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Sujet n°5

How to employ the right staff for your accounting practice

Attracting and retaining the best accounting talent is often a challenge for small- to medium-sized practices and in the current jobs environment it has become even more difficult. Here's what accounting practices need to know.

5 The jobs market has changed. These days many applicants are seeking out accounting roles that, beyond just a competitive salary, are in practices that offer them a range of other benefits that will make working for a particular firm more desirable over the longer term. Those benefits can include the location of the practice and the types of clients it services, to things such as the organisational culture, work flexibility, the systems being used and, importantly, the firm's approach and
10 commitment to the ongoing training and development of its employees.

Accounting candidates, especially those in younger age brackets, are increasingly aligning jobs to their personal beliefs and values. "More and more often, people are wanting to work for something with a bit of meaning", says Cameron. "They want to know that if they come to work and they work hard, that they're going to be working
15 with people they like. They're going to be working for an organisation they're going to be proud of."

Incentives such as work flexibility are important, but often new candidates are more focused on building their career through training with their colleagues, collaborating together and working together as well.

20 "They want to add value, and they want to be a part of something. It's really understanding who the person is, what drives them, what their values are, and really even open communication about how it can work, both for the practice but for the person as well."

Adapted from *www.intheblack.com*, 26 Jul 2018