



PAIN POINT 3: THE ACCOUNTING TALENT WAR

## Strategies for retention

### The long-term impact of The Great Resignation

The peak of the resignations may have passed but according to [Fortune magazine](#), the Great Resignation has now become a state of mind, especially for Gen Z, always looking for their next career opportunity.

Firms aren't only competing with local competitors for talent, but other industries as it's reported by [CountingWorks](#) that 17% have left the profession completely, citing in part "the lack of variety" where they felt restricted in their role.

#### Leading indicators in research



**26%**

**OF EMPLOYEES**  
are expecting to change jobs in the next year, up from 19% last year.



**68%**

**OF EMPLOYEES**  
believe the ability to learn on the job is very important.



**3.5%**

**DECREASE**  
of accountancy students in the UK and ROI.

### Focus on employees' desires

From [ACCA's recent report "UK Talent Trends in Finance 2023"](#)

**90%**

are looking to grow future revenues from advisory services to make up more than 50% of their fees.

**52%**

believe they have career development options, so 48% don't believe they have learning and growth opportunities.

**47%**

think their firm has an entrepreneurial culture and 38% of fully office-based workers don't believe their team is collaborative or supportive.

“The team is super engaged with Capitalise. I’ve more than met the intended outcomes I had.”



**NEIL ORMESHER,**  
MANAGING DIRECTOR,  
DANBRO ACCOUNTING



## Firms winning the battle

At Capitalise, we implement a clear progression framework for our employees, enabling them to progress transparently as they navigate their careers.

As our accounting partners face these ongoing challenges they embrace the support our platform offers their firm:

- Insights and credit tools provide junior leaders with additional points of interest and data to discuss with their clients
- Partnership Managers deliver technical training and soft skills coaching, group sessions and one on ones
- The result is more confident team members who can have higher value discussions with clients



## Successful attraction & retention strategies from other firms:

- 1 Development** - offer continuous training and certifications
- 2 Challenging tasks** - assign meaningful work using new skills
- 3 Mentoring** - provide nurture to support personal growth
- 4 Job satisfaction** - empower junior leaders to directly influence clients' successes
- 5 Package** - higher client fees allows for competitive pay and 'sticky' perks



## Use Capitalise tools to train and upskill junior leaders, enhancing retention

To empower your team with insights and career-advancing training that enhances client value and retains top talent, reach out to us today.

**Contact us →**