



trinnovo
group

POSITIVELY IMPACTING
PEOPLE AND BUSINESSES

H1 2022

IMPACT REPORT



TRINNOVO GROUP IS A DIVERSITY-LED STAFFING AND ADVISORY BUSINESS FOCUSED ON HIGH-GROWTH TECHNOLOGY SECTORS.

We deliver via a DEI consultancy (Equiris Consulting), three market-leading staffing specialists (SODA, Broadgate, BioTalent), a social enterprise supporting veterans (Ex-MilitaryCareers.com) and our unique community groups including Women in DevOps and Diversity within Cyber. We unlock high performance by ensuring that diversity, equality and inclusion is embedded at every single stage of the talent cycle.

We grow thought leaders, allowing people to become the very best versions of themselves.

CEO JAMES COX

At Trinnovo Group, our focus is on helping high-growth, tech-enabled businesses to attract, retain and develop amazing people and build high-performing teams that are representative of the society in which we live. We passionately believe that diversity drives innovation and, in a fast-moving marketplace, that innovation will deliver success.

While a great deal has been said about diversity in the recruitment industry generally, there is still a disappointing lack of substance on show. We are determined to do things differently. Alongside our own talent solutions which empower our clients to scale in a way that is diverse, equitable and inclusive, we also have several unique, not-for-profit communities, including Ex-MilitaryCareers.com, Women in DevOps, and Diversity within Cyber, that have brought about real change with our clients, candidates, partners and communities. With the recent launch of our latest brand – the talent consultancy and solutions provider Equiris Consulting – we are doing even more to help thriving businesses unlock sustainable growth by embedding diversity, equality and inclusion (DEI) in their strategic agenda.

We run thought leadership events, partner with charities and other organisations to extend our support to the wider community, and engage with young talent to inspire them to fulfil their career potential.

As a purpose-driven business, we know that we are making an impact. But we wanted to capture and quantify that impact and share it with our clients, our candidates, our own talent and the rest of the recruitment community.

Last July, we launched our impact metrics internally, which we have started tracking from January 2022. The concept is designed to hold ourselves accountable and help our team track the progress across five of our most important impact pillars: Diversity, Partnerships, Thought Leadership, Organic Growth, and Customer Engagement.

Quantifying our performance in these pillars ensures we are making progress on our mission to build diversity, create inclusion and encourage workplace innovation.

We are committed to regular reporting on our progress against the goals we have set ourselves and I am delighted to introduce the first of our annual Impact Reports. Throughout this report, you will see how our vision over the next five years to be the world's fastest organically-growing and most impactful staffing and advisory business is being realised each day through our core values of passion, innovation and collaboration.

Within each section, we will demonstrate how Trinnovo Group is leading from the front on the key impact pillars we have identified as crucial to our growth strategy. We are not perfect. But we are committed to being transparent in our performance against the ambitious goals we have set ourselves.

Why is all this so important? In our core locations today, there are more jobs than there are job seekers. Industry sectors are struggling with huge skills gaps. Organisations are being forced to look beyond their traditional talent sources and focus on retraining, upskilling and redeploying talent – for example, from the ex-military community, or from underrepresented community groups – to address their talent shortages. Let's not forget that those in Gen Z – now officially the world's largest demographic cohort – want to work for a business with values aligned with their own and will turn down a role if diversity, equality and inclusion are not embedded within the company's core standards.

I am proud to share this inaugural report and, as we go forward, I look forward to sharing regular updates via our website on the progress we are making. (www.trinnovogroup.com/impact-metrics) ●



“
Our vision over the next five years to be the world's fastest organically-growing staffing and advisory business [will be] realised through our values of passion, innovation and collaboration”

DIVERSITY

Growth ambition: Minimum number of people impacted increasing by 30% year-on-year

Trinnovo Group's purpose has always been to build workforces that are representative of society, and to work to address industry underrepresentation across demographics – including gender, ethnicity, and the veteran and LGBTQIA+ communities. We are committed to ensuring that diversity, equality and inclusion (DEI) is kept at the core of our business throughout our growth.

Why is diversity and inclusion so important? Research has shown that it drives performance, decision making, financial targets, and is pivotal to attracting and retaining talent. Nearly a third (32%) of job seekers wouldn't apply to a company that wasn't diverse, according to a Glassdoor survey.

We partner with high-growth, tech-enabled businesses – ranging from seed to Series F in their investment cycle – to help them optimise the performance of their organisation by ensuring that diversity and inclusion is embedded into their strategy.

And we're looking at our own diversity too. Another goal is that our own workforce and external placements be made up of at least 50% women, 25% from minority ethnic backgrounds, 10% from the LGBTQIA+ community and 5% from the veteran community.

Currently, our internal workforce comprises 44% women, 24% from minority ethnic backgrounds, 7% from the LGBTQIA+ community and 0.5% veterans. Our external placements comprise 31% women, 42% from minority ethnic backgrounds, 11% from the LGBTQIA+ community and 6% veterans. We are making good progress, but there is still work to be done.

With our expertise and access to a wealth of resources, we can help companies to create a diversity strategy from the outset, build a management team that buys into it and knows how to lead inclusively. Building this culture as part of a company's early growth stages ensures it will become part of its DNA as it grows. Furthermore, it avoids the need for an expensive and challenging cultural reset further down the line to meet the expectations of investors in a major funding round, or market event. We achieve this through our diversity and inclusion consultancy, plus our network of partners, community groups, platforms and events that have the ability to empower and attract underrepresented, hard-to-reach talent.

We partner with a number of charities. For example, Smart Works helps women, some of whom are refugees and victims of domestic violence, get into work; Coding Black Females, a non-profit organisation that helps female Black talent get into technology; and Combat Stress, a charity that supports veterans' mental health. These examples are all sources of diverse yet underrepresented talent.

Trinnovo Group also works closely with FastFutures, a programme that helps around 4,500 young people from underrepresented backgrounds find employment each year. We are actively involved



BUILDING AN INCLUSIVE HIRING PROCESS THAT REDUCED BIAS AND FOSTERED DIVERSITY

We were asked to create an inclusive hiring process that fostered diversity but didn't positively discriminate.

FastFutures is a free learning programme designed to help young people from underrepresented backgrounds find employment with businesses that struggle to attract and hire people from diverse backgrounds.

We hired 1,000 people for the programme with a diversity breakdown of 61% female, 58% from minority ethnic backgrounds, 55% from low socio-economic backgrounds, 10% LGBTQIA+, and 7% who said they had a disability or learning difficulty.

We have now worked on four cohorts with FastFutures, and are now an employer partner of the programme.

in helping young people to join FastFutures and, as an employment partner, aim to hire people from the programme to join our own company.

We are determined to make a positive impact not just to our clients and our own business, but to the communities in which we operate. We have developed our own community groups, platforms and events – such as Women in DevOps, a community that aims to amplify the voices of the underrepresented in tech, which currently has 12,000+ social media followers. Additionally, our social enterprise Ex-MilitaryCareers.com helps service leavers find meaningful work back in civilian life and has grown to a community of 160,000 people globally.

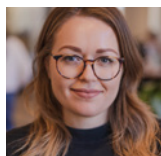
One of the biggest challenges for businesses is achieving true diversity among its workforce. We help our clients to reach this through consultancy, bespoke training and technology that build high-performance, diverse teams and inclusive cultures where people from all walks of life can thrive. Our consultancy and solutions span the full talent lifecycle, aligning diversity and inclusion to our clients' long-term business strategy, vision and goals. This allows those clients to attract and engage with talent from a diverse range of backgrounds, benefit from the increased innovation that diversity brings, improve employee

engagement, retention and performance, and ultimately boost the bottom line.

The world is changing. Gen Z is now the largest generation and also the most diverse in the workforce. They think differently from previous generations and focus more on values – particularly when deciding who they want to work for. Companies that fail to put diversity and inclusion at the heart of everything they do will be left behind as it will impact their ability to attract and keep hold of talent, secure investment, and retain customers.

We have set ourselves an impact goal of 90% of our surveyed clients stating that we have positively impacted their goals around diversity. The overall growth target for our diversity pillar is for the minimum number of people impacted by our work to increase by 30% year-on-year. Achieving these goals will show that we are continuing to deliver the same positive impact as we grow.

For companies that want to innovate and grow, it is vital that DEI becomes part of the fabric of their business. We are committed to ensuring it remains part of ours. If you would like support with your diversity and inclusion strategy, please get in touch to talk about the support that we can provide you. (cara.myers@equirisconsulting.com) ●



MEET CARA MYERS
DIRECTOR OF EQUIRIS CONSULTING

Cara leads our diversity impact metric and heads up our internal diversity network, an employee-led team who contribute to driving positive change and thought leadership across our four diversity pillars. She is the Director of Equiris, our diversity and inclusion consultancy, working with high-growth businesses across the full talent lifecycle to help them attract, develop, and retain amazing people from all walks of life.

5-year goal
Performance 6 months

IMPACT: INTERNAL WORKFORCE



IMPACT PERFORMANCE 6 MONTHS IN

Against a 5-year goal
of 90%,

66%

of our clients report
that we have positively
impacted their diversity
goals

Addressing gender pay
gap and ensuring veterans
don't have to take pay
cuts by achieving average
pay increase of

25%

on all permanent
placements

PARTNERSHIPS

Growth ambition: Number of people impacted to grow by a minimum of 30% year-on-year

Partnerships are an essential part of our mission. We are determined to build a diverse and inclusive workforce and we are reliant on our partnerships to deliver on that goal.

The work we do with our partners – community partners, academic partners, and charity partners – gives us access to hard-to-reach talent across several key demographic groups, helping them into employment. Our partners enable us to engage with underrepresented areas of society, better understand their employment challenges and, ultimately, to better serve their paths into the workforce.

But partnerships are a two-way street. The impact that our partners have on our own talent is equally important.

In setting out our growth targets, we have focused not only on the clients and candidates that we serve but also on our own people. We aim to deliver 1,000 mentoring hours and organise 1,500 charitable days, with the goal of impacting 100,000 people – a figure we are aiming to grow by a minimum of 30% year-on-year. Among our own workforce, we have also set an impact goal of 60% of our employees being actively engaged, acting with a sense of ownership and initiative, and 90% of them to be happy in their work.

FUTURE-BUILDING

Some of our partnerships are focused on the talent of the future, and one of our newest partners is Worktree, a charity that delivers career workshop sessions mainly to secondary schools in the UK. These provide opportunities for youngsters to learn about a variety of career paths and to understand that their career plans don't have to be set in stone at Year Seven. We recently held a Q&A session with a class of 30 pupils in which 100% said that our input and workshop had made them think about their future career in a different way – a positive impact for everyone involved.

Another charity partner is Street League, which works with young people who live in some of the UK's most disadvantaged communities, tackling poverty through sport and helping them overcome their practical and personal barriers to employment. As well as supporting them in their mission, some of our team members have taken part in their charity events including football tournament fundraisers.

POWER OF MENTORING

As a recruitment partner for the FastFutures programme, we have committed to the mentoring initiative, which sees our people paired with one or two mentees from the latest



MEET DANIEL PHILLIPS, MENTEE

I was fortunate to have Hayley Harkins as my mentor when I was on the FastFutures programme between June and September 2021.

We clicked from the get-go and immediately found lots in common, particularly around wellbeing. I learned so much from Hayley in our four sessions. She was a fantastic help with CV advice, particularly around how to utilise diversity skills within education and previous experiences, and preparing for my mock interview as part of the FastFutures programme. I really appreciated how much Hayley helped me with career advice, breaking down goals and realising the value of personal branding. During our final session, I was lucky enough to meet Hayley in person at the Trinnovo Group office in London. It was a great chance to see the office environment, meet people from the Trinnovo Group team and learn more about what everyone does on a day-to-day basis. It was undoubtedly a valuable experience, and I'm very grateful for all the support Hayley continues to give me.

“

Partnerships enable us to engage with underrepresented areas of society, better understand their employment challenges and, ultimately, better serve their paths into the workforce”



5-YEAR GOALS

100k

people

1.5k

charitable days

1k

mentoring hours delivered

PERFORMANCE
6 MONTHS IN

5.6k

people

19

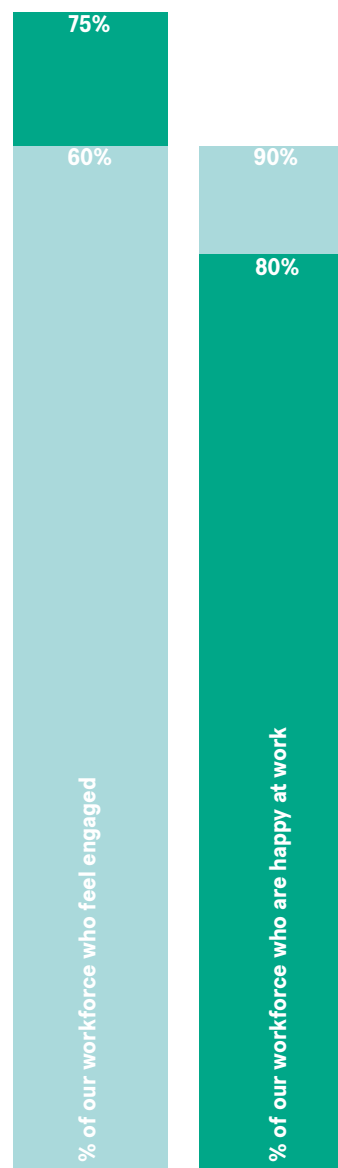
charitable days

171

mentoring hours delivered



IMPACT:



75%

We want 75% of those mentored to feel more employable and more confident. We have not yet been able to capture this data.

FastFutures cohort. Through the scheme, we provide advice on areas such as writing CVs and preparing for interviews, give them exposure to different areas of business, and help them to build useful connections.

Another new partner that we are providing mentoring services for is Hack the Hood, an organisation that provides young people and communities of colour with tech skill-building programmes and support in their career navigation. Our impact goal is for 75% of those who we have mentored to feel both more employable and more confident.

FUNDRAISING

All members of staff at Trinnovo are given two days a year, at full pay, to dedicate to some form of charitable activity. This can range from volunteering to running a marathon, with our selected charity partners often benefitting from their efforts. We are also introducing an element of team building by encouraging our staff to plan charitable activities together in order to make a greater combined impact.

Fundraising isn't just about the amount raised, but also the impact that it has. Our charity partner Smart Works provides high-quality clothes, mentoring and interview training to help unemployed women back into jobs. Last year, we raised £8,000 for Smart Works, with the transformative impact of helping 1,020 women to find employment.

It is through robust partnerships that our impact targets will be achieved. We value all of our amazing partners for the positive impact they bring to our business, our people and our clients and we are always on the lookout for new partners. If you would like to work with us, please do get in touch to discuss joining our partnership network. ●



MEET HAYLEY HARKINS

DIRECTOR OF HR & PEOPLE OPERATIONS

Hayley leads our partnerships impact metric, heads up our HR & People Ops team and is responsible for maintaining and developing our world-class, people-first culture. This enables inclusive, high performance by empowering our people to flourish and achieve their full potential. Hayley works closely with our charity and academic partners to deliver our impact initiatives. She has spearheaded our Best Companies 3 Star awards and our Investors in People platinum accreditation.

INVESTORS IN PEOPLE®
We invest in people Platinum

THOUGHT LEADERSHIP

Growth ambition: Growing our communities by a minimum of 30% year-on-year

At Trinno Group, we believe in the power of sharing knowledge to better shape the world in which we work. Our commitment to being a thought-leading organisation is not about involvement in abstract academia or industry media. It's about building knowledge networks that enable us to share our learnings with as wide and diverse an audience as possible.

When it comes to the breadth of our thought-leadership strategy, no other organisation in our space is doing what we're doing. Our approach to thought leadership encompasses a huge range of virtual, in-person and hybrid events, webinars, podcasts, live panels and Q&A sessions – all focused around diversity, equality and inclusion (DEI); careers; or both. The aim is to share valuable insight that will inspire, inform and impact those who attend and lead the thinking on positive impacts in the recruitment industry.

We know that actions speak louder than words. So we're not content with just talking a good game – we want to measure our impact. We aim to deliver 700 events to 100,000 people in the next 5 years, with an impact metric of at least 90% of attendees feeling inspired, having learned something new, and feeling more confident either when hiring or applying for a new role.

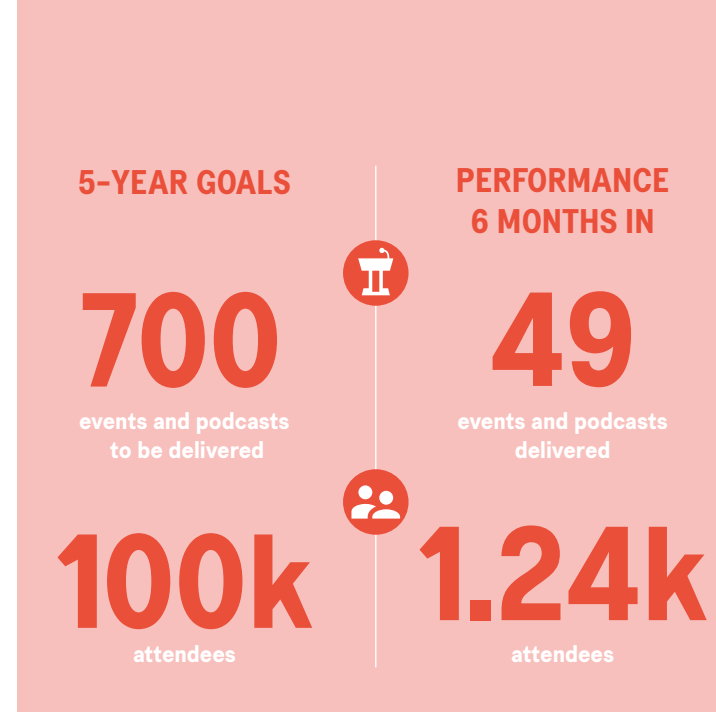
In addition to our own consultants, we have some incredible people involved in our DEI and career-focused thought leadership events. These include panel participants and speakers from our academic partners and community partners, as well as sponsorship from some major corporations. HelloFresh, Headspace and Photobox are just some of the organisations who have hosted and sponsored our event series this year.

Some of our candidates have played an active part in our events, sharing their insights and experiences with others planning a career in technology. This includes some amazing individuals whose work involves the development of new technology to detect early-stage cancer cells. We've also had top academics from the US who have contributed to incredible podcasts and appeared as expert speakers on our panels, talking about their work in the field of medical technology.

One guest podcaster was a former US Navy SEAL, who talked about her journey from being military personnel to a civilian. She also spoke about how being a member of the LGBTQIA+ community had impacted her life.

MULTI-CHANNEL

A varied and multi-channel approach to our



“

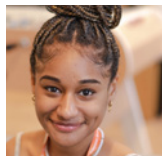
A multi-channel approach to thought leadership enables us to deliver our content to as wide an audience as possible”



WOMEN IN DEVOPS

Women in DevOps is a Trinno Group community set up by our passionate consultants within Trust in SODA. Our unique platform has become a global movement and is used not only to amplify the voices of women but of all minority groups within DevOps, to break down the barriers and drive positive change. We believe that a balanced and diverse workforce drives innovation.

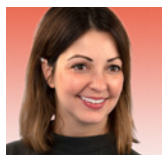
We organise monthly events hosted from all over the world with 60+ live attendees at most events, and many more joining webinars with 90% feeling inspired, that they learnt something, and are more confident in hiring or going for a new role.



MEET ELÉONORE- EMMANUELLA BILAMBO MARKETING ASSOCIATE

Eléonore joined Trinnovo Group as an intern. After her fourth month within the business, she was promoted to associate level and has since been involved in campaigns, podcasts, events, and even hosted her first webinar: Gen Z – From Classroom to Boardroom.

“The ability to host my first webinar, as a placement student, has not only shone a light on how effectively and genuinely Trinnovo Group encourage growth, but also their commitment to growing thought leaders from all walks of life. It was an absolute pleasure to hear about the panel’s journeys into employment, career changes and progression, thoughts on self-awareness, managing expectations and creating a path that is reflective of both your career goals and life choices.”



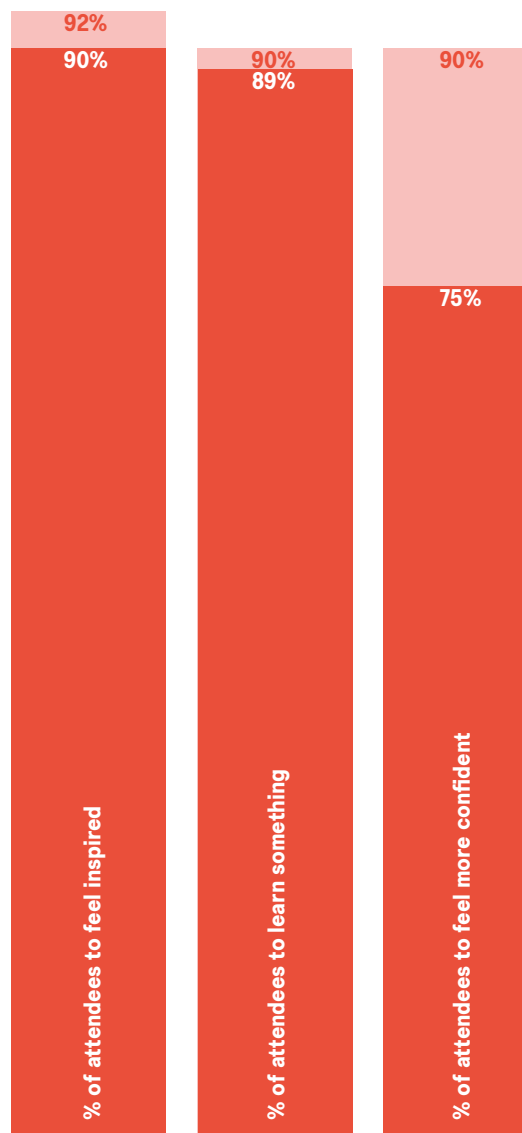
MEET HELENA SULLIVAN GROUP MARKETING DIRECTOR

Helena leads our thought leadership impact metric and heads up our Trinnovo Group Marketing team, representing all Trinnovo Group brands globally.

Helena is passionate about delivering thought-provoking and engaging content with much of the thought leadership geared towards helping us reach our impact metric goals. Her team deliver this content by engaging with amazing people from our community, academic and charity partners, as well as our inspiring clients and candidates who are positively impacting their businesses and sectors.



IMPACT:



488K

followers across our social media platforms, representing 31% year-on-year growth.

thought-leadership events has helped us to broaden our pool of potential spokespeople. Not every military veteran or scientist wants to stand on a stage and speak in front of a live audience, but they may be happy to sit and record the same inspirational and engaging content for one of our podcasts.

This multi-channel approach also enables us to deliver our content to as wide an audience as possible. Diversity and inclusion are at the heart of everything we do, and by providing thought-leadership content in a range of formats, we can reach a more diverse group of people with an inclusive offering.

Accessibility is crucial to the impact of our thought-leadership events and technology plays a big part in that. For example, we use the live transcription service Otter.ai to produce subtitles – to ensure that anyone with a hearing disorder can fully engage with the event. We also use the audience interaction app Slido, which allows people who aren’t able to attend one of our panel Q&A sessions in person to send live questions.

Another key ambition that our impact reporting measures is the growth in our community groups, such as Women in DevOps and Diversity within Cyber – both of which empower and attract underrepresented and traditionally hard-to-reach talent. We have set ourselves a target of 30% growth. We are on track for so far, testament to the excellent work in building our brand as a thought leader – an essential part of us delivering on our mission. Community group growth also means group membership and events growth, which allows us to engage with a greater number of people and share our positive impact through our content.

Our event-led approach to sharing and delivering thought leadership is a core part of our ambition to make a positive impact on the communities we serve. If this report has inspired you to attend an event, be a speaker, a panellist or a podcaster, get in touch to see how you can be involved. (www.trinnovogroup.com/community) ●

ORGANIC GROWTH

Growth ambition: 30% headcount growth year-on-year

As a people-based business, our success is directly linked to bringing in, developing and retaining brilliant people – and that starts with our own. Our services can't continue to grow at the rate we want without bringing in fresh talent. So, on the back of our five-year business strategy to grow by 30% annually, we have set ourselves a target of growing our headcount by 30% each year.

Competition for experienced talent in the marketplace is fierce, especially in these times of talent shortages and skills gaps. Our strategy works very differently. We look to attract people with little or no experience of the recruitment industry, from a wide range of social, career and academic backgrounds. And we do this by working with our partners in a process that gives us access to untapped pools of talent while keeping diversity and inclusion at the heart of our growth plans.

Our partnerships with initiatives such as Programme One, for example, help ensure we can retain and develop Black talent in our business. We also work with Recruit for Spouses, an organisation that helps to secure employment for spouses and partners of members of the armed forces. Alongside our own social enterprise Ex-MilitaryCareers.com, this enables us to bring in people from a military background with hugely relevant and transferable skills.

We help our new recruits to develop successful careers in the recruitment industry via the Trinnovo Academy – a bespoke, dedicated training programme that links directly to our business model. The intensive six-week programme is delivered by our leadership and development team, while the managers oversee the trainees' desk-based learning. Training is also delivered online through our digital platform Shuttle, which allows us to standardise our training programme across all of locations across the globe.

Investing in our people is crucial to our organic growth model and we need to develop the leaders who train and support our trainees. We do this via our Future Leadership and Advanced Leadership programmes.

Our organic growth impact metric sets a target of 75% of new hires to be entry level and to join the organisation via our academy. This will be key to achieving our goal of 30% headcount growth year-on-year.

The challenge, then, is retention. Here, we have set two important impact goals: 75% of employees to be promoted annually and 75% to achieve pay rises annually, forming an effective retention tool that quickly and consistently recognises people's successes in the early part of their careers.

5-YEAR GOALS

75%

of hires to be entry level
and via our academy

70%

retention rate for staff

30%

headcount growth
year-on-year

PERFORMANCE 6 MONTHS IN

70%

Academy hires

71%

staff retained

44%

headcount growth
year-on-year



MEET DJ MARKER
CPO

DJ delivers his impact to the most exciting part of our business, our people. All of his efforts go in to attracting, developing and retaining amazing people. DJ is responsible for our organic growth impact metric.



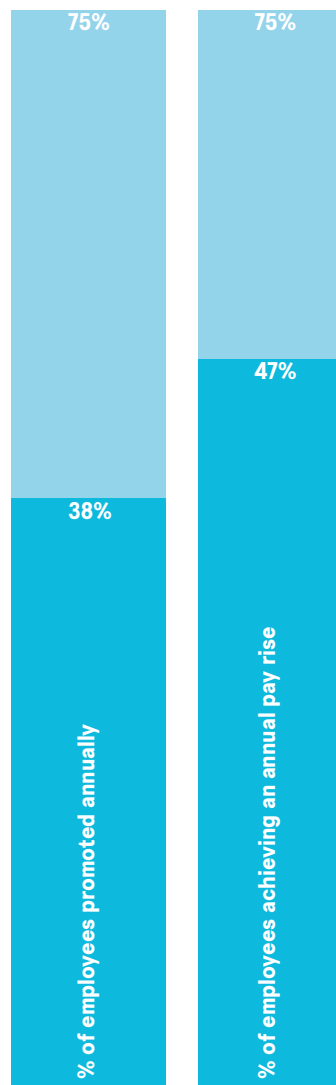
MEET SHAZ BRYAN
RECRUITMENT CONSULTANT

Shaz Bryan came in through our academy and has since been promoted twice in under 12-months.

“Working for SODA (part of Trinnovo Group) was an opportunity for me to be a part of a business that genuinely cares about its employees, in addition to working with like-minded individuals that share the same values. I have developed my career over time with SODA. With clear career progression and pathways, I feel that this company is the place to be.”

■ 5-year goal
■ Performance 6 months

IMPACT:



“Investing in our people is crucial to our organic growth model and we need to develop the leaders who train and support our trainees”

This strong commitment to regular reward and progress for newer staff also supports our impact target of 70% retention rates, a target which we are currently exceeding. Since January 2021, we have retained 79% of people with more than 12 months' experience. We have also retained 68% of people with less than 12 months' experience.

Retaining talent is more cost effective than hiring new talent but there are other vital business benefits too. One direct impact of our strong retention performance is a better client service.

In the absence of staff churn, clients are able to build stronger relationships by working with the same people over a longer period of time.

The focus of our organic growth pillar is on developing and investing in our people – not just for their own success, but also the success of our company and that of our clients. We want to share our expertise of attracting and retaining a diverse and inclusive workforce. Through our talent consultancy Equiris, we can provide our clients with the support they need to grow and maintain their own dynamic and innovative teams.

For those already part of our business, our impact reporting demonstrates how we are investing in our people and quantifies what they are already experiencing on a day-to-day basis.

For those who are not yet part of our team, get in touch with a business that cares about your career progression and development, and has the infrastructure and the experience to help you fulfil your potential. (working@trinnovo.com) ●



CUSTOMER ENGAGEMENT

Growth ambition: 30% growth in client base year-on-year

We believe in making a genuine difference. We not only solve problems for our clients, we build long-term value for them as they grow. Through our focus on diversity, equality and inclusion (DEI), we work with our clients to find the right talent to drive innovation and accelerate growth.

Customer engagement is at the heart of our five-year strategy. We know that satisfied customers will act as our advocates. Positive experiences with our teams will lead to positive endorsements of our business – in turn helping us to reach our ambitious growth targets.

In our commitment to measuring our impact with clients, these targets are particularly bold – especially considering today's competitive talent market. But when it comes to providing high-quality services for our clients, we are confident about setting the bar high.

This impact metric reflects the way that Trinno Group is perceived. Our goal is for a net promoter score (NPS) of over 60, plus Sourcr and Google review scores of higher than 4.5. Currently all three of Trinno Group's specialist recruitment brands have over 73 NPS, with one achieving 78, putting them in the top 2% of all recruitment companies globally.

In addition, all three of our brands have achieved

a 4.9 Google review score from over 370 reviews.

We are proud of our 100% retention of our clients*. However, with our goal of growing our client base by 30% every year, we know that this will likely reduce. Instead, we have set an impact target of 80% client retention, a figure which still represents an industry-leading level of client loyalty.

In order to deliver on this, we have to ensure that our unique client services retains its exceptional quality as our organisation grows.

Our focus is on supporting VC-backed, talent-hungry tech businesses. However, the reality is that we are living in a time of talent shortages. The talent is there; we just have to think differently about it and work harder to unlock potential. Our approach is fundamentally different from our competitors, and it is through the access we have to our DEI-focused communities and partners that we are able to deliver huge benefits to those clients that choose to work with us.

We also take a partnered approach to customer engagement. The closer we can work with our clients, the more value we can add to them as they start to grow as an organisation. This manifests itself in our breadth of embedded hiring solutions. Whether that's on site or

“

We have to ensure that our unique client services retain their exceptional quality as we move forward and grow as an organisation”





MEET OLIVER PETERS GLOBAL VP CLIENT ENGAGEMENT

Oliver leads our customer engagement impact metric. As Global VP, Oliver drives the company's customer engagement strategy and delivery, determining how best to solve hiring problems and partnering with clients to provide tailored hiring solutions. Oliver has developed a particular passion for, and expertise in, customer and client relations.



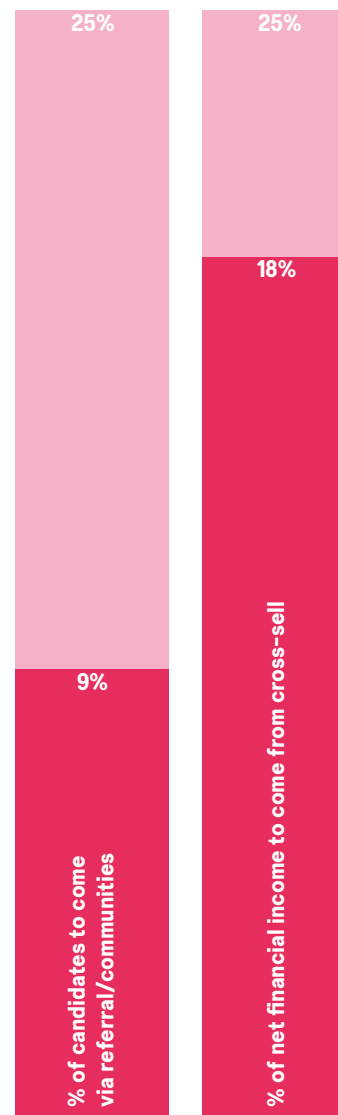
Check out Oliver's chat with James about our embedded hiring solutions:
www.trinnovogroup.com/hiring-solutions

5-year goal
Performance 6 months

100%

client retention rate against a goal of 80%. These are clients on our client tiering system.*

IMPACT:



virtually, or it's an organisation that needs five or 500 hires, we create bespoke solutions that guarantee results for our clients.

Right now, retention is arguably the biggest challenge for employers, and that is at the forefront of everything we do. In helping our clients to overcome these challenges, we look at employee retention in our own business and share our learnings. We are committed to retaining as much of our talent as possible. We know that loyal teams with long-term corporate memory are essential in building trusted client relationships.

We empower our clients by educating them on how best to retain and attract talent – training their hiring managers to avoid unconscious bias when interviewing, and helping them to understand the best interviewing processes for specific roles and industries. We can then work with our clients all the way through the recruitment process, including candidate sourcing and candidate management.

Industries are changing rapidly. By educating our clients on best practices, we can help them stay abreast of these changes and continue on their growth journey. We can use our own experiences – learning from what we've implemented internally and utilising that externally. Alongside our niche specialist recruitment knowledge and experience, we are confident that we have found a better way to support the industries we serve.

Our people-first approach, DEI-centric values, and access to diverse candidate talent pools is what sets Trinnovo Group apart. Our advocacy ratings and user reviews attest to that. As we continue our own five-year growth strategy, we look forward to building on our existing relationships and adding more dynamic, innovative and progressive clients to our network. ●

*Clients that sit within our client tiering system are those who operate within our core target sectors and work with us in either multiple locations, across multiple brands, or both.

LOOKING AHEAD

We are tremendously proud of the efforts that our team, partners and clients are making to impact the societies and economies in which we operate. This inaugural Impact Report documents our commitment to set quantifiable impact goals and chart our progress made against them.

We have made great progress in the first half of 2022 and, as we look ahead, we are determined to develop our initiatives and programmes to continue to make a positive impact through our five key pillars. Although distinct, each pillar has an interdependency with the others. Continued collaboration and co-operation across the organisation will be integral to us delivering on our vision.

“You can’t improve what you can’t measure, so we are investing in new systems to acquire better data”

ORGANIC GROWTH

A top priority for us in the second half of 2022 is to invest in those people who have joined us at academy level. We want to ensure that they have the support and opportunities they need to become the best possible versions of themselves. These support our metrics for annual promotions and pay rises.

This will involve delivering more learning and development – our Future Leaders programme is moving in-house – and focusing on upskilling our managers, recognising that many of our team leaders are rising stars.

We also know how important it is for our team to learn from each other, so we are expanding our learning and development team to create more opportunities for staff to share knowledge through our Trinnovo Talks podcast series, and via Shuttl, our online learning platform.

As our international team grows, we will always be mindful that local legislation may not always align with our core values. In these volatile and uncertain times, we will continue to make our employees’ best interests a priority and reinforce the values that represent our organisation. For example, we are expanding our benefits package to include, for all US-based employees, coverage for out-of-state travel and accommodation for employees who cannot safely access reproductive care locally.



CUSTOMER ENGAGEMENT

We are thrilled that our client retention rates remain so positive. As such, our H2 focus will be to ensure that we are providing our clients with a service that reflects the full Trinnovo Group offering. By providing access to all of our community groups and our new diversity and inclusion-focused consultancy, Equiris Consulting, our clients can meet their talent requirements in a truly diverse way.

One of our key goals is for 25% of our candidates to come through referral or communities. How do we know that what we are doing translates into actual candidates coming in? How are we getting those referrals? You can’t improve what you can’t measure, and so we are investing in new systems to acquire better data and insights on this, alongside other survey-based processes within the business.

Working in conjunction with thought leadership, customer engagement will run a series of events that expands our visibility and reach within our core recruitment sectors, providing valuable information to the client groups on which we are focusing.

“

Each pillar has an interdependency with the others and continued collaboration and co-operation across the organisation will be integral in us delivering on our vision”

DIVERSITY

The main focus for diversity for the second half of this year will be on developing the Equiris Consulting proposition, in order to ensure that our clients have the necessary skills and frameworks to build diverse workforces as they scale.

Our internal diversity figures are good, although we want to attract more veterans to the business. However, we need to look at diversity across all levels of the business. We want to ensure that our senior leadership team and management is representative of the whole organisation.

We will continue our efforts to consolidate Trinnovo Group as an equitable place at all levels. We will achieve this through organic growth and by creating progression opportunities for people already in the business.



PARTNERSHIPS

A major goal for H2 2022 is to achieve B Corp status. Work is well underway on demonstrating that Trinnovo Group meets the high standards of social and environmental performance, transparency and accountability required for the certification.

Another will be our charity days, which we plan to make team events that build engagement with our people and enables them to have an even greater impact.

Coding Black Females, already a partner on thought-leadership initiatives, has joined us as a community partner, alongside a new veterans charity partner in Combat Stress.

Mentoring is high on the agenda, especially for our new community partners, including Hack the Hood, and for the next FastFutures cohort later this year.

Other key objectives for 2022, we are aiming to receive another Best Companies 3 Star accreditation – the highest level, representing ‘world class’ levels of workplace engagement. Our goal is to be recognised as number one in the ‘Best Recruitment Company to work for’ listings. Last year we were number five in our sector. We were also in the top 20 of ‘Best Companies to work for’ on a national level across all sectors.



THOUGHT LEADERSHIP

A key focus for our thought leadership pillar will be on the new territories that we are expanding into, particularly in the US and Germany. In June, we delivered four in-person events in Berlin, hosted by top brands such as HelloFresh and Thoughtworks, while in the US we recently conducted an event with Headspace. It's great to have these high-profile brands wanting to work with us and these events are important for customer engagement as they open doors with desirable but hard-to-reach companies.

We want to build on the success of our community groups and we are planning more events with some of our newer groups such as Diversity within Cyber. Our last event included a hugely inspiring Q&A with a senior cybersecurity specialist from the LGBTQIA+ community. These communities are vital in embodying our principles and helping us grow our talent pipeline. ●

trinnovo group



WWW.TRINNOVOGROUP.COM/IMPACT-METRICS

LOS ANGELES

+1 657-276-4702

1240 Rosecrans Ave,
Suite 120,
Manhattan Beach,
CA 90266

BOSTON

+1 617-849-8982

77 Sleeper Street,
Boston,
02210

ZUG

+41 41 562 50 59

Baarerstrasse 135,
6300 Zug,
Switzerland

DUBLIN

+353 1 905 8602

WeWork Charlemont
Exchange,
42 Charlemont Street,
Dublin
D02 R593

LONDON

+44 203 762 2010

16 St. John's Lane,
London
EC1M 4BS

MANCHESTER

+44 161 694 6286

1 St. Peter's Square,
Manchester
M2 3AE

UK AND USA!

WE WON 3!

All photography is our own

INVESTORS IN PEOPLE®
We invest in people Platinum



SIA
STAFFING INDUSTRY ANALYSTS

2022
Best Staffing Firms
to Work For

QAPSCo



EMPLOYER
RECOGNITION
SCHEME

SILVER AWARD

