

Highlights from the

Boomer Talent Circle

Winter 2021

Topic Highlights from The Boomer Talent Circle 2021 Winter Meeting

The Boomer Talent Circle is a community of talent leaders from forward-thinking firms who are 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.

This February, firm talent leaders met virtually to share knowledge and build relationships with peers. The discussions centered around the following topics:

- **The Next Normal**
 - Prior to our meeting, members took a survey to answer questions about what the “next normal” will look like.
 - At the meeting, members discussed how to build a new culture better than the firm’s culture before the pandemic, then broke into small groups to create go-forward plans for their firms.
- **Firm of the Future Model**
 - A panel of talent professionals shared what they are doing to move from “old-fashioned” hierarchical models to a new “diamond” model.
 - Members discussed new positions, reporting, expectations and jobs.
- **Ecosystem Update**
 - We discussed the latest talent tools and software members are using.
 - The discussion touched on several key areas: video conferencing, employee health, employee engagement, performance management, CPE tracking, employee data, employee benefits, recruiting, social interactions, management data, project task management, smartphone app communications, payroll, collaboration, CRM, chat apps, note-taking, gratitude, client engagement, internal communications, scheduling, intranet, strategic planning, desk hoteling solutions, assessments and surveys.
- **Sponsor Introduction: Rippling**
 - Joel Layco, Head of Accountant Partnerships, introduced Rippling, an employee management platform that brings together payroll, benefits HR and IT to help companies manage employee operations in one place.
 - Layton discussed Rippling’s Accountant Program, which gives accountants a command center and gives them one view of all of their clients on one dashboard.
- **Accountability Review**
 - Each time our group meets, we conduct an accountability review, where members break out into small groups to discuss the goals they set at the last meeting and how they’re making progress on those goals.
 - Some of the projects discussed include making progress with diversity, equity and inclusion initiatives in their firms, offering additional mental health resources

to employees and their family members, and employee equipment purchase programs.

- **Leading Differently**

- Many firms are moving to an anytime, anywhere work environment. Some employees will return to the office, some will continue working from home, and some will adopt a hybrid method.
- Members discussed how leaders need to change their methods in this new hybrid workplace. What does this mean for trust, collaboration, coaching and mentoring?

- **Changing Pay Policies When Hiring Remote Workers**

- Now that firms have made the use case for remote workers, they can open recruitment across the country (or around the world). How will they structure pay when hiring people in different locations with different average pay ranges and living costs?
- The consensus among members is you have to pay a competitive salary for where you're hiring, not where the firm is headquartered. If they later move to a lower-cost market, you can't lower their pay.

- **COVID-19 Vaccines**

- We surveyed attendees on whether they will require team members to be vaccinated before returning to the office, traveling or visiting a client site. 100% of respondents answered "no" on all three counts.
- Many firms have discussed issues with their legal counsel, such as requiring all employees to be vaccinated, accommodating employees who cannot or do not want to be vaccinated, incentivizing vaccines and offering on-site vaccine clinics.

- **Employee Mental Wellness**

- Members discussed what their firms are doing to support employee mental health and wellness through the pandemic.
- Solutions discussed include providing counseling, a "mental wellness hub" with resources such as apps, articles, websites and more, webinars, EAP programs and paid mental wellness holidays.

- **Employee Engagement**

- How are firms keeping their team members engaged while people are working remotely?
- Members discussed what their firms are doing, including scheduling informal chats or check-ins, firm-wide contests and challenges and short webinars to share success stories, values and firm culture.

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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