

How to Hire and Retain Top Accounting Talent

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*LaSalle Network was the first
accounting and finance staffing firm in
Chicago*

Inc.
5000

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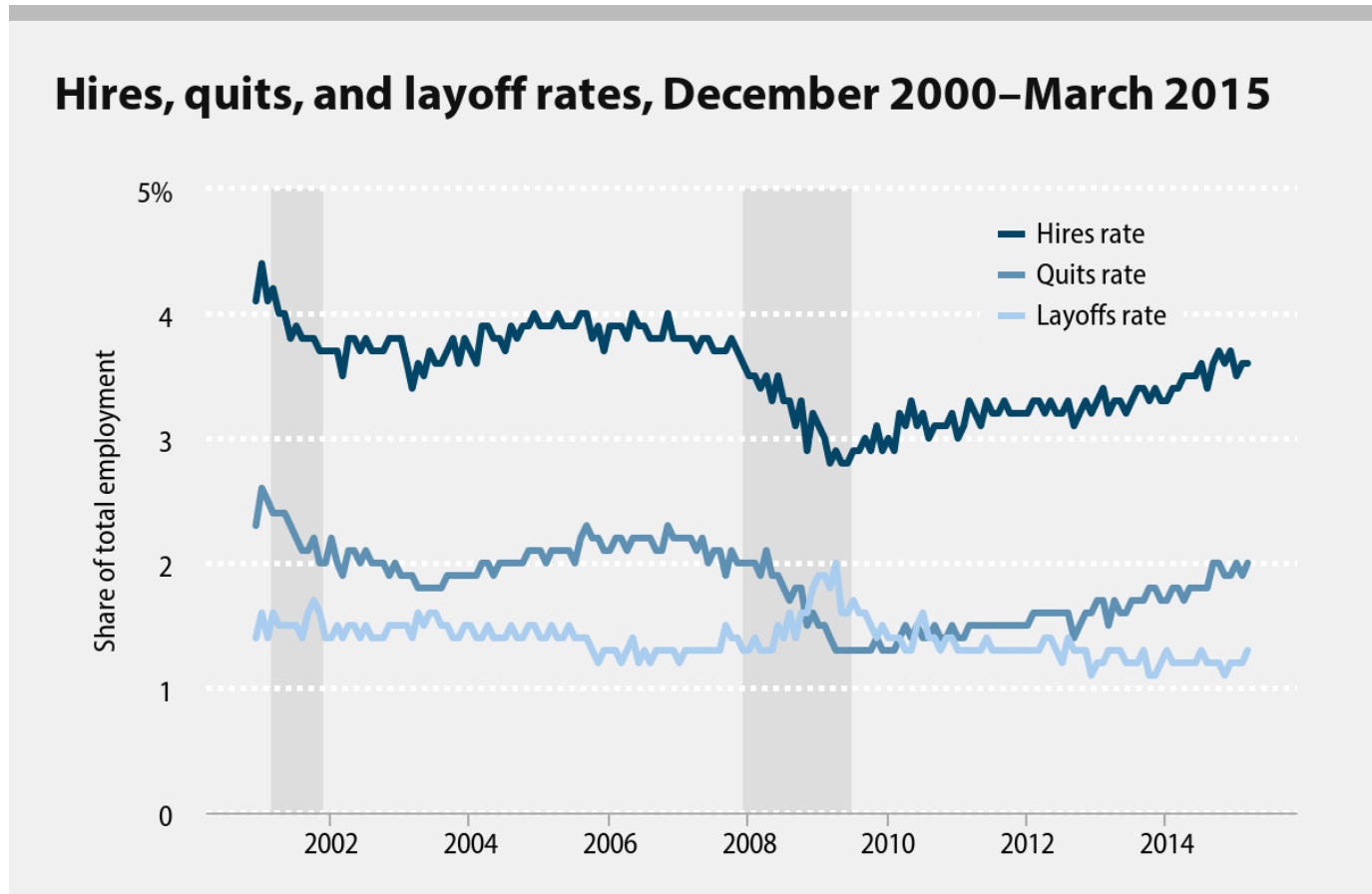
Questions?

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Recording

A recorded version of the webinar will be available after the event is over

The Quits Rate is Rising



The Problem

	1Q14	2Q14	3Q14	4Q14	1Q15
1	Regulatory requirements/changes	Regulatory requirements/changes	Regulatory requirements/changes	Regulatory requirements/changes	Regulatory requirements/changes
2	Employee and benefits costs	Employee and benefits costs	Domestic economic conditions	Availability of skilled personnel	Domestic competition
3	Domestic economic conditions	Availability of skilled personnel	Availability of skilled personnel	Employee and benefits costs	Employee and benefits costs
4	Availability of skilled personnel	Domestic economic conditions	Employee and benefits costs	Domestic competition	Availability of skilled personnel
5	Domestic competition	Domestic competition	Domestic competition	Domestic economic conditions	Domestic economic conditions

Solution

Companies have to hire strategically to find the *right* talent, and then they have to build a company culture to retain these top performers.

Why Culture Matters

Figure 4. Importance of challenges in different regions

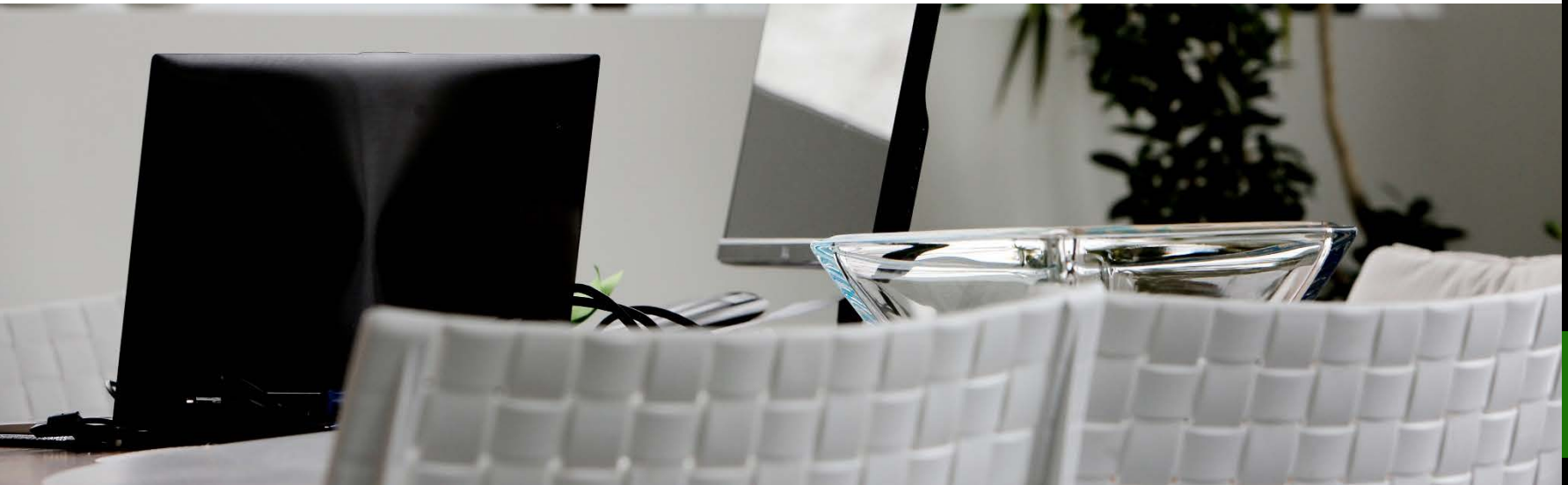
Trends	Global	AMERICAS		EUROPE, MIDDLE EAST, & AFRICA				
		North America	Latin & South America	Africa	Central & Eastern Europe	Middle East	Nordic Countries	Western Europe
Culture & engagement	78	76	84	83	76	75	74	76
Leadership	78	80	82	84	75	75	73	74
Learning & development	74	73	79	81	70	78	71	69
Reinventing HR	71	67	78	77	71	76	71	66
Workforce capability	70	72	72	78	67	74	64	67

Agenda

1. Hire methodically
2. The 3c's of retention
3. Engage back office staff
4. Educate, empathize, empower
5. Over-communicate
6. Identify motivators
7. Fire fast

Hire Methodically

- Have each candidate interview with at least 3 employees at different levels
- Assign candidates projects...and then ask for their thought process
- Hire for soft skills



The 3c's of Retention



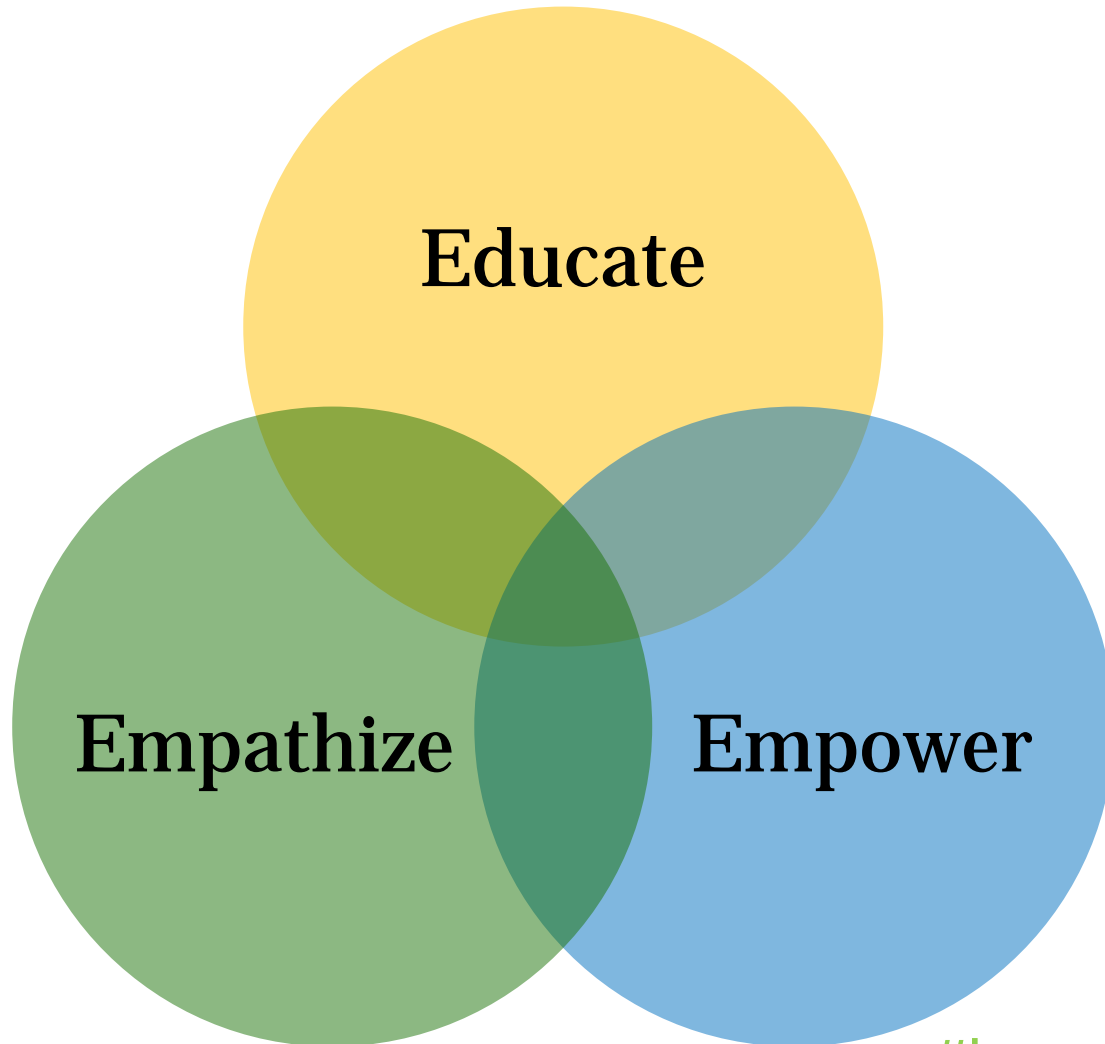
Photo credit: Chicago Tribune

Compassion Collaboration Competition

Back Office

- Expense reduction
- Non-accounting business ideas
- Involve them in forecasting for company
- Company's strategic goals
- Access to executive level

3e Management System™



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Educate



Educate

Internal

Corporate grandparenting
Mentoring program

External

- **Industry Associations**
 - American Institute of CPAs
 - Local CPA Societies, i.e. Illinois CPA Society
 - American Accounts Payable Association
 - Institute of Financial Operations
- **Management Associations**
 - American Management Association

Empower



Empower

- **Involve accounting talent in the company's future**
- **Grant employees independence to take on team projects or to start their own initiatives**
- **Transparency**

Empathize



Empathize

- Put yourself in your clients' and co-workers' shoes every day
- Employees have lives outside the office doors
- Build relationships
- Encourage employee friendships

Over-communicate

- Open-door policy
- Staff council
- One-on-one meetings
- Company-wide weekly meetings
- Promote internal communication
- Give regular feedback

Identify motivators



Getty Images

Identify Motivators

- Personal development
- Increased responsibility and challenge
- Acknowledgement and respect
- Compensation
- Flexibility and time off
- Camaraderie and fun

Stay Interviews

A retention strategy to keep high potential employees engaged and motivated through regular ‘interviews’ with the employee and their manager.

Stay Interviews

- Identify motivators
- Retain high potential employees
- Engage staff
- Pinpoint pain points
- Find warning signs

Fire Fast

- **Bad hires cost the company money**
- **Bring down overall morale of team and coworkers**
- **Impact on culture**

Takeaways

- Hire slowly to ensure fit
- Engage back office staff
- Empower, educate, empathize
- Over-communicate
- Identify motivators
- Conduct stay interviews

What's Next?

Contact one of our accounting
and finance recruiters:

careers@lasallenetwork.com

Questions?



Thanks for joining!

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