

# Hiring and Retention Magic for CPAs


## *How to Attract and Keep Top Talent in the Accounting Industry*

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54<sup>th</sup> Annual Virginia Accounting &  
Auditing Conference -  
Roanoke, VA



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- INDUSTRY TRENDS & CHALLENGES
- CRAFTING AN EMPLOYER BRAND
- INTERVIEWING BEST PRACTICES
- RETENTION STRATEGIES
- FLEXIBILITY & WELLBEING INITIATIVES
- Q&A AND KEY TAKEAWAYS

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## INDUSTRY TRENDS & CHALLENGES

### Shifting Dynamics in the CPA Hiring Market

- Increased competition for talent
- Remote work as a top preference
- Challenges like burnout and high turnover rates

### Staggering Statistics

- 48% consider leaving due to lack of flexibility
- 75% more remote job listings
- 25% increase in turnover

Poll: Which hiring challenge resonates most with you and your company?

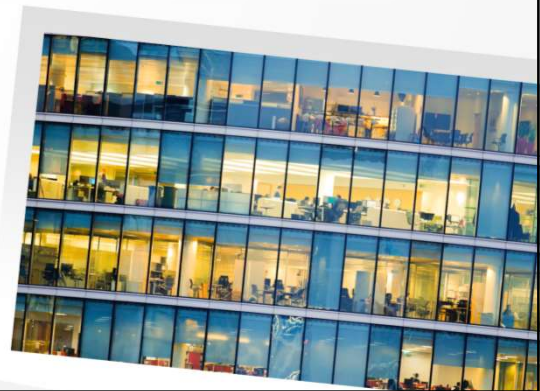


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## STRONG EMPLOYER BRANDS ATTRACT TOP TALENT

### Building a Brand that Attracts the Best Talent

- Importance of Employer Value Proposition
- Differentiating from your competitors
- What's your "sizzle"?
- CPAs are fun



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## INTERVIEWING BEST PRACTICES

### Smarter Not Harder

- Competency and adaptability vs. strict qualifications
- Pattern interrupt - flip the script
- Response to stress
- Internal alignment on process

Poll: What are some unique and effective interview questions or strategies your team has adapted?



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## RETENTION STRATEGIES

### Retaining Talent with Career Development and Engagement

- Early monitoring
- Formal mentorship programs
  - Other employee-led groups
- Structured career paths

Poll: Does your team have a structured career path and/or mentorship program? If not, why?

- Continuing Professional Development
- The Power of Recognition

Poll: Share your employee recognition practices



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## FLEXIBILITY & WELLBEING INITIATIVES

### Flexibility & Wellness = The Secret to Long-Term Retention

- Hybrid and flexible arrangements reduce burnout
  - Spoiler alert: they're not the same
- Mental health programs (that are low cost and low time)
  - Leverage existing resources
  - Peer support networks
  - Mental health awareness
  - Encourage breaks and flexible work
  - Provide mental health days
- **Real life Example:** A firm that recently introduced flexible work hours during tax season reduced burnout and kept 95% of their team onboard after the season ended.



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## KEY TAKEAWAYS

- Invest in your employer brand and create a compelling EVP
  - ❖ Identify or create a magical elevator pitch for your team
- Leverage stronger interviewing practices to recruit top talent
  - ❖ Identify or create one or two magical interviewing practices to implement immediately
- Focus on retention by offering continuous learning, flexibility, and employee recognition
  - ❖ Identify or create two or three magical benefits that separate your team from the rest

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## Q&A and Discussion

  
SCAN ME

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