



THE RECRUITMENT DESK MASTER PLAN

2025
EDITION

This document is designed to provide you with clarity, motivation, and direction to achieve both personal and professional success in 2025. It's your opportunity to take a step back, reflect on the key moments of 2024—both successes and challenges—and use those insights to shape your strategy for the year ahead. By focusing on what's worked, what needs to improve, and where new opportunities lie, you'll be equipped to create a clear, actionable plan that drives meaningful results.

Whether you're looking to elevate your recruitment desk, strengthen client relationships, or expand your influence in the market, this guide serves as your roadmap to stay focused, motivated, and aligned with your goals.

Make sure when you fill out this plan, you are using **SMARTER** goals!



Reflecting on 2024

What were your key successes this year?

What challenges did you face?

What gaps did you identify in your business activity?

Which strategies worked well?

Which strategies didn't work well?

Top 5 clients of 2024 and why they chose to work with you:

- 1.
- 2.
- 3.
- 4.
- 5.

Reflecting on 2024

How many client meetings did you have this year:

- ◀ New clients (%):
- ◀ Existing Clients (%):

Summarise your 2024 performance metrics:

[Ratio Tracking Sheet](#)

- ◀ Jobs On vs. Placements:
- ◀ CVs Sent to Interviews:
- ◀ Fill Rate:
- ◀ Average Deal Value:
- ◀ Activity Breakdown:

How many counteroffers did you have this year?

Where did your successful candidates come from:

- ◀ Active (%):
- ◀ Passive (%):
- ◀ Referral (%):

How many industry events did you attend this year?

How many events did you/your agency host this year?

How many value adds/white papers did you/your agency create this year & how did you utilise them?

How many new connections do you have on LinkedIn this year (if applicable)?

How many times do you post on LinkedIn per week (if applicable)?

Understanding the Industry for 2025

What are the key trends and external influences in recruitment and your sector right now? i.e. Talent Shortages: Remote and Hybrid Work, Increased Focus on Employer Branding AI and Automation in Recruitment Diversity, Equity, and Inclusion (DEI), Economic Uncertainty

Which areas of industry engagement could you strengthen to build influence?

Who are your target clients for 2025 (50-100 contacts)?

(TARGETED LIST: Who has hired in past 12 months. What are the focus roles for your sector? Which businesses have lost people? Who are OTNO?)

Your Existing Accounts - Review: What work have you not placed? Do searches. Past non-filled roles. Other agencies. Have you done reviews?

Understanding the Industry for 2025

Who are your ideal candidates (roles, salaries, locations)?

What are the biggest challenges currently facing your target market, and how can you address them?

What are your competitors doing differently, and what can you learn from their strategies?

Which new industries, sectors, or trends present untapped opportunities for growth?

How have external factors like technology, economy, or policy shifts impacted recruitment in your sector?

What professional networks, events, or platforms could help you gain deeper insights and connections in your industry?

Setting Goals & Targets

Business Development Goals:

Top 50-100 clients to target & How:

[BD Tracking Sheet](#)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Strategies for relationship-building (e.g., 7-touchpoint plan):

What value-add services will you offer clients? Reasons for them to meet with you?

Marketing Goals:

Social media strategy: (platforms, posting plan, target audience)

Networking: (online & in-person events)

Events to host or attend in 2025:

Automation goals:

Email Campaign Goals:

Recruitment Activity Goals:

KPI Targets (weekly/monthly)

Jobs On:

CVs Sent:

Candidate Interviews:

Client Calls:

New Client meetings:

Execution & Accountability

Action Plan:

Break down goals into quarterly milestones:

Q1:

Q2:

Q3:

Q4:

Tracking Progress (the MOST CRITICAL ASPECT):

What tools will you use to measure activity and results?

How will you ensure accountability (CRM, reports, team check-ins)?

Personal Development:

What skills or knowledge will you develop in 2025?

What will you do to maintain motivation and energy throughout the year?

Staying Inspired: The Why

Why do you do what you do?

What makes you exceptional at your role?

How does your business align with your life goals and aspirations?

Vision for 2025:

Describe your ideal week/day in 2025:

What does success look like by the end of the year?

Set 3 overarching professional goals:

- 1.
- 2.
- 3.

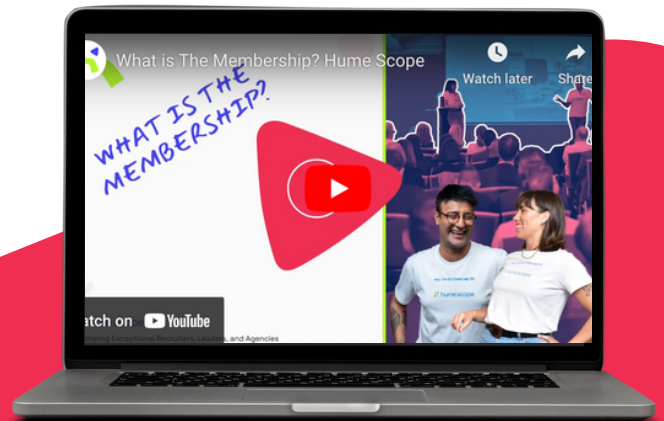
Membership

Empower your team through The Membership at Hume Scope



● **UNLIMITED** live training for all experience levels, personalised sessions **tailored for your agency**, and complete flexibility with no lock-in contract.

What's INCLUDED in the Membership?



Unlimited Live Training Access: Access to 24+ live training sessions each quarter. From business development to leadership—your team chooses what's relevant.

Personalised Training Sessions: Private, 2-hour training session each quarter, tailored to your agency's goals—whether it's improving BD, candidate engagement, or anything else you need.

On-demand resources: Over 60 documents and pre-recorded sessions at your disposal.

▶ **Quarterly Flexibility:** Stay engaged with learning at your own pace. Stop, renew, or continue as it suits your agency.

[CLICK HERE](#)



Developing Exceptional Recruiters, Leaders, and Agencies
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