

The Idea Book For Accounting Firm Hiring Managers

Guidance, Tips, Strategies, Tactics, Real-Life Stories, and Research Data

For Recruiting, Training and Retaining the Best Talent

Table of Contents

Welcome to The Idea Book For Hiring Managers	5
How to Use the Idea Book.....	6
Number of Accounting Grads Hits New High	7
Accounting Grad Hiring on the Mend	9
Salaries Up for New Accounting Grads	10
10 Ways to Recruit & Retain the Best Talent.....	11
The Cost of Staff Turnover: \$32,500	12
Five Clues You're Working for a Loser	13
Ten Do's and Don'ts for Giving and Receiving Feedback.....	15
Are You Missing the Next Big Boom in Accounting and Finance?	17
Six Reasons You Don't Want to Be the Boss.....	19
The New Leadership Skills You Need to Make Partner in Today's Accounting Firm	20
The Big Accounting Software Packages You Need to Know to Get Hired Today	22
Leslie Murphy: Your Future Is Already Here	24
CPA Firm Leverage Ratios Collapse as Headcounts Hit Five-Year Low.....	26
How Do Accountants Define "Success?" [SURVEY]	28
What CPAs Can Learn from Starbucks about Hiring (and Keeping) Gen Y Workers	30

Take a Cue from Big League Coaches	33
Career-Minded CPAs Say the Profession Lacks Good Role Models	35
Joe Eckelkamp Mentors	39
James E. Kinsey: On Mentors.....	41
How Five Mentors Made a Difference	42
Six Ways You Can Make the Recession Good for Your Career in Accounting.....	44
Marc Rosenberg: Slow Learners Need Not Apply	46
The Best Leaders Bounce Back	48
And women may have the edge.....	48
Should You Be the Boss?.....	49
Four Generations in the Workplace: Who Are They? What Do They Want?	51
Hewitt Cites Growing Employee Unrest.....	53
Decline in Employee Engagement Augers Big Turnover Trend to Come	55
Q&A: Gary Boomer on Building the Agile Learning Organization	57
The Talent Battle Never Sleeps	58
Five Tips for Redesigning Organizations for High Performance	59
11 Things Staffers Would Say if They Could	61
Four Reasons CPA Firms Can't Keep the Lid on Pay Raises for Much Longer	63
He Said, She Said: Ten Big Reasons Men and Women Clash in the Workplace	64

No Surprise: The Best Firms Pay More 66

About CPA Trendlines..... 67

About Bay Street Group 68

About Rick Telberg..... 69

Contact..... 70

Welcome to The Idea Book For Hiring Managers

Let's face it – the landscape upon which you operate today has changed. Yet the future of every firm depends upon the talent you hire.

Until any accounting firm brings together the right talent, the firm will not achieve its full potential. In recent years we have witnessed many changes in the hiring landscape, from the graduates to the upwardly mobile partners, and from search methods and technologies to interviewing. What is more, expectations of firms and of available talent have changed, as well. Although multiple career tracks might have opened new windows of opportunity for you to place promising talent, they have also made your job considerably more complex.

With this “Idea Book,” we hope to stimulate the thinking of hiring managers who are seeking ways to succeed in an altered landscape. We're sure you'll find at least a few good ideas to put into use.

And we're grateful to the professionals who contributed so much of their experience and insight to make this book possible.

*Rick Telbeg
President and CEO, Bay Street Group LLC
Editor and Publisher, CPA Trendlines*

How to Use the Idea Book

This book can be used for individual study or in group discussions.

For individual study, readers are advised to find a quiet hour or two with a pen to read through the book, taking notes and jotting down ideas as they emerge. Then the ideas can be gathered and developed into action plans.

For groups, it is suggested that the group discuss each idea as it surfaces, record the ideas on a flip chart or notebook and later sift the best ideas to develop into strategies.

– The Editors

About CPA Trendlines

CPA Trendlines at <http://cpatrendlines.com> is the online home of the freshest research and analysis in the tax, accounting and finance professions. Here you'll find the data and analysis you can use for your practice and your career, plus exclusive research, insights and commentary on the most pressing issues and fastest-changing trends.

About Bay Street Group

Bay Street Group LLC provides custom research, marketing, communications, strategic consulting, publishing and digital media for the professional tax, accounting and finance community.

Delivering state of the art services:

- > Research
- > Analysis
- > Communications
- > Strategic Planning
- > Lead Generation
- > Alliances
- > Business Development

With know-how and resources:

- > Experience, Insight, and Execution

Strategic Planning

Bay Street Group's unique and powerful perspective examines the finance and accounting profession from all angles providing unique insights sought after by:

- > CPA firms
- > Professional associations
- > Financial executives
- > Partners and suppliers to the profession

Marketing Communications

Bay Street Group's expertise cuts across multiple media platforms and a wide array of industries, associations and products. Bay Street Group consults to world-class brands... international, national and state associations... as well as local, independent CPA firms.

- > Print and electronic newsletter assessment, enhancement and management
- > Product launches
- > Direct marketing sales strategy and support
- > New media properties
- > Website architecture and content

About Rick Telberg

Rick Telberg is a veteran analyst, advisor, commentator, editor and publisher. He brings a unique background and perspective to research and advisory services for the professional services community.

Mr. Telberg may well be the accounting profession's most widely-known commentator through his long associations with the American Institute of Certified Public Accountants, Accounting Today magazine, and today, CPA Trendlines.

As an expert in management, marketing, media and e-commerce, Mr. Telberg has served as Senior Editorial Director of Pro2Net Corp., now www.smartpros.com, and as Director of Online Content at CPA2Biz, www.cpa2biz.com.

Previously, Mr. Telberg served as the early Editor-in-Chief of Accounting Today, and as Vice President/Group Publisher at Thomson Financial (now SourceMedia), overseeing Practical Accountant, Accounting Technology, and what is now www.AccountingToday.com.

Mr. Telberg was presented with a special citation by the National Society of Accountants for service to the profession and has served on a variety of boards and steering committees, including BKR International and the IBM Small Business Advisory Council. He is a graduate of New York University.



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