

Recruit with Intention Checklist

If your firm is looking to add qualified staff, you are not alone. In fact, attracting top talent is a key challenge facing many practices these days. That is why this checklist is dedicated to providing practical tips and strategies that you can put to use right away in your own practice. Not only do these strategies require minimum investment, the results can be significant. With just a little work on your part, you can positively impact your firm's ability to attract and retain the type of talent that you want.

- **Get Clear on Your Firm's 'Why'** - The right message is essential in attracting candidates that will be a good fit for your firm. It's critical to understand what makes your firm attractive to others. Not sure what the right message is? Ask your team.
 - What captured their attention?
 - How did they learn about your firm?
 - Did those they interviewed with appropriately describe the firm's culture?
 - What was their 'why' for joining the firm?
 - What did they like and dislike in other firms' recruiting efforts?
 - What do they love about working in your firm?
 - What do you want the firm to be *known for*?

- **Involve Younger Staff** - Think about it, they have recently gone through the process themselves. Not only is it fresh on their minds, chances are good that they have strong connections with the colleges where you are looking to recruit. They also have connections with peers in other firms that may be looking to make a change.
 - Equip them to serve as brand ambassadors for your firm at targeted schools.
 - Encourage them to attend recruiting functions (i.e. career fairs, honor society events) where they can speak with students about their transition into the working world.
 - Involve them when recruits come for formal interviews with your firm.
 - Engage them in follow-up and ongoing social media dialogues.
 - Encourage them to be on the lookout for those in their network ready to make a change.

- **Make Internships Part of the Recruiting Experience** - When your firm offers internships, you will become known at college campuses by accounting professors, placement directors and students as a place to gain hands-on experience. And even if an intern doesn't end up at your firm, you will have positively impacted them and the profession by providing real-world experience. To get started, contact the heads of the accounting department and placement office at your desired schools. Let them know what type of person(s) that you are looking for so they can put the word out to top students that might be a good fit. Don't be surprised if you get a number of strong candidates. Set up formal interviews, just like you would to fill a permanent role.

- **Ramp up Your Firm’s Networking and Social Media Outlets** - Make sure you are using these tools to your advantage when you are hiring.
 - **Website** Your website is often the first place that a potential candidate will visit to learn about your firm, your culture and opportunities that are available.
 - Are your recruiting activities included on your website?
 - Does your website portray your firm’s culture?
 - Does your website show team and client opportunities that are available?
 - Is it clear on your firm’s ‘why’?
 - **LinkedIn, Twitter and Facebook** - Let friends of the firm know when you have hiring needs. Add links to job postings and other details.
 - **Face-to-Face Networking** - Never underestimate the power that face-to-face meetings can have in your recruiting initiatives. Be deliberate in telling your referral sources and others in your network when you are hiring.
 - **Student Networking Events** - Hold networking events to encourage students to get to know you, your team and your firm. How about a summer picnic, an ice cream social or a pep rally social for an upcoming college game-day event?
 - **Virtual Career Fairs** - Running a little low on time? Why not consider participating in a virtual career fair. This new technology allows potential candidates to get to know your firm and the opportunities that are available by visiting your booth at an online event. Accountingfly and *Accounting Today* is hosting one in June. Learn more in the section below.

- **Find Qualified Talent without Leaving the Office** - Accountingfly, with its extensive nationwide virtual network, offers firm a new avenue to reach potential candidates. The best part is that you and your team don’t have to leave the office. Here are three upcoming opportunities that you can use to locate experienced talent, interns and college graduates. Engage your younger staff to take the lead.
 - **For Experienced Talent** - Participate in ADVANCE ‘15, an interactive career fair, from the comfort of your own office. This event, brought to you by Accountingfly and *Accounting Today*, will be held on Thursday, June 18 from 1-5 PM (EDT). Click [here](#) to see how it works.
 - **For Interns and College Grads** - If you are looking for interns and accounting grads, why not build a free firm profile on Accountingfly’s accounting-specific online job board? This job board connects CPA firms with the type of accounting talent that you want to retain. You are automatically eligible to participate in Meet the Firms Week for free. This event, scheduled for October 2015 is a week-long event where your internships and entry-level jobs are promoted to participating students interested in working for a local firm. PCPS members get additional perks that make it even easier – click [here](#) to learn more.