



Brand, Content & Social Media
Marketing Strategy

How to Attract More Talent

Apex CPAs & Consultants' Partners In Growth Event

10/23/19



Recruitment is an ongoing process that doesn't necessarily begin (or end) with an online job posting.

Becoming known as a business where employees want to work takes time and a strategic approach.



What We'll Cover Today



- Recruiting Challenges Facing Small and Mid-Size Business Owners
- 5 Ways to Attract More Talent to Your Firm
- You Found Them, Now Keep Them
 - ✓ Final Thoughts on Retention

Challenge



- Lower unemployment rate and more job openings now.
 - ✓ 3.6%, lowest in 50 years
- For certain industries there is a shortage of talent.
 - ✓ For example in the financial advisory industry, firms are increasingly hiring talent away from other firms
 - ✓ In 2017, 41% of firms recruited from other RIAs, compared with 32% in 2014

It's becoming increasingly critical for employers to stand out from the competition.

Challenge



- What motivates job seekers today
 - ✓ Defined Career Path & Advancement Opportunities
 - ✓ Good Culture, Strong Brand
 - ✓ Continuous Training Opportunities
 - ✓ Unique, Comprehensive Benefits

Choosing your employer



Career development/
progression



Image of employer



Location



Salary



The challenging job



The people
working there

Source: The Guardian

5 Ways to Attract Talent to You



1. Build a Strong Employer Brand
2. Always be Recruiting
3. Spend Time to Create & Communicate Career Path
4. Get Help
5. Unique Compensation Benefits



**Recruiting is selling.
Sell me on why I should work for
you.**



1. Build a Strong Employer Brand



Having a reputable employer brand is a must to help **recruit better candidates**, **reduce** hiring and marketing **costs**, and **improve productivity**.

- Employer branding conveys the identity of the organization, the working culture, and why a potential employee should choose them.
 - ✓ Identity: Mission, core values, vision, personality, promise, culture
 - ✓ Should tell candidates why they should want to work for you
 - ✓ Also helps existing employees create a deep sense of loyalty with the organization

Your brand helps attract the employees you want, while repelling those who don't fit your culture.

Look at Yourself Through Their Eyes



- Nail down the messaging:
 - ✓ What makes your company so appealing?
 - ✓ Why do your employees want to come to work every day?
 - ✓ You need to be able to communicate this value clearly. Don't know the answer? Ask!
- Then, an audit. How does your company look from the outside in?
- Website: Not just for generating new business, first place candidates look
 - ✓ About Us page needs to include your employer brand
 - ✓ Add a video. It's an impactful, low cost way to tell your firm's story.

**Answer these questions, share your story,
and attract more of the right people.**

ACCOUNTING

TAX

BUSINESS ADVISORY

THE KAIROS EXPERIENCE

ABOUT

WORK AT APEX

INSIGHTS & RESOURCES

WHY WORK AT APEX

ACCELERATE YOUR CAREER

Here's 5 Reasons Why You'll Love a Career at Apex CPAs & Consultants

- **Accelerated Career Growth.** Ready. Set. Grow. At Apex, your career will take off. We practice what we preach, with aggressive growth goals for our firm resulting in tremendous growth opportunities for the people who help us get there. We invest in our people with continued learning and leadership coaching opportunities. Want a fast track to partner? Invest in yourself at Apex.

"If you want to learn more about an area, they will help you learn and grow. On your timetable, not someone else's. The Partners are interested in your ideas and plans, and helping you reach your career goals."

- **Strategic Thinking Needed.** Our firm is a unique blend of traditional accounting services and strategic business consulting, which offers you a unique chance to be strategic and proactive. Our clients look to us for advice on how to measure, make and save more money. You get access to the business owner so you can see the impact your work is making. If you are looking for a chance to flex your strategic muscles, this is the place.

"Here, what I like most is that I can do more of the advisory and the special projects. A typical accounting firm does accounting, tax, and audit. But I was attracted to the idea that we could do more for them."

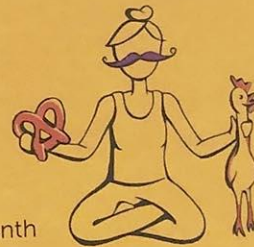
- **Growth Minded Companies Trust Us.** We have developed a reputation for helping growth minded companies accelerate their growth. Taking a firm with great potential from 0 to 60 quickly is what we do and who we attract. At Apex CPAs & Consultants, you get an opportunity to work with companies who trust, appreciate, implement, and enjoy the benefits of our guidance as they rack in the wins. Be part of a winning team – ours and our clients'. You're going to love the company we keep.

Jellyvision makes software products like ALEX[®],
an interactive communication platform that talks
people through big life decisions like selecting
a health insurance plan, saving for retirement,
managing finances, and navigating a career.

Making our interactive experiences requires the talents of
developers, account people, sales people, writers, artists,
media producers, and other smart, humble, hard-working
folks. Join us, why don't you?

Great things about working at Jellyvision:

- The chance to collaborate on rewarding projects with smart, funny people
- Pay befitting a grown-up—even for our apprentice and intern roles
- Sweet perks like endless snacks, on-site yoga, and free catered lunch twice a month



Learn more about Jellyvision
and our open opportunities at:

jellyvision.com/jobs

2. Always Be Recruiting



Best time to recruit is now

- You need a marketing campaign to always be promoting your firm
 - ✓ Get candidates to come to you
 - ✓ Keep a file of potential recruits – reach out to them when position opens
 - ✓ Create a position if a great candidate shows interest

- Get out and meet people
 - ✓ Network at candidate specific events
 - ✓ Speak at industry associations
 - ✓ Best way to find candidates who aren't actively pursuing opportunities
 - ✓ Avoids outright poaching



Social media offers companies an opportunity to showcase their culture and values to potential new hires.

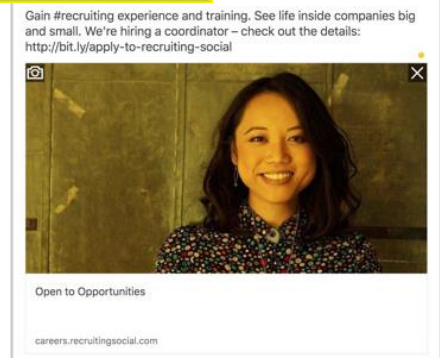


Always be communicating



Social media is the perfect place to attract, educate, and inspire action

- Promote open positions
- Talk about your culture
- Give reasons why people should work there
- Showcase a really cool project you finished
- Charity work
- Photos of employee outings, celebrations
- Video of employees interacting, fun work environment





“Only half of employees feel like they have long-term careers at their current companies.”

- CareerBuilder.com study



3. Spend Time to Create & Communicate Career Path



Paint them a picture of their future

- The most important thing you can do to attract talent is have clear job descriptions, expectations, and career path.
 - ✓ How far can they go in their career here?
 - ✓ What skills will they acquire?
 - ✓ What is the path to get there?
 - ✓ How will you help them along the way?
- There are Four Main Components of Attrition
 1. Am I getting fair and equitable pay?
 2. Do I see a future for myself in this company?
 3. Do I know what I have to do to excel and succeed?
 4. What is my relationship with my direct manager?

Don't Forget the Onboarding Process



- Few things have a bigger impact on a candidate than the onboarding experience.
 - ✓ 70% of workers more likely to stay at their new company for three years or more if they experienced a favorable application/onboard process
 - ✓ Is their workspace ready to go when they arrive?
 - ✓ Do they have a "buddy" who walks them through their first day, shows them around and takes them to lunch?
 - ✓ Are there frequent check-ins scheduled during their first 90 days

The more you invest in the first few months, the faster that person will contribute and the more engaged they will feel.

4. Get Help



- Recruiting is a continuous process and can be time consuming, taking the owner or manager away from the business. So, get some expert help from recruiters and employees.
- Recruiting firms
 - ✓ Long term resource to help flesh out opportunities
 - ✓ Let them weed out applicants to save you time
 - ✓ Invaluable knowledge about industry, salary expectations
 - ✓ Help with first round of interviews
 - Unemotional
 - Interviewing experts - know best how to look for certain skill sets

**Depending on your arrangement,
it may not cost you anything until someone is hired.**

Help from those who know best



You won't find better ambassadors for your company than your own employees

- Ask them to help you network, be present at industry gatherings, create videos to share their experience
- Guide them to ensure they're accurately communicating the best attributes of your brand.
- Create a referral program to reward employees for bringing in great people
- Recruitment cards to hand out to potential candidates



Tell them _____
said you are an awesome candidate.



Involving your employees in the recruiting process gets them engaged and creates loyalty.



**Salary addresses skills, experience,
and education.**

**But what else can you offer in return for
your employees' enthusiasm, passion,
energy, and dedication?**



5. Unique Compensation Benefits



This is where you can get creative and really stand out from larger firms.

- Culture
 - ✓ Family oriented, dedicated to diversity, open door management
- Work life balance
 - ✓ Sometimes “extras” that add to employees’ work-life balance can trump higher salary bids by competitors.
 - ✓ Work from home, flex time, half day Fridays, extended lunch hours
- Continuous training opportunities
 - ✓ Offer tuition, lunch and learns, job shadowing, skills assessments, coaching
- Appreciation programs
 - ✓ People want to feel valued: employee-recognition programs, performance bonuses and comfortable work environments.



5. Unique Compensation Benefits



- Opportunities To Give Back
- Wellness/Wellbeing Activities
 - ✓ Help them unwind: group yoga, friendly athletic competitions, and regular team-building activities outside the office
 - ✓ Bring dog to work
- Ask for board games to be donated or brought in for gaming lunch or happy hour
- Food is the way to people's hearts
 - ✓ Themed lunches
 - ✓ Food truck day
 - ✓ Cook-offs

Ask your employees for perk ideas.

Gets them involved, builds loyalty, and helps attract recruits.



Retaining



Best ways to retain great people



- **Loyalty:** When an organization completely understands the needs of its employees and builds a platform to address them, the organization earns immense loyalty. Loyalty is one among few factors which motivates employees to perform at the highest level and give their best all the time.
- Everything we have talked about to attract people to your firm is going to make them stay
- Key – listen and communicate

Thank you!



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