RECRUITING **MILLENNIALS**

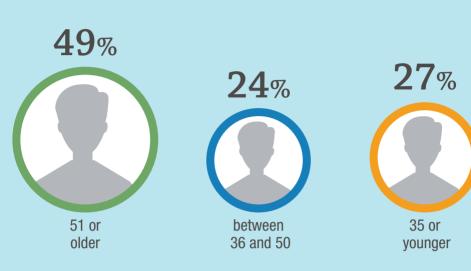
With the accounting profession facing a major staffing crunch, hiring and retaining Millennials is more important than ever.

In an April 2015 survey, we asked accountants what steps they are taking to bridge the generation gap.



The challenge

Only a quarter of working accountants are in the Millennial generation



Finding the next generation



Here's what survey respondents are doing to retain

Keeping them engaged

the younger generation



Moving forward For accounting and tax firms to continue to be successful, they

need to focus on ways to appeal to the unique needs of Millennials

not only in terms of filling vacated positions, but also to help retain

them as well. Understanding the characteristics of this age group is crucial to this process.

As one respondent noted, "At accounting annual update seminars, the audience is aging and there are few younger people. It is something our industry must address."

