
CRCFO
Charles River CFO
Finance · Accounting · HR
We are smart, nimble, and flexible.


CFO Call Series
Strategies for Employee Engagement and Talent Acquisition
February 2, 2023

THE EMPLOYMENT LANDSCAPE

- Uncertainty in market
- Unemployment at an historic 3.5%
- Baby boomers are retiring and GenX are fewer
- People leaving jobs
- Hybrid / remote flexibility

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ADJUST YOUR STRATEGY

- *Define your value proposition*
- Clarify mission
- Promote culture
- Competitive market rates
- Expand beyond your metro area
- Unique perks or benefits
- Offer flexible work options

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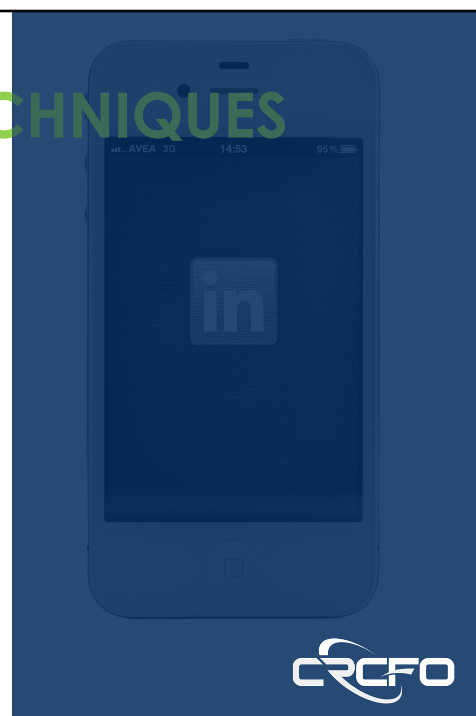
PERSONALIZE THE PROCESS

- Create a memorable candidate experience
- Develop compelling descriptions
- Refresh interview style and process

DIVERSIFY YOUR TECHNIQUES

- More than job boards
  - ✓ Indeed
  - ✓ Saturated
  - ✓ Raised prices
- Social media
  - ✓ Linkedin
  - ✓ Glassdoor
- Implement referral programs



OTHER STRATEGIES

- Quiet hiring
- Fractional staffing
- Upskilling
- Boomerang employees
- Consider outsourcing
- **ACT FAST**

7

Employee Engagement

VS

Job Satisfaction

8

How Engaged Are Your Employees?

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- **YOU KNOW** disengaged employees are expensive
- **YOU KNOW** lack of employee engagement is one of the main reasons employees leave
- **YOU KNOW** that improving employee engagement levels can reduce turnover levels and improve productivity

But how do YOU get started?

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CREATE AN ENGAGEMENT STRATEGY

- Set realistic standards
- Involve key people from the start
- Be open-minded

EMPLOYMENT ENGAGEMENT STRATEGIES

- Employment engagement survey
- Uphold your company's core values
- Develop career paths and opportunities for growth/mentorships
- Promote from within
- Recognize top performers

EMPLOYMENT ENGAGEMENT STRATEGIES

- Promote transparency
- Allow for honest feedback and assess
- Hold employees, leadership and yourself accountable
- Create an inclusive work environment that goes beyond surface-level diversity initiatives
- Difference between diversity and inclusion

8 TOP ENGAGEMENT STRATEGIES

1. Offer your employees flexibility
2. Encourage time-off
3. Pay your workers to volunteer
4. Visible demonstrations of appreciation

8 TOP ENGAGEMENT STRATEGIES

5. Senior-level support for 360-degree
6. Develop career progression plans and mentorship opportunities
7. Create time for fun activities
8. Champion work-life balance

CASE STUDY

CFO resigned unexpectedly. CRCFO provided interim services and search services for permanent hire.

- Deployed within **3 days** to capture responsibilities
- Team approach ensured all financial operations continued
- Successfully Identified and interviewed potential candidates
- Client hired new CFO within 6 weeks
- CRCFO seamlessly transitioned work to new CFO

DISCUSSION

Charles River CFO welcomes the opportunity to work with your organization to provide fractional and interim CFO, accounting, tax, and human resource services.

We are smart, nimble, and flexible.

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