recruitment
leadership.

The Profit & Cash Improvement Programme

A six-week programme to help recruitment businesses improve profit and cash flow.

Does this sound familiar to you?



- Revenue is holding up, but profit or cash flow isn't improving.
- You're unsure which clients or services contribute most to your bottom line.
- Supplier costs and overheads may no longer reflect what your business needs.
- Overdue invoices and payment terms are putting pressure on cash flow.

The Profit & Cash Improvement Programme helps you identify issues affecting your margins and cash flow, and take practical steps to address them.

What You'll Gain

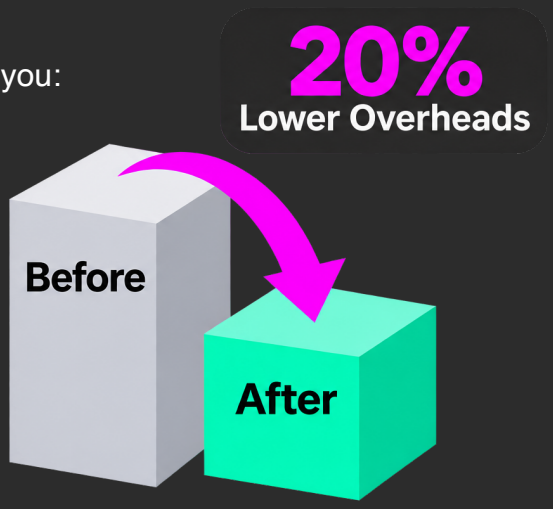
- **Clearer Profitability -** Understand where profit is being made and where margins may be lost.
- **Better Cost Control -** Identify opportunities to review supplier costs and overheads.
- **Improved Cash Visibility -** Get a clearer picture of the money coming into and leaving your business.
- **Stronger Credit Control -** Review invoicing, overdue payments and credit control processes.
- **Better Financial Decisions -** Use practical information and regular reviews to support decisions.

Turn revenue into profit - and profit into cash.

What Results Can You Expect?

The Profit & Cash Improvement Programme helps you:

- Identify where profit may be lost.
- Find opportunities to reduce costs.
- Strengthen pricing and credit control.
- Improve visibility of cash flow.
- Establish clear financial review routines.



Proven results: In a previous client project, a recruitment business reduced overheads by **20% within six months**.*

What's Included?

The programme combines a financial and operational review with practical support from Alison Humphries, working alongside you and your finance team.

01

Week 1: Financial & Operational Review

- Review management accounts and gross profit.
- Examine payroll, commission and supplier costs.
- Review working capital and debtor reporting.
- Agree how profitability will be measured.

02

Week 2: Identify Margin Leakage

- Examine fee discounts, rebates and guarantees.
- Review supplier costs and contractor margins.
- Identify inefficient processes and underperforming desks.

03

Weeks 3-4: Implement Improvements

- Prioritise opportunities to reduce costs and protect margins.
- Improve pricing controls, invoicing and credit control.
- Introduce practical financial reporting.
- Develop a 13-week cash flow model with your financial controller or accountant.

04

Weeks 5-6: Embed Financial Accountability

- Build a simple management dashboard.
- Track profit, debtor days and cash headroom.
- Introduce regular financial review routines.
- Clarify responsibility for agreed actions.

Investment & Commitment

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

Turn revenue into profit, and profit into cash.

The Profit & Cash Improvement Programme helps recruitment businesses identify where profit is being lost and put clearer financial management routines in place.

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

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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: From declining profits to stronger financial performance

A specialist recruitment business was experiencing declining profits and lengthening debtor days.

Alison reviewed supplier costs, recruitment technology and credit control, and helped the team adopt a “database first” approach.

The business reduced overheads by 20% within six months, halved aged debt and has since doubled its average invoice value.*

This was a previous client project, not the six-week Profit & Cash Improvement Programme. Results will vary.