



# Attracting Young Talent

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# Young PEOPLE may be the key to the future

There are many benefits of hiring young people to work for your accounting firm and to the profession. These include:

- Perspective

Youth brings fresh perspective and a different way of looking at your business and industry., this reason alone makes hiring younger people worthwhile.

- Energy

Younger people are often bursting with energy and the desire to try new things - This can be harnessed to help push your business forward. They are most important in relating to the youthful market.

- Familiarity with new technology

Partners at your firm might know about new technology – but they may not know how to make the most of it, young people do. For example, many of them grew up with social media and they understand its benefits. The rapid changes require flexibility and passion for change.





# What can young people bring to your practice?

- Contacts in new markets

Entrepreneurs are getting younger. Any young people you hire may have friends and acquaintances with their own businesses.

Certain industries are dominated by young entrepreneurs. The young accountant will speak their language, share their vision and be a potential advisor.

A younger and flexible workforce translates into greater yield and economic returns.

- They may be more cost effective

As a general rule, younger people have less experience, so they usually start on lower salaries than those with more experience. However, increasingly there is a get rich quick appetite creeping in.



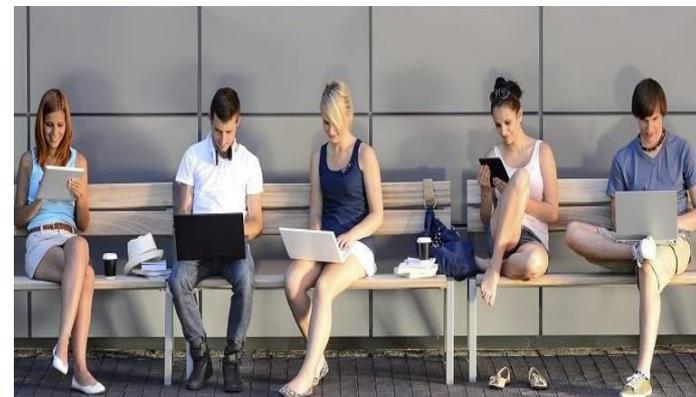


# Things young people expect from their workplace

*Younger generations usually have expectations beyond just getting paid to do a job. Here's what you'll need to offer if you want to attract the best.*

- Cutting edge technology

The young profession seeks the firm that is heavily invested in technology. Their everyday lives evolve around technology they seek a workplace that embraces technology.





- Work-life integration

This is different to work-life balance – it means a merging of work and life. For example, you might let your staff to do some work at home. But in return, they'll expect to be able to relax sometimes while at work. However, all should be clear about expectations and outcomes.

- Flexible working hours

Some people are great at working 9 to 5. But Young professionals have times when they're at their best. If possible, let your staff work at times that suit them. As long as you set clear goals and deadlines, they'll get the work done. [Millennial Branding report](#) found that 45% of young people are more likely to value flexible working hours over pay.





# Things young people expect from their workplace

- Great culture

Work doesn't have to be dull, repetitive or boring. Increasingly computers are taking over that kind of routine work. Good employers understand how to keep their employees interested and happy. A great start is to offer your employees varied, challenging work with clear and achievable goals.

- Training and career opportunities

Younger people often lack work experience. So make sure you budget for their training. They are usually quick learners, so the investment will pay off in no time. The more mature members of the firm must be available to be mentors.

We need to develop online training. IFAC can lead this effort by having an online PR to encourage all their member bodies to have a training site and a strong social media presence which will push young professionals to the site.





- **Fair payment**  
Pay a fair wage and you'll get workers who aren't stressed about living expenses. Fair pay is very critical – fairness and opportunity to rise in the firm are very critical in the lives of the young professionals.
- **A collaborative working environment**  
Competitive environments are stressful for everyone except the “winner”. A more productive way of getting work done is for everyone to collaborate. Encourage each staff member to give their all and engage them in the company's vision. Share your vision with them. Ask for their opinions. Reward their thinking.





# Attracting young people



- **Update your website**  
Does your website reflect your business ethos? Or has it become stale and a little boring? Take another look at it with fresh eyes. See if you can update it to better reflect your dynamic business culture.
- **Refresh your social media strategy**  
Could your tweets have more personality? Is your blog out of date? If you don't have a social media presence it may put off potential hires. Find someone within your business who's willing to spend the time on this and put them to work. If you need to, hire a consultant to help you [promote your firm with social media](#).
- **Get your staff involved**  
Email your staff and ask them to describe your company culture. Find the best, most positive descriptions and use them in your recruitment material. Offer a finders' bonus for anyone in the company who refers successful new hires.



# Filing the pipeline: Engaging them throughout their early career

- Forge relationships with college professors and high school counsellors.
- Offer an internship program to high school seniors.
- Partner with any local colleges and universities.
- Build relationships with student groups.
- Set up a table in the student center with information about your firm, and offer coffee and a donut to those who stop by.
- Attend career fairs whenever possible and make note of students (if any) who repeatedly drop by your setup.
- Volunteer to teach a class.
- Be supportive of their professional accreditation
- Provide financial support as they pursue their professional development and licensure.





# Positive work environment

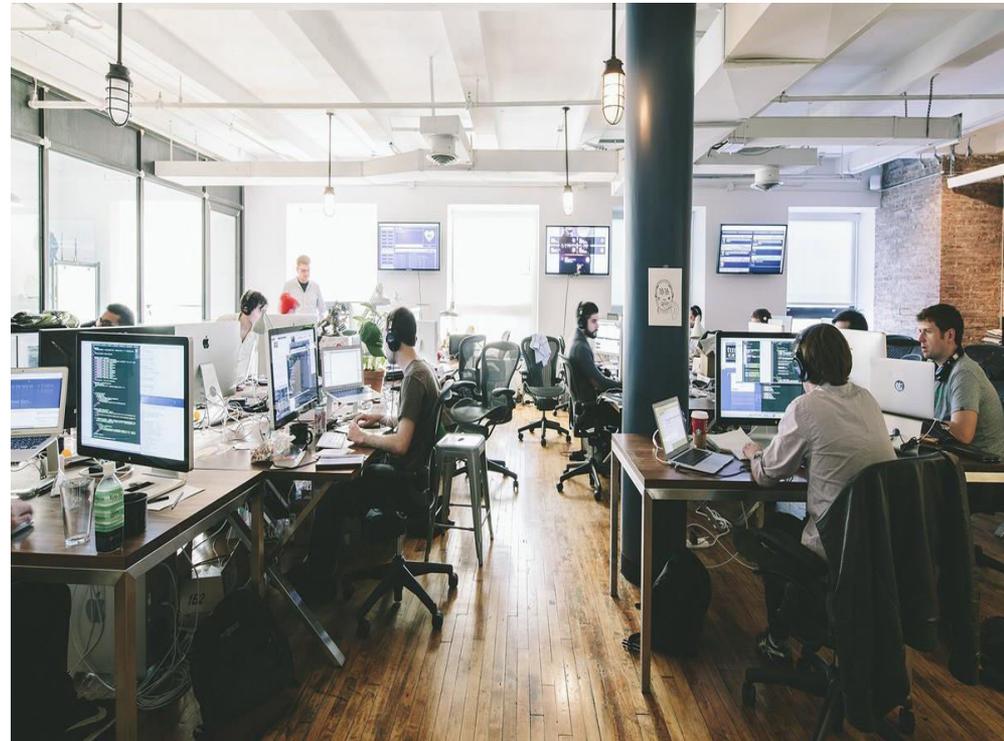
- Give insight to your company culture.
- Offer flexibility and comfortable work environments can use that to their advantage when seeking out younger employees.
- Have an open door policy between employees and management.
- Have a business casual dress code.
- Show appreciation for your staff other than salary advances.
- Keep the office fridge stocked with waters and drinks, give an employee off for their birthday, organize team events like a charity walk.
- Offer flexible work hours.
- Let staff members speak to candidates who come in to interview.





# Technology & individual growth plans

- Make sure your firm is keeping up technology trends.
- Create a mentoring program between the younger talent and an experienced superior.
- Offer interactive training.
- Allow employees to work with different colleagues in different areas of the firm.
- Allow the employee to learn multiple roles.





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