

Trust & Clarity Canvas for Recruiting Firms

APC42 - Aim • Create • Promote



Market Focus

We mainly work with medium-sized IT companies when they hire experienced operations or technical leadership roles.

Outcome-Based Value Proposition

We help companies make leadership hires they feel confident about – people who integrate well, strengthen the team, and contribute to sustainable growth over time.

Proof of Performance

We have data showing that 82% of our placed leadership candidates are still in role after two years. Around 70% of our mandates come from repeat clients. We also maintain a folder of client testimonials that describe real, long-term success stories and integration experiences.

Primary Conversion Goal

We define one main next step for companies: a short, low-barrier initial conversation. This action is clearly visible and consistent across our website.

Website User Journeys

We serve both companies and candidates, with companies as our primary focus. Our homepage addresses hiring decision-makers first. We also have a dedicated detail page for companies and a separate dedicated detail page for candidates, each explaining process, expectations, and next steps in language tailored to that audience.

Trust-Building Design

We use real photos of our team instead of stock images. Our design is clean and consistent, with clear headlines and visible next steps. Each recruiter has a short, personal introduction so clients and candidates know who they will speak to.

Everyday Presence

We use specific pages to support conversations instead of sending our homepage by default. New prospects receive a short overview explaining our focus and approach. Candidates receive a clear process and confidentiality page before the first call. After meetings, we follow up with a page that summarizes how we typically work.

Market Insights & Authority Content

We regularly share insights from our mandates – anonymized lessons about leadership hiring, integration challenges, and market expectations. We publish short LinkedIn posts explaining common hiring mistakes and what strong hiring processes look like in practice. Our content reflects our perspective, not just open roles.

Industry Ecosystem & Network

We actively maintain relationships with HR leaders and founders in our focus market. We stay in touch with former placed candidates who later move into leadership roles. We build trusted connections by reaching out to investors and advisory firms who regularly interact with growing companies. Our goal is to be part of the natural conversation around hiring – not an external option added later.