

INTERNAL AUDIT BASICS COURSE

Recruiting Top Talent

Moxie Partners
June 19, 2008

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You Achieve.

During the next 15 years, about 75 percent of the nation's CPAs will be approaching retirement, according to the AICPA. Many in the profession are concerned about its ability to replace those retirees while meeting an already rising demand for CPAs.

- Virginia Business Magazine
January, 2008

Objectives

- Discuss methods to turn your organization into a naturally recurring referral system
- Discuss methods that can help you succeed in attracting professionals in today's mobile knowledge worker world
- List 5 questions that can make you a hero with recruits

RECRUIT FROM THE INSIDE-OUT:

Develop and Engage your current staff



“Develop and Engage”

- Training
 - Personalized, customized, just-in-time
- Mentoring, Career Counseling, etc. programs
- Feedback
 - Surveys
- Policies
- Other

Surveys



Surveys / Feedback

The objective of an employees survey should be to:

What Do They Want?

- Growth Opportunity
- Training
- Work/Life Balance
- State of the Art Technology
- Client Contact
- Constant Feedback
- Community Involvement
- Great Facilities and Great Salaries
- Employee Recognition
- Be Treated Like Family

What Do They Want?

- Fun and Camaraderie
- Involvement in Important Firm Decisions
- Access to Firm Leaders

- AICPA, Nancy Meak

“Work-Life” Balance ?

“Recent research shows that nearly six out of 10 workers today are choosing a healthy work/life balance as their most important workplace goal for 2008.”

- Dean Debnam, CEO of Workplace Options

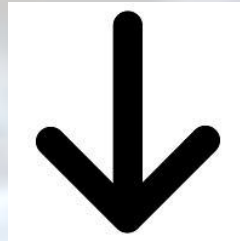
Why do People Leave?

The number one reason why people quit their jobs is:



RECRUIT FROM THE INSIDE-OUT:

Develop and Engage your current staff



Attract and Retain the Best

Additional Recruiting Points

- Research the individuals as much as you can:
 - FaceBook, LinkedIn, MySpace, etc.
- Communicate in their world
 - Youtube, Metaverse
- Consider creating an “employee profile”
- Consider a “talent relationship” system

College Football Recruiting

- Discover them early
- Provide a personalized play-book
- SHOW them their team-mates
- SHOW them their roles, their future work-load, and your standards
- Never stop recruiting

Questions Recruits Love:

- Personalized questions
- Questions that provide answers about their future job
- Questions where they can provide feedback
- Questions that describe how they will succeed

Questions Recruits Love:

- Could you think about your environment at your last job/college and what about that environment made you successful?

How much of that is easily transferable?

Questions Recruits Love:

- Would you mind if after this interview process, whether you accept a job with us or not, we could get some feedback on how we handled the process? We want to attract people like you and we want people like you to help us continually improve our process.

Questions Recruits Love:

- If you were to come work here, how often do you think we should meet one-on-one, where the only agenda item is you and your development? We need to develop that routine so it can help you be wildly successful in this organization.

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