

HOW TO RECRUIT TOP FLEX TALENT

Presented By

FlexCPAs
Redefining The "Traditional" Workplace

INTRODUCTION

WELCOME, WELCOME

Hello!

I decided to put together a formal How To Guide on everything I have learned when recruiting Top CPA Flex talent.



Within this guide, you will find an in-depth description on how to utilize platforms, such as LinkedIn, to place your job positing in the sight of top CPA talent. I have also included the questions we have asked to during our recruitment process at Patke & Associates in order to determine if the candidate is a good fit for a flex work schedule.

Check it out, critique it, and send me your thoughts at flexcpas@gmail.com.

**Cheers,
Ron Niemaszyk**

RECRUITING FLEX TALENT

**POSTING JOB
POSITION**

WHERE TO POST YOUR JOB POSITION

There are plenty of **online outlets** that can be overwhelming when trying to find a great candidate.

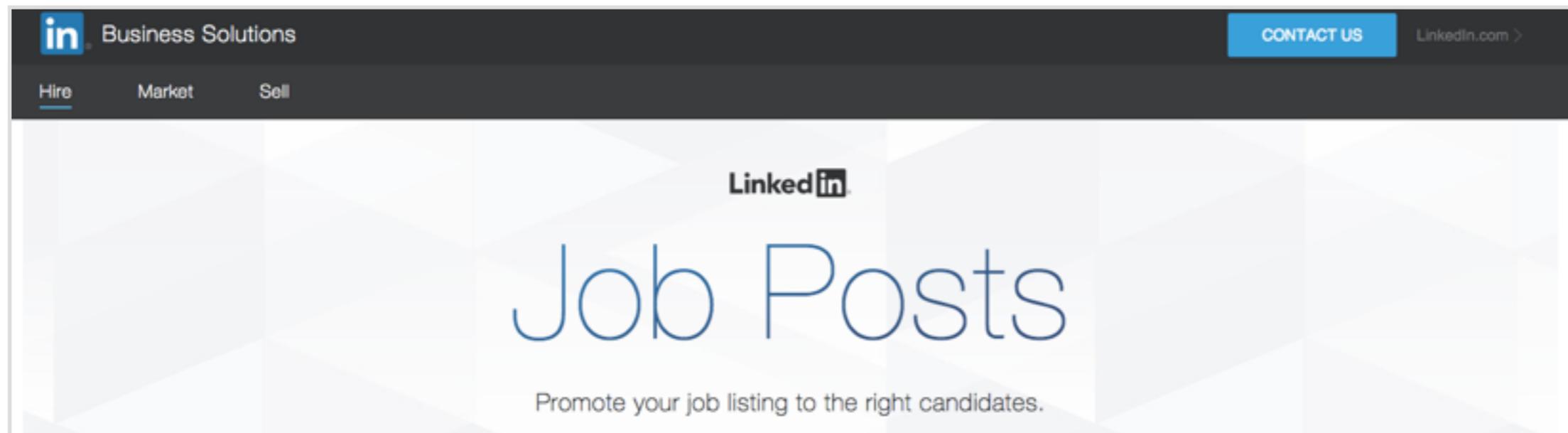
The next few slides will showcase what has worked best for our company in bringing on **10+ flex employees**.

WHERE TO POST YOUR JOB POSITION

LinkedIn

This is a great start when trying to search for top flex talent. In today's world, your **LinkedIn connection** might know someone who knows someone that is looking for a flex work opportunity.

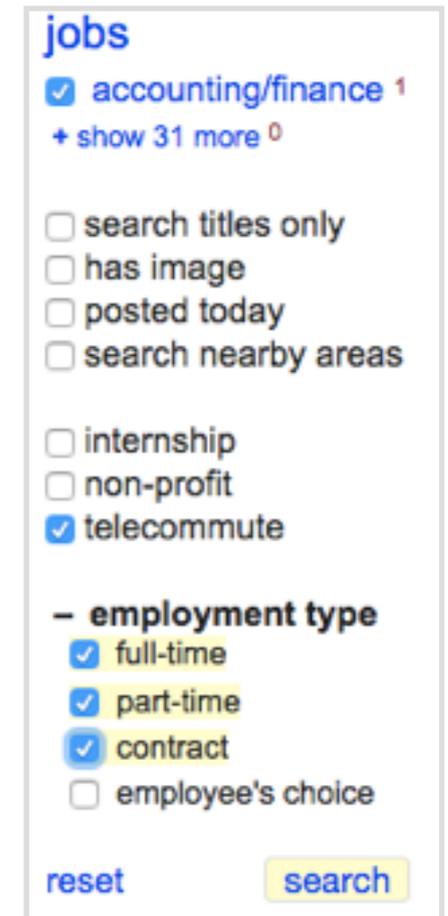
Use your network to your advantage by posting a position on LinkedIn. You can take the free route by just publishing a post (with a link to the position) or go through [LinkedIn's job board found here](#).



WHERE TO POST YOUR JOB POSITION

Craigslist

Craigslist can be a great resource in posting a job position as they have a massive reach and easily searchable via Google. They also have a **selection of flex options** to aid in filtering out the regular 9–5 job postings.



A screenshot of the Craigslist job search filter interface. The word "jobs" is at the top left. Below it, there is a checked checkbox for "accounting/finance" with a "1" next to it, and a link "+ show 31 more" with a "0" next to it. Below that are several unchecked checkboxes: "search titles only", "has image", "posted today", and "search nearby areas". Further down are "internship" and "non-profit" (unchecked), and "telecommute" (checked). A section titled "– employment type" contains three checked checkboxes: "full-time", "part-time", and "contract", and one unchecked checkbox: "employee's choice". At the bottom left is a "reset" link, and at the bottom right is a yellow "search" button.

However, there are some significant downsides to Craigslist. Here are just a few:

- Have to filter through the spam
- \$25/job positing
- Must pay to repost the job position

WHERE TO POST YOUR JOB POSITION

Accountingfly.com



Accountingfly is the industry's only **accounting specific job board** and network. Posting a job is super easy and there is \$0 cost for job posting that are internship level or entry level positions.

There are plenty of Accounting firms on the site, and some of them offer flex work (virtual positions, etc).

Since this is where **accountant's eyes** are looking for new opportunities, you might get your bang for your buck with utilizing them.

WHERE TO POST YOUR JOB POSITION

FlexJobs.com

This site is the go-to job board for individuals looking for a flex work schedule. There are **limited accounting positions** which means your position will stand out amongst the others.

We hand-screen every job and company (so you don't have to!), and we make sure that there are four hard-to-find key elements:

| | | | |
|---|--|--|--|
|  Professional Jobs From CEO to Customer Service Rep, we've helped job seekers find every level of job in dozens of categories in the US and around the world. Job Categories > |  Flexible Work Options Whether you're after telecommuting jobs, part-time jobs or freelance and contract work, Flexjobs has the right job to fit your lifestyle. Job Categories > |  Legitimacy We scour thousands of sources then handpick only the ones that meet our high standards before serving them up to you. Latest Jobs > |  Satisfaction Guaranteed If we don't succeed in our efforts, we are happy to offer a satisfaction guarantee. Just cancel and ask for a refund. Simple as that. We truly want our users to be satisfied with our service and to feel that it's been worthwhile for you. 10 Reasons to Use Us > |
|---|--|--|--|

FlexJobs has a fee for employers looking to post a job. There is also a fee on the prospect looking for a flex opportunities which aids in **filtering out the junk** candidates you will receive from posting on sites such as Craigslist.

RECRUITING FLEX TALENT

CONNECTING

WITH TOP

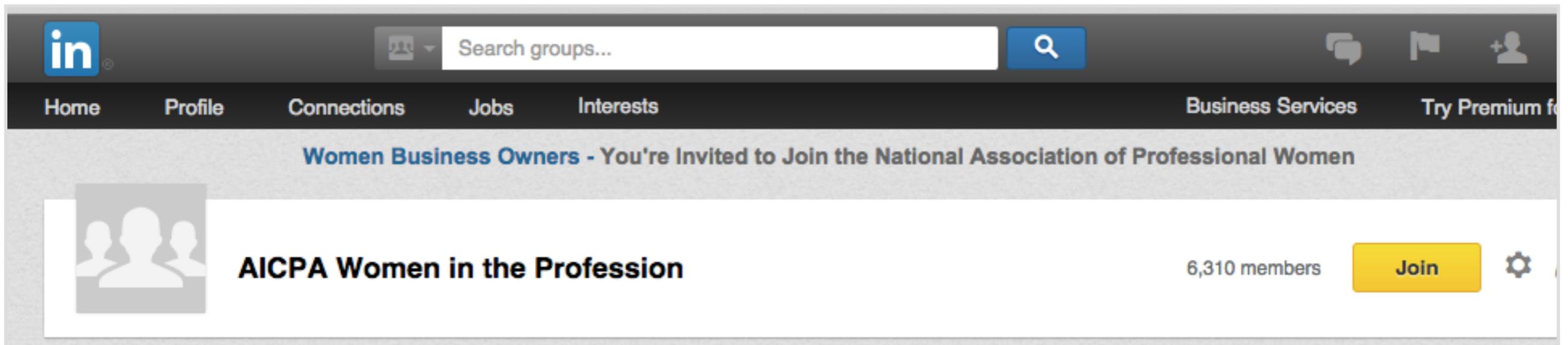
TALENT

CONNECTING WITH TOP FLEX TALENT

LinkedIn Groups

If you are not already aware, LinkedIn has added the feature of **Groups**. This is super helpful if you find a group where your target top talent is located.

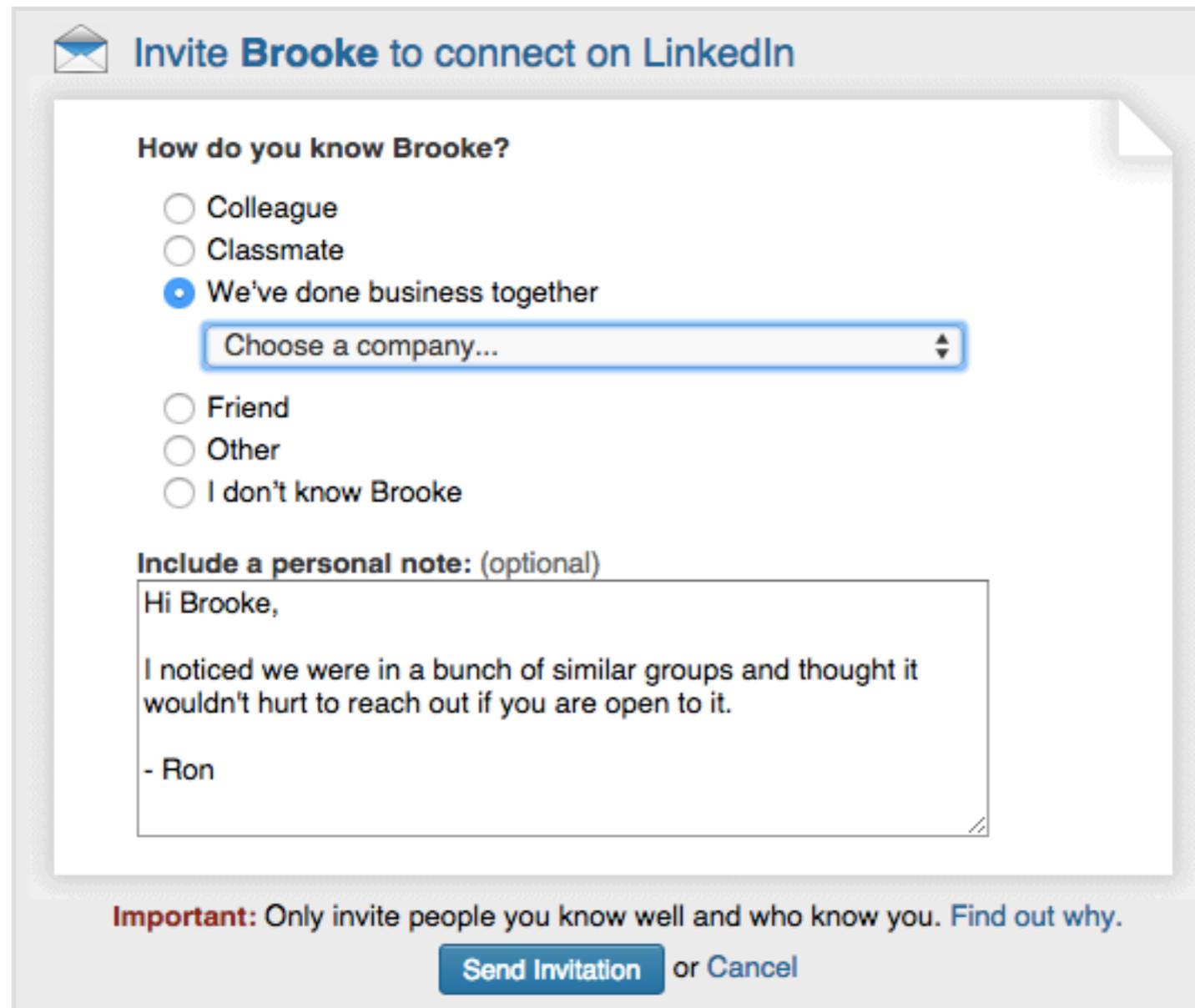
Once you located a specific group, submit your job opportunity to the main page and you will quickly begin to receive response, connections and hopefully new potential leads that will fill your position.



CONNECTING WITH TOP FLEX TALENT

LinkedIn Connections

Once you have received an interested party, or came across a killer LinkedIn profile, the next step is to connect with them on LinkedIn.



The screenshot shows the LinkedIn 'Invite Brooke to connect on LinkedIn' dialog box. It features a title bar with an envelope icon and the text 'Invite Brooke to connect on LinkedIn'. Below the title bar, there is a section titled 'How do you know Brooke?' with several radio button options: 'Colleague', 'Classmate', 'We've done business together' (which is selected), 'Friend', 'Other', and 'I don't know Brooke'. Under the 'We've done business together' option, there is a dropdown menu with the text 'Choose a company...'. Below this section, there is a section titled 'Include a personal note: (optional)' with a text area containing the message: 'Hi Brooke, I noticed we were in a bunch of similar groups and thought it wouldn't hurt to reach out if you are open to it. - Ron'. At the bottom of the dialog box, there is an 'Important' note: 'Only invite people you know well and who know you. Find out why.' and two buttons: 'Send Invitation' and 'Cancel'.

To increase the connection response rate, add a personalized message in the connection field to spark their attention.

CONNECTING WITH TOP FLEX TALENT

Employee Connections

Let's say you don't have any **LinkedIn or Facebook** connections that will work to fill your flex position. This is where your current employee connections will come into play.

On our recent flex hire, we had our employees also post our job position on their Facebook accounts. This simple maneuver allowed us to fill the position, with the interview process included, **within 1 month tops.**

The more connections you had, the greater your reach has expanded too.

Q&A WITH

FLEX TALENT

Q&A WITH POTENTIAL FLEX TALENT

By now, you have searched the internet, posted a job position and are beginning to filter through the job applications.

The next step is to host **interview calls with the potential talent to see if they would be a good fit for your firm as well as being able to handle a flex job position.**

The next slide provides **questions to ask to help you select the best talent to fill your position.**

Flex Interview Questions

- 1. If you are considering working virtually, do you have a plan on how you will be able to work from home?**
- 2. Are you able to work in a space (home office) that will help eliminate distractions?**
- 3. How socially active were you with your other employer? Do you see yourself needing social elements at work?**
- 4. What is your backup plan if your internet suddenly does not work?**
- 5. Are you willing to change around your schedule based on emergency client calls/emails?**
- 6. How do you deal with stress and how does it come into play when working remote for you?**
- 7. Dependability is important when working a flex arrangement. Can you describe a time where you were dependable with your previous role?**

END OF

PRESENTATION