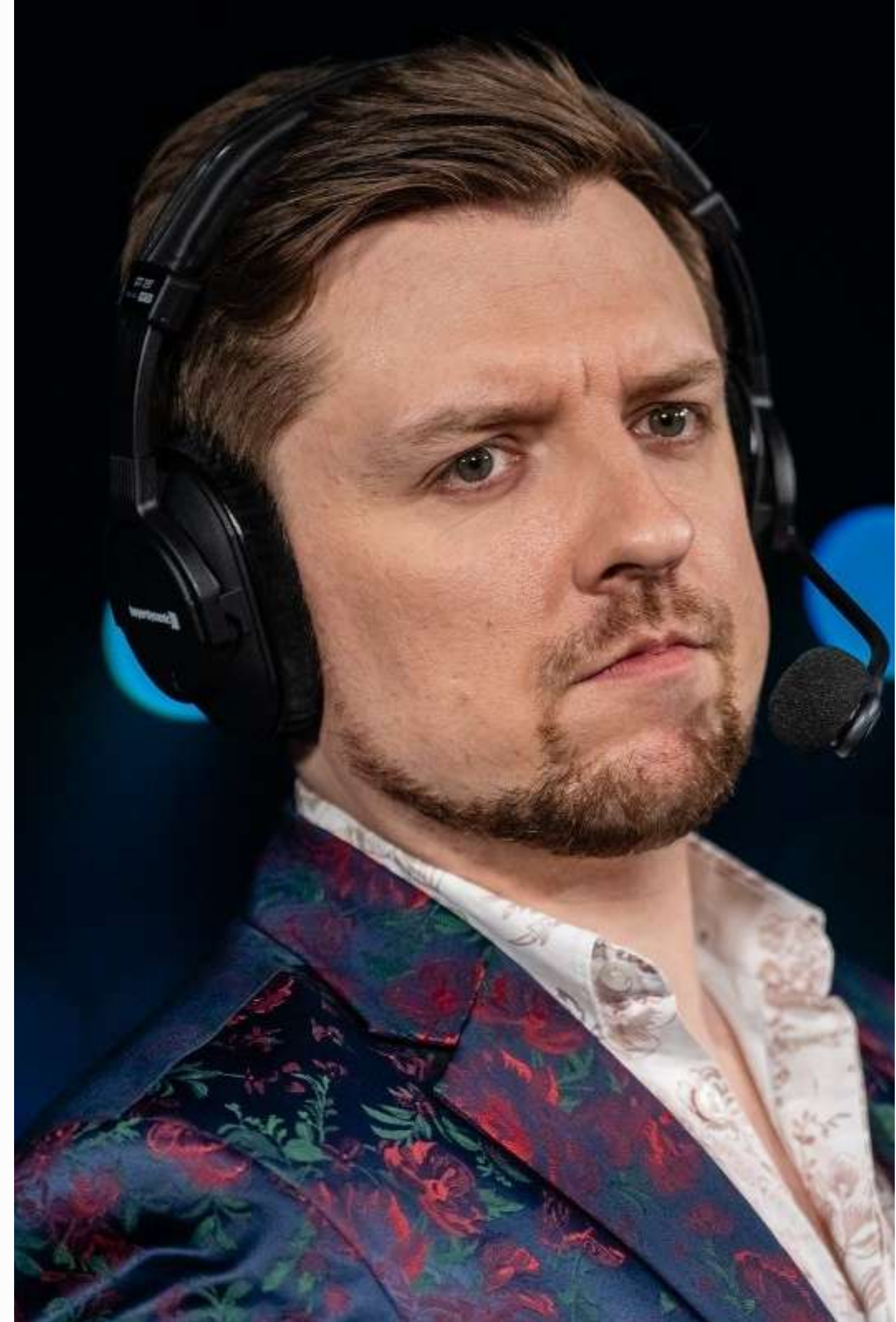


Data & Motivation Inside of Recruitment Agencies with Derry Holt

Turning numbers into momentum
for recruiters & teams



Meet Derry Holt



Ex game-developer

Turned RecTech Founder



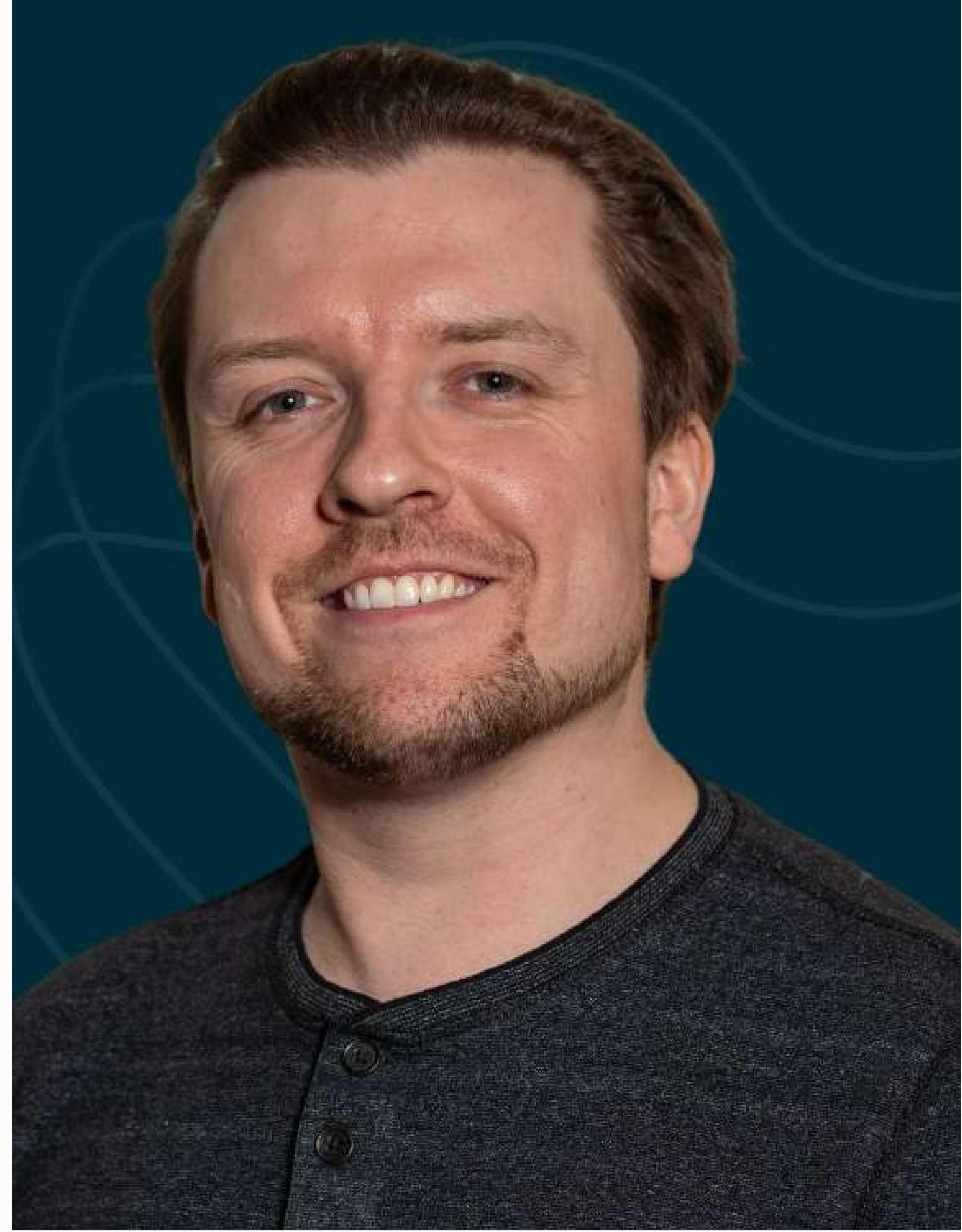
CEO – OneUp Sales

Supporting 350+ recruitment teams



Passionate about

Performance, motivation & metrics





What You'll Learn:

➤ **Turn metrics into motivation.** **This module covers:**

- The difference between lead and lag indicators (and why it matters)
- Why small actions daily build big results over time
- How to coach using data
- Motivation tools that actually work
- How to design team incentives that drive real output
- Practical ways to sharpen performance with consistency and visibility

LEAD VS LAG



Candidate calls

Control today



CV sent

Drive outcomes



Interviews booked

Lead indicators



Client meetings

Golden metrics

“Focus on leading indicators, not lagging metrics like placements.”

Placements are history.

Control what happens **before** the money.”

LEAD VS LAG



BD Calls

Control today; lead measures



Jobs Sourced

Create pipeline



CVs Sent & Interviews booked

Golden metrics



Placements & Revenue

Tomorrow's outcome; lag measures

“Focus on leading indicators, not lagging metrics like placements.

Placements are history.

Control what happens **before** the money.”

Consistency Compounds

5

Extra calls daily

100

Extra calls monthly

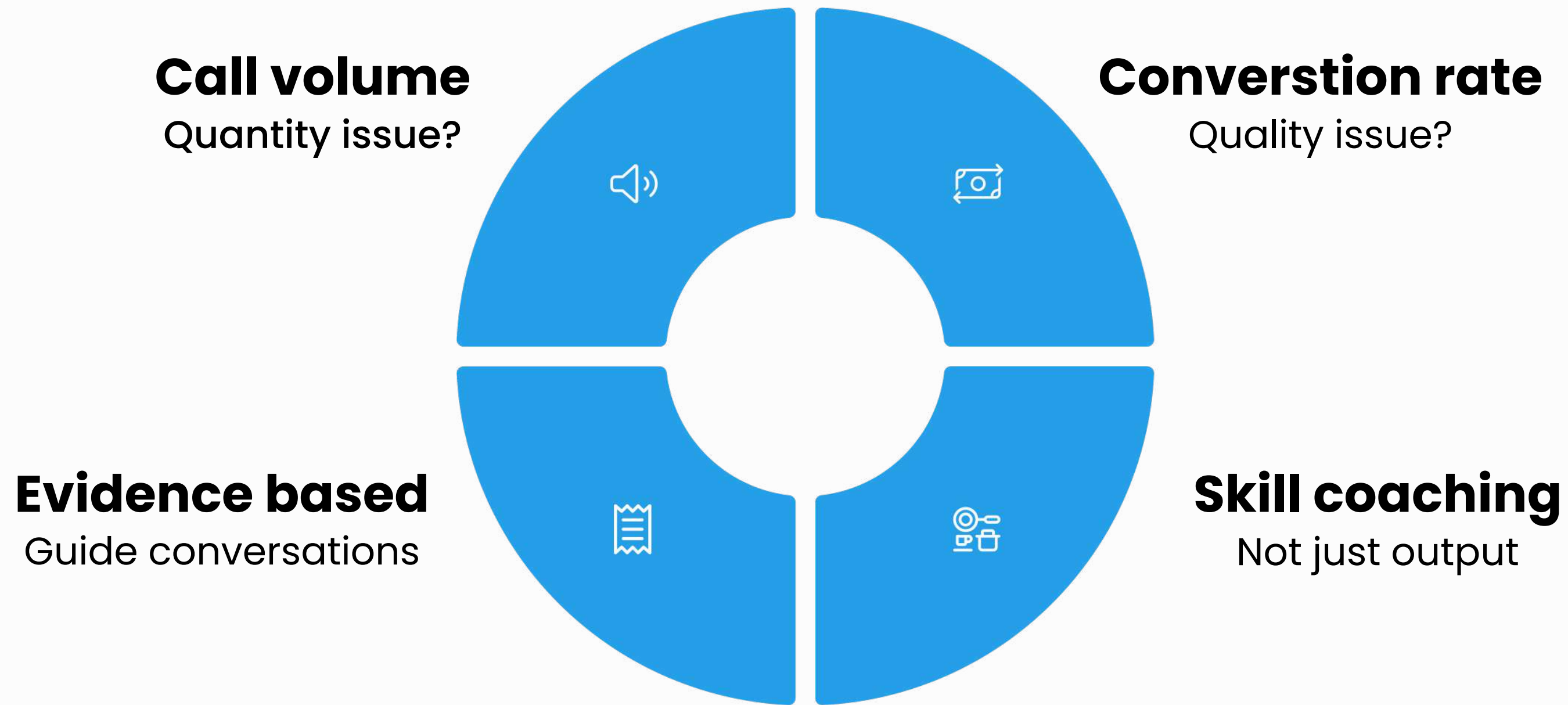
1200

Extra calls yearly

Be a saver, not a splurger. Consistent deposits into your activity bank pay the best interest.



DATA-DRIVEN COACHING

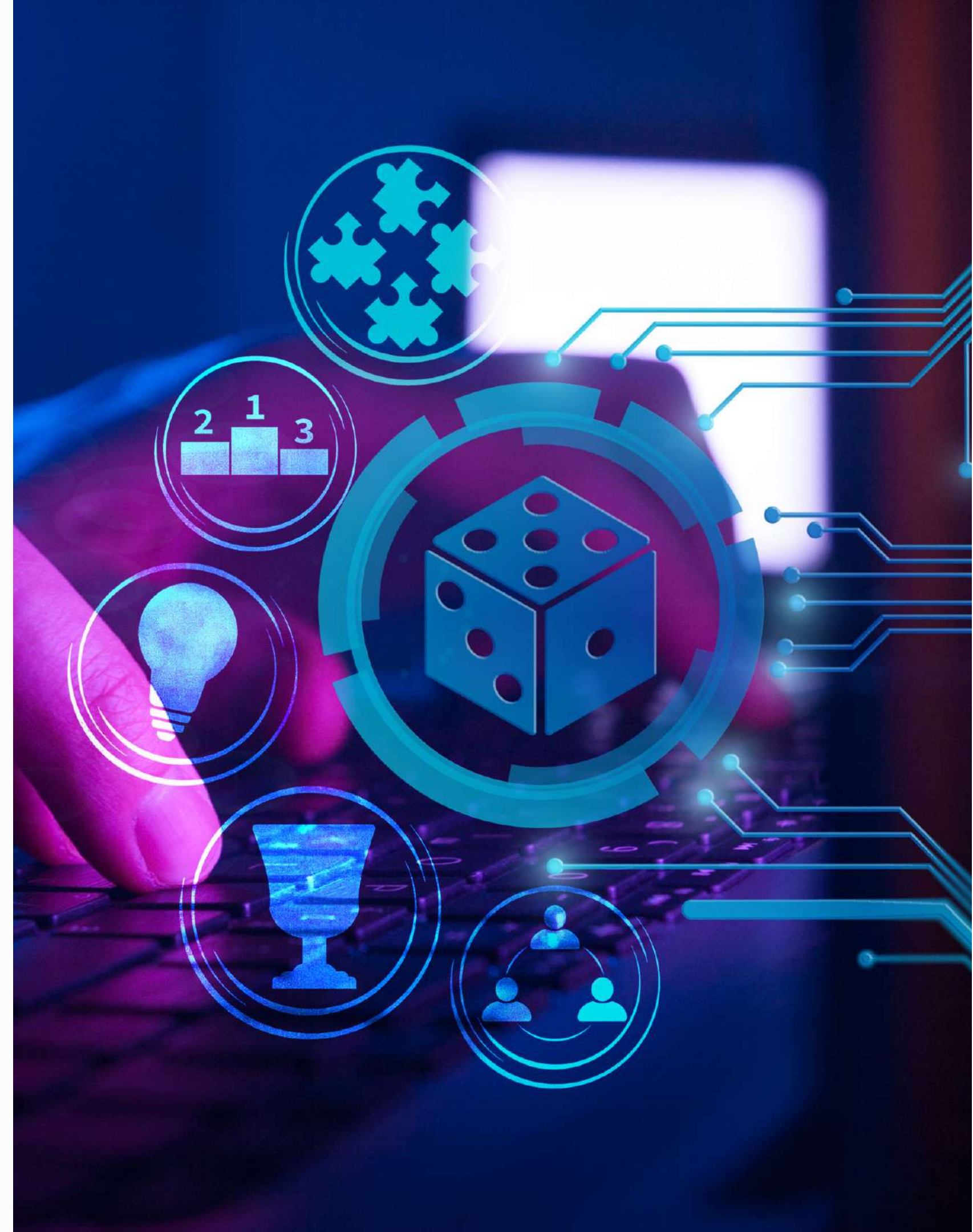


Praise in public, challenge in private and use evidence for both.

GAMIFY YOURSELF

- **Hourly BD Battles**
Short-term energy boost
- **Weekly Quests**
Mini-goals to achieve
- **Accountability Partner**
Share progress together
- **Personal High-Score**
Beat yesterday's results

Set a score to beat.
Games make repetition feel like progress.



TEAM INCENTIVES THAT WORK

Classic Leaderboards

Only motivate top 3 and the rest stops playing

Smarter Incentives

Brackets by desk-size

Quality metric

Contests cross-team targets

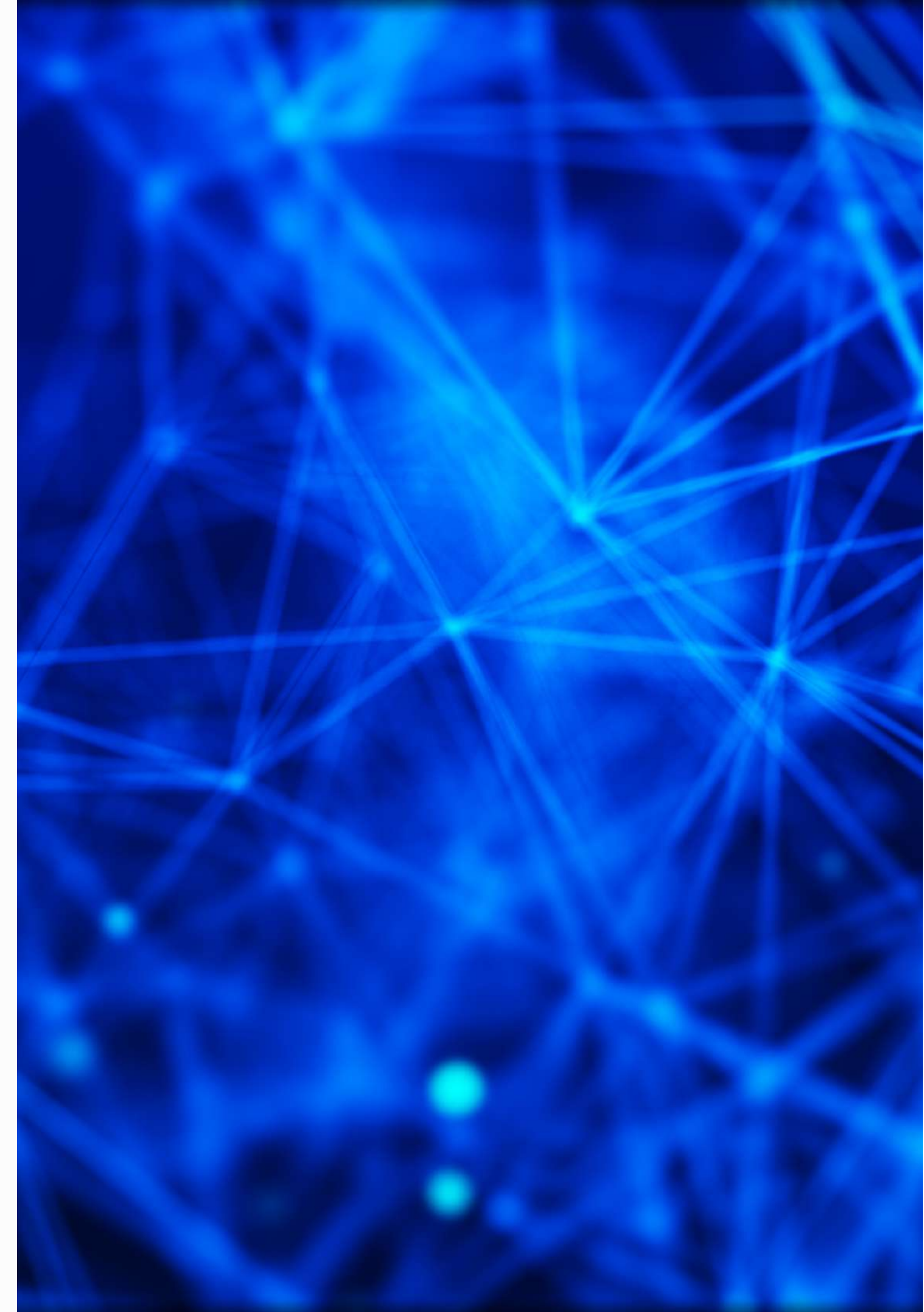
If only three people can win, the rest stops playing. Design games everyone wants to enter.



SHARPEN YOUR EDGE WITH DATA & DRIVE

- Track few metrics,
master many habits.
- Consistency + Coaching + Competition
= Sustainable performance

Numbers are just stories.
Write better ones every day.



KEEP LEARNING



Access the full course



**Access our platform
for more content**