

CASE STUDY · RECRUITING / PROFESSIONAL SERVICES

From Pipeline to Delivery

Northline Talent Partners

A fourteen-person specialized recruiting firm with a CRM, an ATS, and a capable delivery team — winning work faster than it could operationalize it. The engagement built one dependable path carrying client context from the first commercial conversation into delivery, standardizing stage exits, a Handoff Ready gate, structured discovery, and the visibility to run the business without reconstructing status by hand.

Company names, identifying details, and selected operating data have been altered, composited, or modeled for privacy and demonstration purposes. The before/after figures are drawn from a consistent 12-month baseline and 12-month post-redesign operating dataset. They describe results within this case and are not a guarantee of future results.

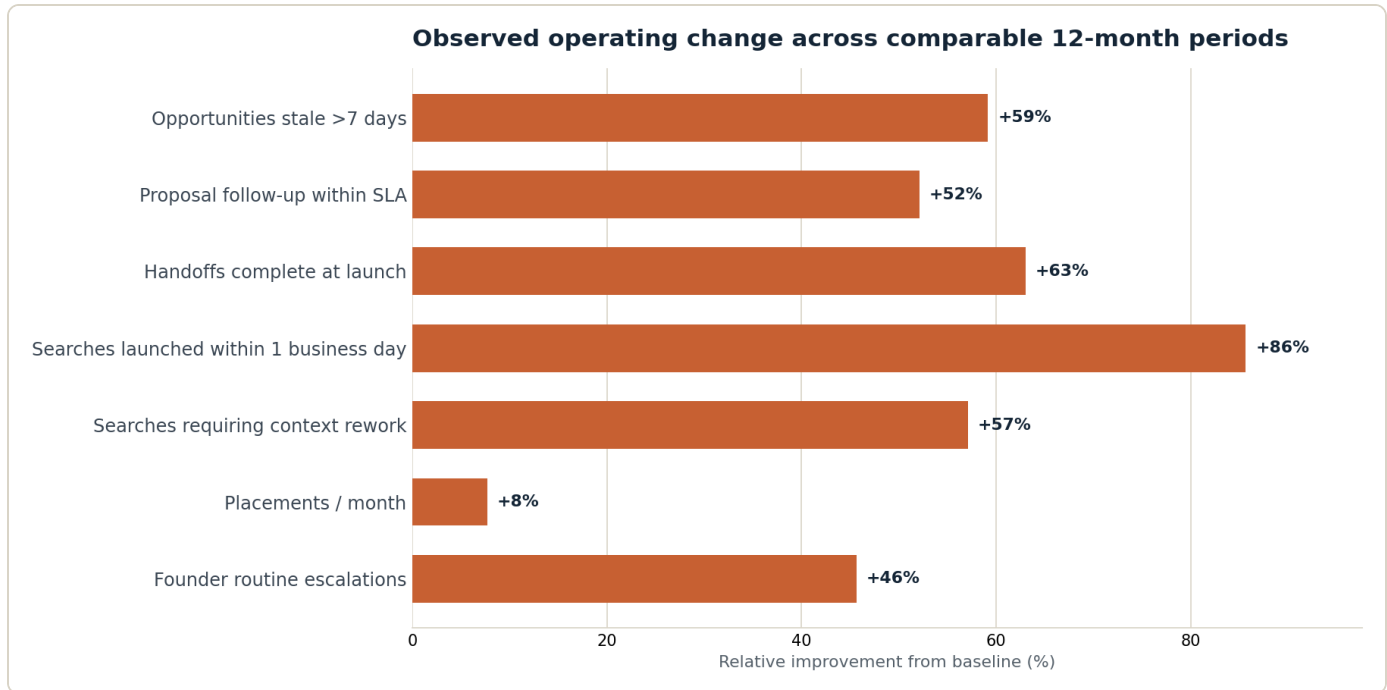
Before · context is reconstructed at each step**After · ownership, exit conditions and exceptions are explicit**

Before and after: the same pipeline, with explicit ownership, exit conditions, and exception paths.

Operating results

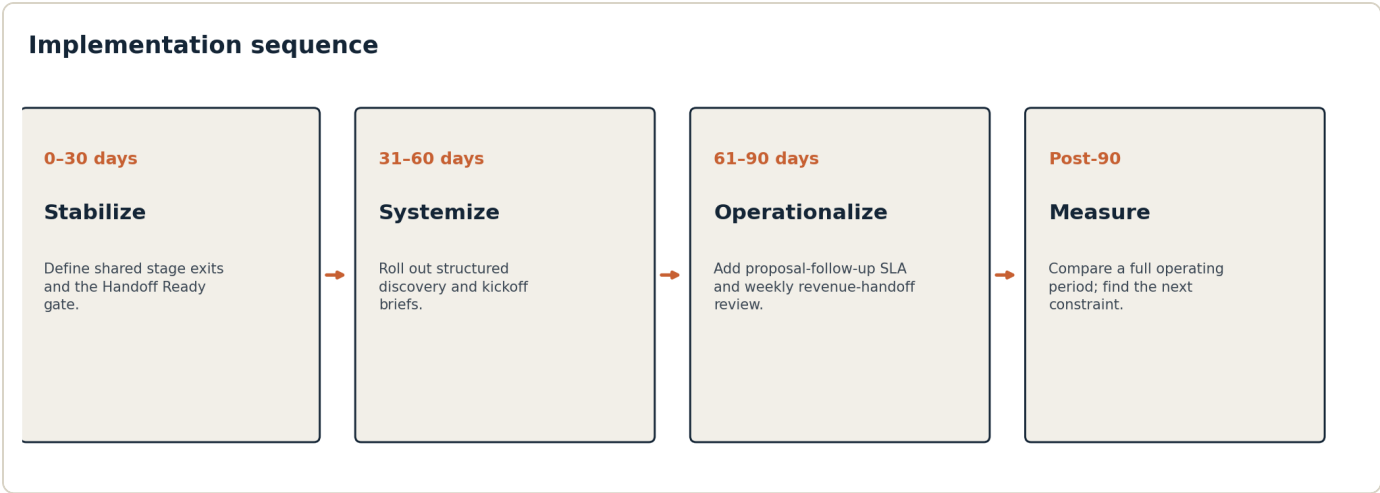
MEASURE	BASELINE	POST-REDESIGN
Opportunities stale >7 days	9.3	3.8
Proposal follow-up within SLA	59.3%	90.2%
Handoffs complete at launch	50.0%	81.5%
Searches launched within 1 business day	43.1%	80.0%

MEASURE	BASELINE	POST-REDESIGN
Searches requiring context rework	43.1%	18.5%
Placements / month	7.8/mo	8.4/mo
Founder routine escalations	11.4/wk	6.2/wk



Observed operating change across comparable 12-month baseline and post-redesign periods.

Implementation sequence



The phased roadmap: define the standards, add control points, then automate selectively.

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Have a version of this problem? Book a free Workflow Assessment at bradleyhankins.com/contact — map the work before adding another tool, person, or layer of management.