



*Stage 1*  
*Clarity and Direction*

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**MY KEY  
PRIORITIES**

# INTRODUCTION

Many independent recruiters get overwhelmed by the amount of things that they could be doing, should be doing or wish they could do. When everything is a priority, nothing is a priority any more and we find ourselves bouncing from task to task or getting distracted by trivial tasks.

There are five key areas to consider when setting your priorities for the quarter. This exercise is important to do every month. When you take a snapshot of where you are and compare it to where you want to be – the priorities start to reveal themselves. Setting priorities is critical to getting clarity.

Set your priorities, by first reviewing the five key result areas. Write down your goals and objectives. Think about where you are and what you'd like to achieve this quarter. Commit to paper your thoughts and then once you have it all in front of you, set your key priorities to focus on.

# 1. REVENUES

- What are your revenue priorities for this quarter?
- What do you need to do to make them happen?
- It is important you set revenue goals – what you want to invoice each month and quarter.
- Think deeper about – where will it come from?
- What is your average placement or timesheet value?
- What can you do to increase this so each deal becomes more profitable?

# 2. CLIENTS

- How good are your current customers?
- What development opportunities exist in each account?
- Is the priority to win more clients, better clients or increase their level of spend with you?
- Do you have clarity on what a good client looks like and how to find them?
- What are your client goals for the quarter?
- What are your customers hiring plans for the quarter?

## 3. CANDIDATES

- Candidates are the life blood of a recruitment business. How engaged is your candidate audience?
- What does your talent pipeline look like IF you could build a candidate generation machine, what type of candidates would it make?
- Can you increase your focus on finding specific skills or building out geographical hotspots, based upon your clients' needs?

## 4. SYSTEMS AND PROCESSES

Well documented systems and processes drive productivity. When you know what you are doing across your business and do it consistently, the magic starts to happen.

- What are the most important systems you need to develop or document?
  - Lead generation?
  - Sales process?
  - Candidate experience?
  - Job qualification or management?
  - Finance and invoicing?
  - CRM useage?

## 5. MY PERSONAL DEVELOPMENT

Remember you. Invest time in your development.

- What are your strengths that you can lean into and capitalise upon?
- What do you need to learn or get better at to help you achieve your priorities this quarter?

Talent Builder has got you covered here. You may benefit from some private one-to-one time with Jeremy to help you build your plan.