recruitment
leadership.

The Growth & Capital Value Programme

A 12-week programme helping recruitment businesses plan for growth and build long-term value.

Does this sound familiar to you?



- Your business has grown, but its structure is holding back progress.
- Too much depends on your day-to-day involvement.
- You're unsure which new markets or services to pursue.
- You want to build business value, whether or not you plan to sell.

The Growth & Capital Value Programme helps you evaluate your options, strengthen your business and put a practical growth strategy in place.

What You'll Gain

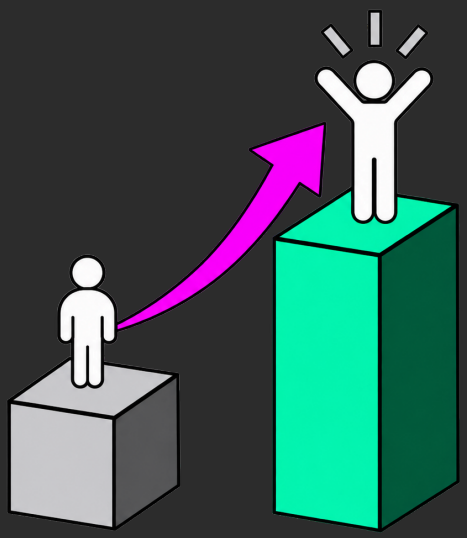
- **A Clear Growth Strategy -** Identify opportunities and set priorities for the next stage of your business.
- **Stronger Leadership -** Clarify responsibilities and develop a management structure to support growth.
- **Less Owner Dependence -** Identify where responsibilities can be shared across your team.
- **Greater Long-Term Value -** Address factors that influence the strength and potential value of your business.
- **A Practical Roadmap -** Agree the actions and decisions needed for the year ahead.

Build a recruitment business worth more, whether you sell it or not.

What Results Can You Expect?

The Growth & Capital Value Programme helps you:

- Identify opportunities for growth.
- Strengthen your leadership structure.
- Reduce dependence on the owner.
- Address factors affecting business value.
- Create a practical plan for the year ahead.



Proven results: In previous client work, a recruitment business increased EBIT by **420%** over approximately two years.*

What's Included?

The programme combines strategic analysis, opportunity assessment and hands-on support from Alison Humphries to help you develop and begin putting a clear growth plan into action.

01

Weeks 1-3: Strategic Review

- Assess your commercial position, resources and growth constraints.
- Review your strengths, sector exposure and profit structure.
- Explore your ambitions and financial objectives.
- Consider your appetite for investment.

02

Weeks 4-5: Growth Opportunity Evaluation

- Review potential markets, client segments and services.
- Assess demand, profitability, competition and barriers to entry.
- Compare new opportunities with improving your existing business.

03

Weeks 6-8: Strategic Development

- Establish your preferred growth strategy and commercial model.
- Consider the investment and resources needed.
- Review your leadership structure and succession plans.
- Identify measures of success and factors affecting business value.

04

Weeks 9-12: Implementation & Strategic Review

- Agree leadership responsibilities and financial targets.
- Set business development and hiring priorities.
- Establish management reporting to support progress.
- Review the strategy and agree a roadmap for the next 12 months.

Investment & Commitment

- **£9,000 + VAT** for the 12-week programme, including approximately six 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.

Build a recruitment business worth more.

The Growth & Capital Value Programme helps you plan your next stage of growth and strengthen the foundations of your business.

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

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

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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.

Case study: Building a more valuable recruitment business

A specialist recruitment business wanted to grow beyond its existing market and prepare for an eventual sale.

Over approximately two years, Alison supported changes to sales processes, management, staff development and delivery, including entry into two new markets.

EBIT increased by 420%, and the owners achieved a sale valuation in the mid-£20 millions.*

This was previous client work delivered over approximately two years, not the 12-week Growth & Capital Value Programme. Results will vary.