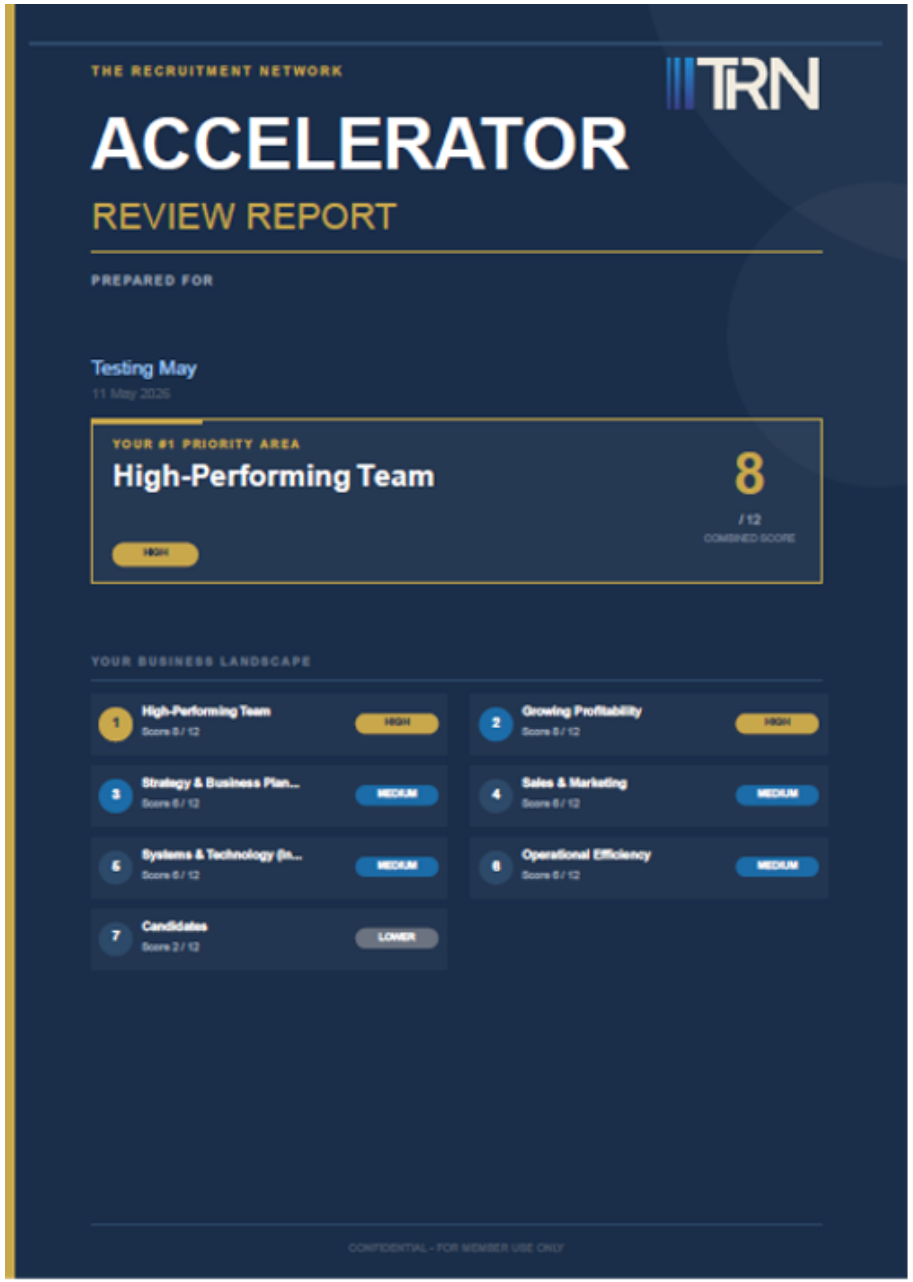
Commercial performance (NFI)
0.0%
£862,900 to £862,900

Productivity (NFI per recruiter)
0.0%
£86,290 to £86,290, same headcount

Operating profit margin ?
23.2%
+0.0 points from 23.2%

Remaining gap to 2X
£200,000

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

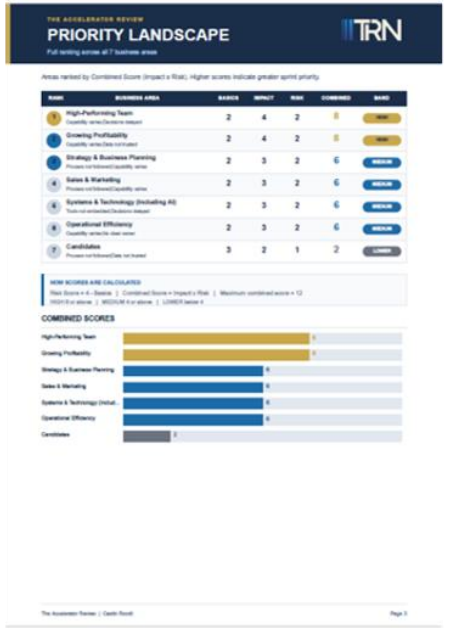

THE RECRUITMENT NETWORK
TRN
ACCELERATOR
REVIEW REPORT
PREPARED FOR
Testing May
11 May 2026
YOUR #1 PRIORITY AREA
High-Performing Team
HIGH
8
/ 12
COMBINED SCORE
YOUR BUSINESS LANDSCAPE
1 High-Performing Team Score 8 / 12 HIGH
2 Growing Profitability Score 8 / 12 HIGH
3 Strategy & Business Plan... Score 6 / 12 MEDIUM
4 Sales & Marketing Score 6 / 12 MEDIUM
5 Systems & Technology (In... Score 6 / 12 MEDIUM
6 Operational Efficiency Score 6 / 12 MEDIUM
7 Candidates Score 2 / 12 LOWER
CONFIDENTIAL - FOR MEMBER USE ONLY

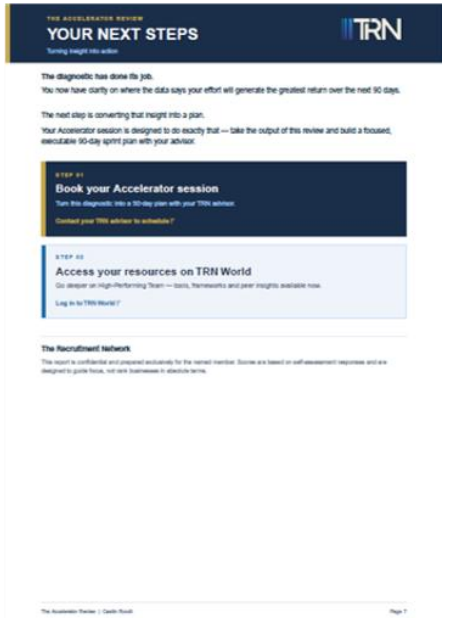

EXECUTIVE SNAPSHOT
TRN
REPORT INTRODUCTION
YOUR 12-MONTH GOAL
"Revenue has grown 30% and profitability 40%"
YOUR STATED FOCUS AREA
Growing Profitability
High-Performing Team
MATERIAL RISK FLAGGED
PURPOSE ALIGNMENT
3 / 4 — Well aligned
SPRINT READINESS
3 / 4 — Confident
TOP PRIORITY AREAS
1. High-Performing Team 8/12
2. Growing Profitability 8/12
3. Strategy & Business Planning 6/12 MEDIUM
EXECUTIVE SUMMARY


DEEP DIVE
RANK #1
8
/ 12
BASICS 2 / 3
IMPACT 4 / 4
RISK 2 / 3
COMBINED 8 / 12
WHY THIS MATTERS
GOAL CONNECTION
SPRINT FOCUS
ANALYSIS AND RECOMMENDATIONS


DEEP DIVE
RANK #2
8
/ 12
BASICS 2 / 3
IMPACT 4 / 4
RISK 2 / 3
COMBINED 8 / 12
WHY THIS MATTERS
GOAL CONNECTION
SPRINT FOCUS
ANALYSIS AND RECOMMENDATIONS


DEEP DIVE
RANK #3
6
/ 12
BASICS 2 / 3
IMPACT 3 / 4
RISK 2 / 3
COMBINED 6 / 12
WHY THIS MATTERS
GOAL CONNECTION
SPRINT FOCUS
ANALYSIS AND RECOMMENDATIONS


PRIORITY LANDSCAPE
TRN
HOW SCORES ARE CALCULATED
COMBINED SCORES


YOUR NEXT STEPS
TRN
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 #1
Book your Accelerator session
STEP #2
Access your resources on TRN World
The Recruitment Network

omnichannel

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

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



Value • Visibility • Velocity


TRN
November New Members Offer
Free 1:1 BD audit and Velocity strategy session

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We collect and act on feedback from candidates and clients.	
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Total Score / 120	**0**

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

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TRACTION

4 Week AI Development and Coaching Programme

SOCIAL SCALING PROGRAMME

4 Week Personal Branding Development Programme

The PINNACLE Programme

Converting 18% average margins to 35%+



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

Solo • Plus • Club • Enterprise