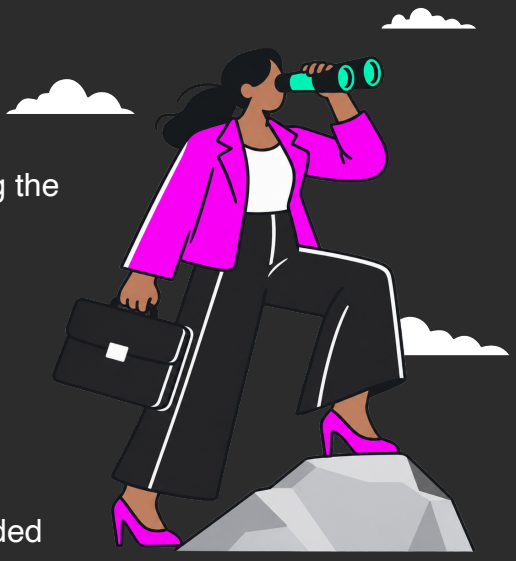
recruitment
leadership.

The Productivity Accelerator

An eight-week programme helping recruitment agencies improve productivity, increase conversions and get more from their existing teams.

Does this sound familiar to you?



- Your consultants are busy, but billings aren't reflecting the level of activity.
- You're investing in recruitment technology and AI, but struggling to measure the commercial return.
- Conversion rates are inconsistent, and too many vacancies fail to turn into placements.
- Your managers track activity, but lack the insight needed to identify and address performance issues.

If any of these sound familiar, The Productivity Accelerator helps you identify what's holding performance back and implement practical improvements that deliver lasting results.

What You'll Gain

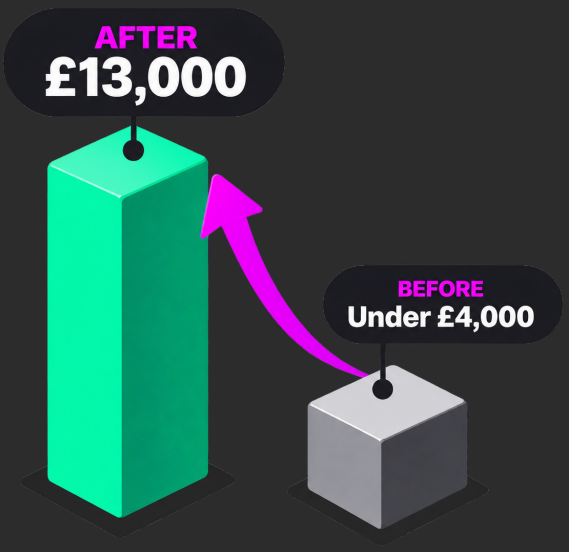
- **Greater productivity -** Improve gross profit per fee-earner without more activity.
- **Better conversion rates -** Identify lost opportunities and improve recruitment processes.
- **Stronger client relationships -** Improve vacancy qualification, fee negotiations and account development.
- **More effective management -** Equip managers to drive consistent team performance.
- **Measurable improvements -** Establish meaningful KPIs and clear plans for lasting results.

Make better use of the people, opportunities and resources you already have.

What Results Can You Expect?

A practical focus on improving:

- **Gross profit** per fee-earner
- **Vacancy-to-placement** conversion rates
- **Consistency** in individual and team billings
- **Fee negotiations** and client development
- **Management** and performance accountability



Proven results: In a previous client programme, average monthly fees invoiced increased from under **£4,000 to £13,000**.

What's Included?

A structured eight-week programme combining commercial analysis, practical improvements and hands-on support from Alison Humphries.

01

Weeks 1-2: Commercial Performance Investigation

- Analyse billings, gross profit and fee-earner productivity.
- Review conversion rates and lost placement opportunities.
- Assess CRM reporting and management information.
- Identify gaps in commercial performance.

02

Weeks 3-4: Identify the Root Causes

- Review business development and account management.
- Assess vacancy qualification, fee negotiation and sales management.
- Identify technology gaps and prioritise improvements.

03

Weeks 5-7: Implement Targeted Improvements

- Introduce more effective management reports and performance reviews.
- Strengthen vacancy qualification and client development processes.
- Improve coaching approaches and individual performance plans.
- Support managers in implementing changes across their teams.

04

Week 8: Embed & Plan Ahead

- Review early performance indicators against the initial baseline.
- Establish clear responsibilities and ongoing management routines.
- Identify further opportunities for improvement.
- Agree a practical 90-day action plan to sustain progress.

Investment & Commitment

- **£6,000 + VAT** for the eight-week programme, including approximately four days of Alison's direct involvement.
- Designed for UK recruitment agencies with approximately 5–25 employees.
- Delivered through a combination of remote and in-person support, depending on business requirements.

More Gross Profit. Better Conversion. Less Wasted Effort.

The Productivity Accelerator helps recruitment businesses improve productivity, increase profitability and get more from their existing teams.

Ready to make a change? Get in touch with Alison to discuss your business.

| +44(0)7720677557
| alison@recruitmentleadership.co.uk
| recruitmentleadership.co.uk

About recruitment leadership.



Alison Humphries I NED & Business Mentor to the Recruitment Industry

With over 40 years in recruitment, Alison has held director-level positions at businesses including Hays Plc, Robert Half International, BNB Plc and Penna Plc, building an extensive career across contingent, retained, temp/contract, RPO, statement of works and consulting services.

She has personally negotiated global contracts worth up to £120million in gross profit a year.

Simultaneously, she became an awarded designer of L&D programmes, a legal and compliance expert (REC Chief Examiner) and HR advisor. Her contribution to the recruitment industry was recognised by the REC with an Honorary Fellowship - one of just 25 people to hold this honorific.

Alison has advised recruitment business owners and leaders for nearly 20 years, delivering impressive results, including a recent trade sale exceeding £20 million. She remains hands-on and closely involved in the industry.

> *"…If you are looking to have all the ingredients in place to properly scale up your recruitment consultancy without having as many of the headaches and challenges that come with that then I'd strongly recommend using Alison's expertise."*
>
> **James Fowler**
> **Founder, Leaders In Care and Fintelligent**
> **2022 Recruiter Investing in Talent Award for Most Inspiring Recruitment Company Transformation (Fintelligent)**