

Creating a Talent Magnet: Attraction, Retention and Employer Branding

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The Association of
Accountants and
Financial Professionals
in Business



Moderator



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Featured Presenters



Jason Flanders
Executive Director
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About Presenter's Organization



Agenda

1. Introduction
 2. Employment Landscape
 3. Top Trends in Finance
 4. Retention Strategies
and Employer Branding
1. Q&A



Poll Question 1:

Which of these challenges do you expect to have the biggest impact on your company over the next year?

- a. Shortage of qualified candidates
- b. Adapting to evolving employee expectations
- c. Balancing cost pressures with talent demands

Poll Question 1 Results: (Placeholder)

Employment Landscape



7.4M

Job Openings



4.1%

Unemployment
Rate

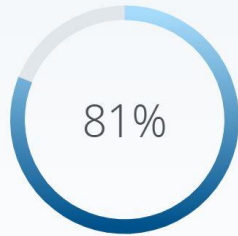


2.5%

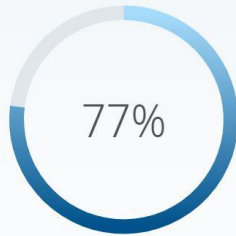
College-Degreed
Workers 25+

Top Trends in Finance

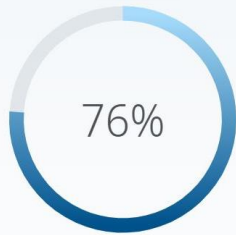
Managers' Top Concerns



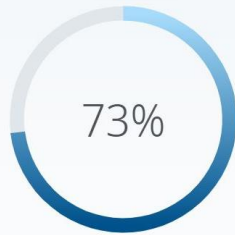
Retaining top talent



Finding talent quickly when it's needed



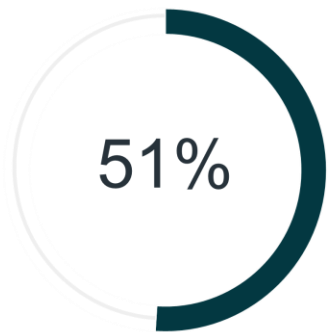
Finding qualified candidates



Keeping critical business projects on track



Expect Hiring Challenges to Continue — and Grow



of managers say hiring quickly enough to land top talent is a challenge.

STRONG SKILLS NEEDED IN:

- ERP systems
- Automation
- AI
- Cybersecurity

Poll Question 2:

What is the biggest challenge your company faces when hiring?

- a. Finding candidates with strong technical skills
- b. Hiring quickly enough to secure top talent
- c. Meeting candidates' salary expectations

Poll Question 2 Results: (Placeholder)

Addressing Career Satisfaction



Job search plans over time



What Workers are Looking For



Hybrid
(60%)



Fully In-Office
(43%)



Fully Remote
(37%)

Poll Question 3:

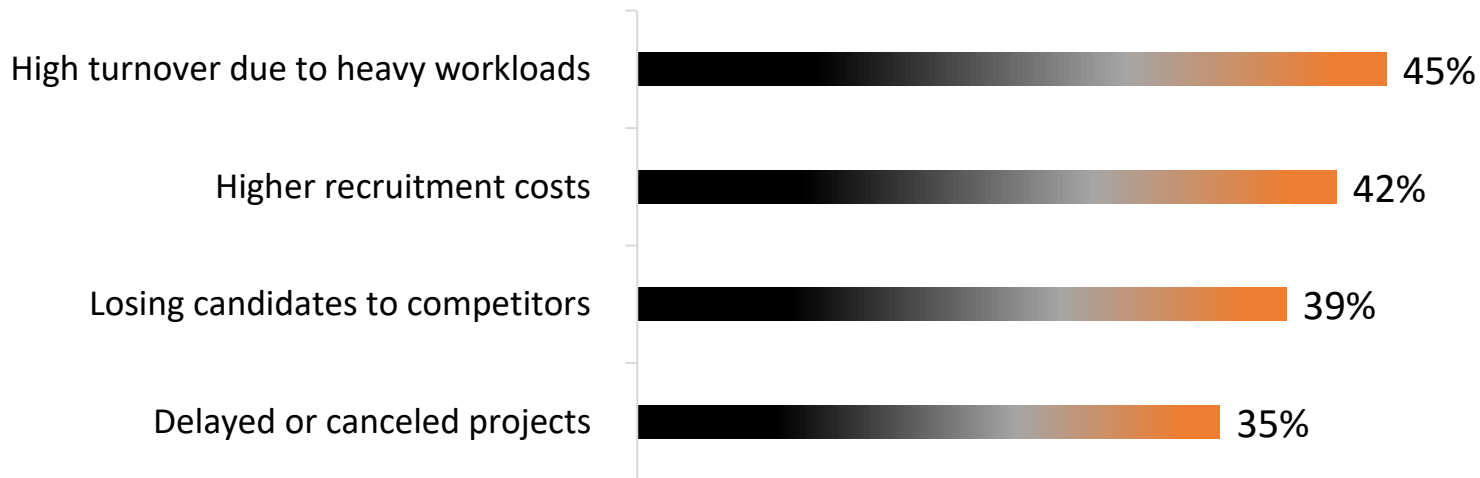
In your opinion, what are employees' top priorities when searching for a new opportunity?

- a. Flexible work
- b. Company Culture and values alignment
- c. Career growth and development opportunities
- d. Better compensation and benefits

Poll Question 3 Results: (Placeholder)

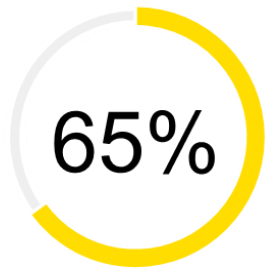
An Extended Hiring Process Comes With Risks

The consequences of a long hiring cycle:



Retention Strategies

Salaries and the Value of Flexibility



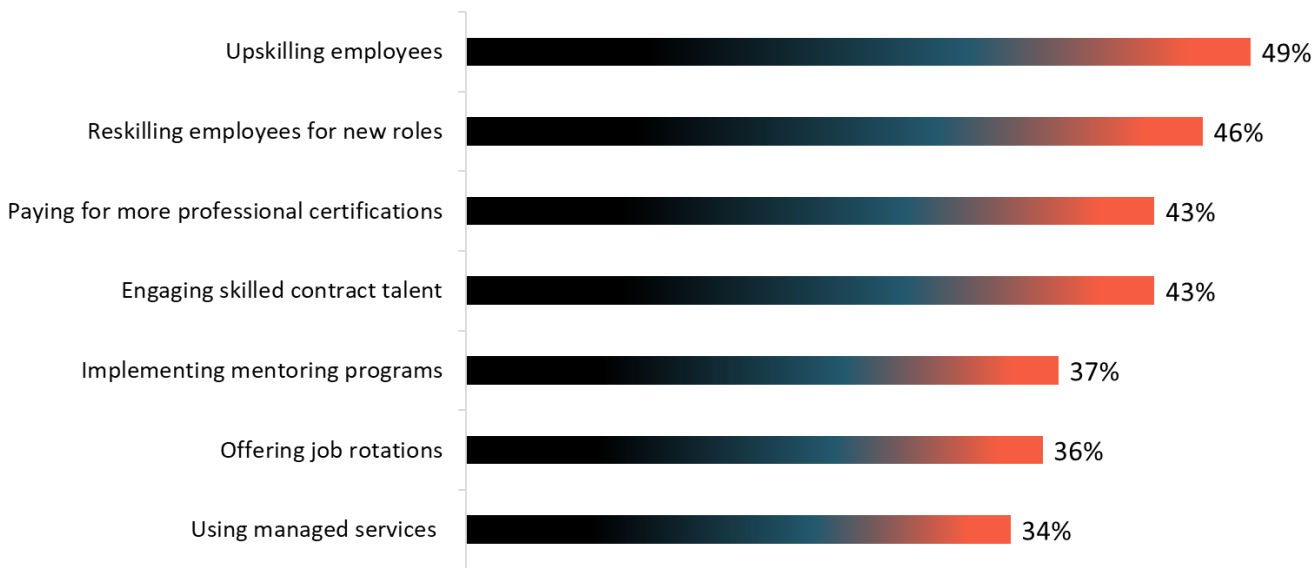
of managers are willing to pay more for new hires to work in-office.



offer up to 20% more for 4-5 days on-site a week.

Bridging Skills Gaps May Aid Retention

Strategies to address skills gaps:



Upskilling and Re-Recruiting

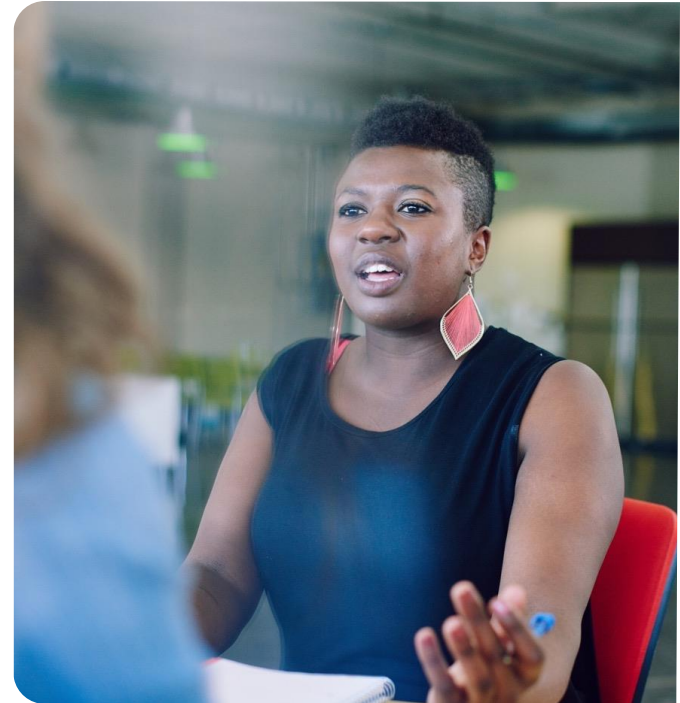
Upskilling

Soft skills are needed like never before

- Communication skills
- Adaptability

Re-Recruiting

- Proactive vs reactive
- Have open conversations
- Seek feedback
- Take action



More Retention Strategies

- Onboarding and mentorship
- Recognition and reward systems
- Performance feedback
- Emphasize teamwork



Poll Question 4:

Which aspect of employer branding do you feel has the most significant impact on attracting and retaining top talent?

- a. Showcasing company culture and diversity
- b. Empowering employee advocates
- c. Sharing personal and company wins on social media
- d. Highlighting work-life balance and other value propositions

Poll Question 4 Results: (Placeholder)

Employer Branding

Why Employer Branding Matters

- Attracting and retaining top talent
- Cost-effective recruitment
- Empowers employee advocates
- Showcases culture and diversity



Questions and Answers



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Thank you!

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