

Highlights from the

Boomer Talent Circle

Fall 2023

Topic Highlights from The Boomer Talent Circle 2023 Fall Meeting

The Boomer Talent Circle is a community of talent leaders from forward-thinking firms committed to aligning human resources and firm strategy at the highest levels. Members focus on elevating their knowledge to improve leadership beyond HR compliance. Learn more at www.boomer.com.

In September 2023, our Boomer Talent Circle members met at the Accounting Innovation Center in Kansas City, MO, to share knowledge and build relationships with peers. The discussions centered around the following topics:

- **Age and Generational Diversity**
 - There are up to five generations in the workforce today: Traditionalists, Baby Boomers, Generation X, Millennials, and Gen Z.
In this fast-paced session, we developed a plan for creating a profile for each individual in the firm to deeply understand how to motivate them and communicate with them, which included generations, personality, communication style and more.
- **Self-Care and Healthy Boundaries**
 - Self-care is essential to being an effective leader, but what does that mean?
 - In this session, we talked about self-care, why it's essential and the commitments our members should make to change old habits and live healthier and more joyous lives.
- **Building Community and Connection with Hybrid Employees**
 - Some firms notice a lack of engagement and increased turnover with remote or hybrid employees.
 - Members discussed what their firms are doing to increase engagement, such as weekly one-on-one meetings, virtual breakfasts and lunches, employee resource groups, and more.
- **Using an ERP to Manage Talent**
 - Members discussed the technology they use to manage talent, onboarding processes, and more.
 - One member suggested that firms with less than 100 employees onboarding yearly don't need an ERP. Alternatives discussed include Monday.com, Asana, and Dayshape.
- **Sponsor Highlights**
 - Identifying new solutions and systems is a big part of a talent leader's responsibilities.
 - Members heard short presentations from three sponsors in this session: Premier Financial Search, Beech Valley and Makosi. Following each sponsor presentation, members had a chance to get their questions answered by each solution provider.

- **NASBA/AICPA Experience, Learn and Earn (ELE) Program**
 - The AICPA and NASBA launched an integrated education and experience program for students who need a path to the 150 credit hours required for CPA licensure while employed with a CPA firm.
 - Members discussed whether any of their firms are participating in the program and how they're handling budgets, flexible schedules and other considerations to support students.

- **Partnering with Internal Communications/Marketing for Employee Engagement and Recruitment**
 - Great things happen when talent professionals collaborate with other departments, such as marketing and communications.
 - Members discussed how they're leveraging the unique skills of their colleagues to drive employee engagement and recruitment, such as putting out weekly newsletters, creating content for the firm's LinkedIn page, and more.

- **Lifestyle Spending Accounts**
 - A lifestyle spending account (LSA) is an employer-sponsored benefit allowing employees to set aside money for discretionary spending, such as wellness programs, transportation, home office equipment, etc.
 - Members discussed whether they offer LSAs and what expenses employees can use the accounts for.

- **Paid Time Off**
 - Members discussed whether any firms are giving employees unlimited PTO and, if not, how much PTO they provide.
 - Some member firms offer unlimited PTO. They discussed how they handle employees who take excessive time off.

Of course, it's impossible to cover everything that we discussed at the Boomer Talent Circle meeting in this short summary. However, the trends described in this report should give you some great insight into the talent challenges and solutions that firms are thinking about today.

An Invitation to Participate in The Boomer Talent Circle™

To learn more about the Boomer Talent Circle community, please visit www.boomer.com/talentcircle.

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