

Amplify Advisors

Your CPA firm that is a leader in permanent and temporary CPA support

Start 2022 on the Right Foot



*Balance the complex demands of your role as a leader and your hiring needs.
Your team deserves help this year-end.*

Year-end: It is when *WE* show up

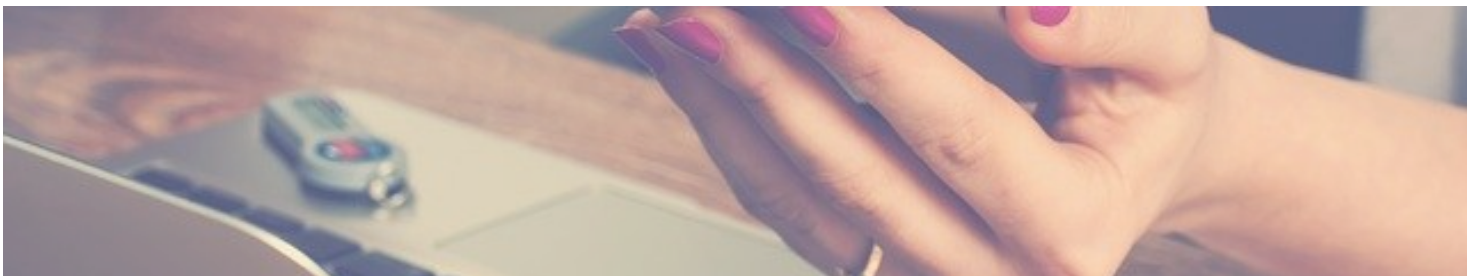
We hear about the Great Resignation and the Post-COVID Churn. We know our team is questioning how they design their career and work and life. Sometimes the managers are the forgotten ones. As CPAs, it is an interesting time to be planning for our busy season isn't it?

For many of us, financial reporting is still key. We operate within a financial reporting department or a mid-market or small business where we are 'be all and end all', including year-end. ***And we don't staff for year-end.*** That would be illogical to our business model. Having enough CPAs to balance the peaks would be expensive and senseless for the valleys.

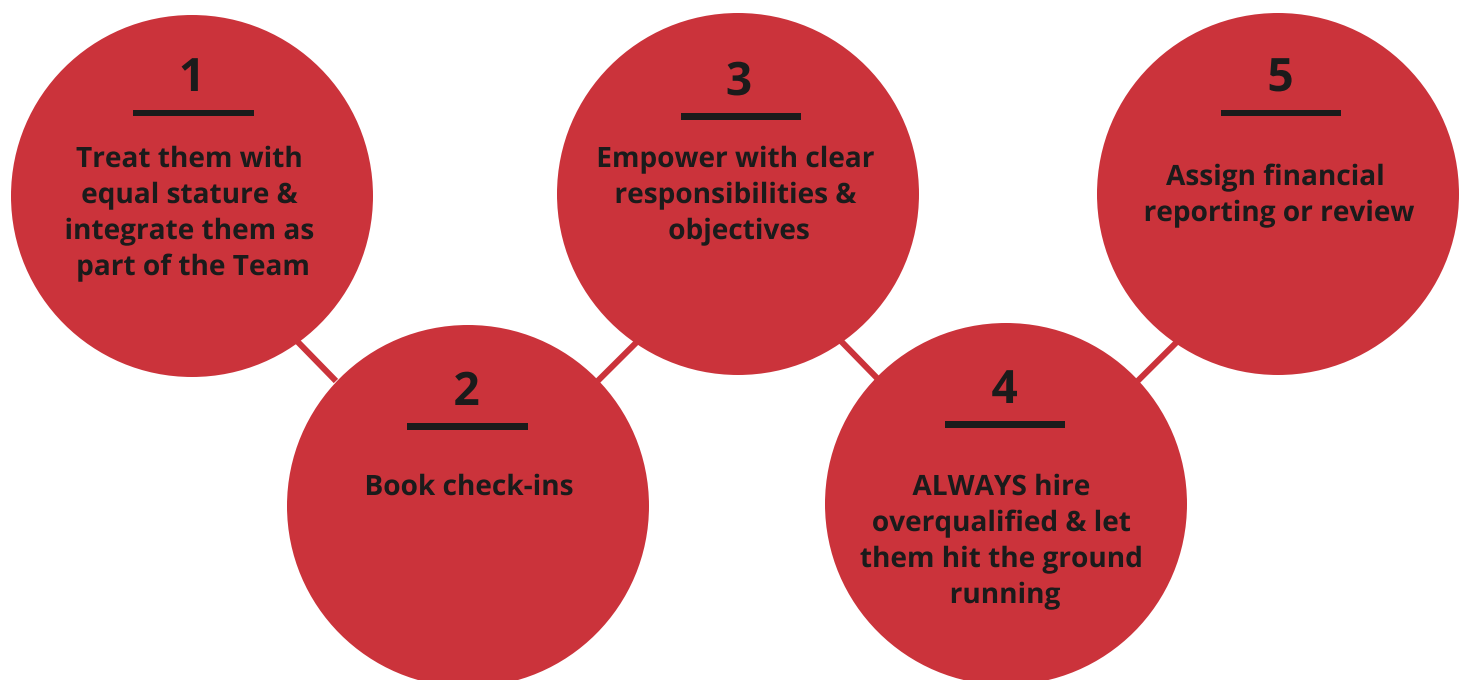
This year are you pushing your team too far?

Is meeting the needs of the peak too much to ask?

Can you get the support they deserve without overwhelming them with training someone new?



How to Guarantee Success from Interim Year-end Help





Get Support for Your Team Correctly and Quickly

When busy leaders need extra CPA support, the situation can be urgent and unexpected. At Amplify, we relieve recruiting pressure by quickly placing candidates from our network of proven CPA performers and providing seamless team integration.

Unexpected quits & projects or transactions

COVID has not paused your business. You need coverage for what's happening. Everything that has happened now needs to be captured in the financial statements too!

Save time searching, hiring, and training

No one wants to hear "I know you are working hard but I can't find help." You can find time because we are here to do the hard parts for you and with you.

Leverage Amplify's collaboration to get the best out of your team

We are a CPA firm. We support our candidates. Our epic team includes ~ 30 permanent employees of which over half are CPAs. We hire another 10-20+ CPAs each month. We help each other.

Avoid an unsuccessful CPA hire. You don't have time to waste by putting the wrong person in the role.

One of the benefits of hiring from a CPA firm is our candidates are known to us. Most have worked with one of us. We are practicing CPAs holding roles as Finance Leaders. Trusted and loved affiliates recommend others.



Year-end has always been a grind. Within a global crisis it is more important work than ever.

**Treat them
with equal
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integrate
them as
part of
the Team**

When you get support from people, you need to invest in the relationship. Stephen R. Covey says it best: "Efficiency with people is ineffective. With people, fast is slow and slow is fast." and, "You think effectiveness with people and efficiency with things." In other words, if you put results before people, you won't get results and you'll lose the people. While you are crazy busy and you might even be remote, it is important to take the time to get to know your candidate. Set them up for success by bringing them onto your team.

If you have a team zoom - invite them.

If you have a watercooler chat - include them.

Ask them about their dog.

Remember, that they are of equal stature to you. Yes, they are grateful to have the opportunity, but they want to cultivate a connection too.

They want to be valued.

A great way to do this is to set clear expectations and provide direct and timely feedback.

Worst Case Example

We saw this happen!

Needless to say, there was a misalignment in values but we did have a case where a team supper was hosted. All permanent employees went to the board room for a fun festive break. All contractors were working until 8 pm RIGHT outside the board room door. Sorry! That is not cool.





Year-end is when we are going to disclose what COVID-19 meant for our business. That is important work.

Book check-ins

You brought in help because you are busy. So it is likely that if you don't deliberately book time with your contract, you might not be accessible.

A weekly check-in is often the best practice. Sometimes the cadence needs to be more (or less).

The check-in is a great way to collaborate and reconfirm expectations, get an update, and provide direct and timely feedback.

The quicker the contractor knows what is working and what to improve or stop, the more effective they'll be.

Unlike your team members, the interim people won't know your favourite mediums or time a day. They won't know that the red purse is a sign you are in an open and friendly mood while the black one means you are 'head-down'. *



Worst Case Example

We saw this happen!

We have seen Financial Reporting 'borrow' from other finance teams and then keep the lines of communication VP to VP. They even booked a check-in with the temporary team member's boss! Yet, no feedback, asks or expectations were managed with the CPA. Oops! Success is working collaboratively with the team, including timely and direct feedback & collaboration.

**Points if you name the book with this boss!*



Year-end is a time when teams of CPAs come together. And achieve a lot in a short period of time.

**Empower
with clear
responsibilities
& objectives**

Year-end isn't new to you. You know the tasks. You've rolled forward the calendar and deadlines. It is a project, and the best-run ones have a RACI, which means everyone that participates knows who is responsible, accountable, consulted, and informed.

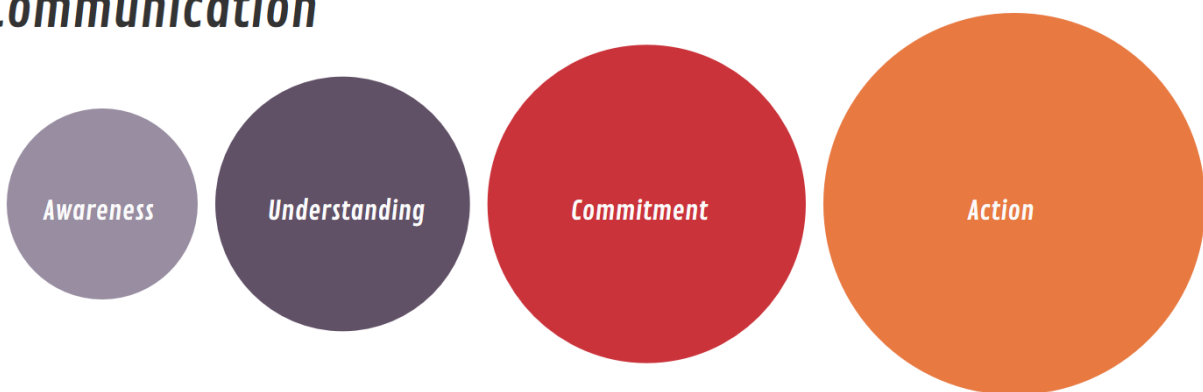
What kills a project? Assumptions.

What takes unnecessary time? Micro-management or task by task assignment.

Where possible, be clear, repeat yourself, use many mediums, and empower your contractor.

You'll get the best success if you let a contractor take full responsibility for something 'cradle to grave'. Hold them accountable and let them know who they are accountable to. Be clear on who they need to consult with and especially who is inter-dependent on them (or vice-versa). Let them know how to communicate and who they need to keep informed.

Communication



It is always up to the person seeking successful communication to be deliberate on what they need to achieve. How you communicate for action is far different than how you should message for awareness right?



Year-end is not a time to teach temporary help. Leadership includes development, but save that for your core team.

**ALWAYS
hire
overqualified
& let them
hit the
ground
running**

When you hire a permanent full-time employee, you generally have three-month probation. The best practice is that the first six weeks are exclusively about setting the foundation. You work to give the new team member a chance to learn and integrate into the culture. Yes, some tasks and responsibilities start to be onboarded, but your expectations are a great attitude, smart questions, curiosity, and the courage to dive in.

Great leaders expect development after probation, but they decide to stay the course based on the potential they are seeing. They focus on culture, fit, and ability.

When you hire a team member, you want them to be engaged. You don't want them to feel like they are 'too good for the work' or disinterested. You don't want them to be looking for the next opportunity immediately. You want them to see that opportunity in the seat you just filled!

It is not the same for a temporary person! You expect them to hit the ground running. That is what you are paying for! So if that is what you expect, that's how you need to hire.

A temporary contractor wants to add value and make an impact quickly. If they are overqualified, they can be confident and get started and get what they want out of the opportunity and meet your needs.

They are not fussed about being overqualified. They have enough to learn when it comes to culture and people and your business. That will be gratifying for them.

Most important is feeling successful. You want to be a confident, trusted leader who gets the very best out of your team. To do that, you need extra CPA support so you can keep up with the complex demands of your leadership role.

They want to be confident and trusted help right off the bat too.

One

CLIENT REJECTED THIS ADVICE

And in our years of working with clients in Recruiting that is one of the few times placement was less than successful



Year-end is about story-telling. We forget that because compliance is so dominant, but in the end, we need to bring our stakeholders and financial statement readers information that matters.

Assign financial reporting or review

If you bring in help from professionals that have an audit background then you can expect them to add value with their curiosity. The questions they ask in their review will make your disclosure better. It will help you with your story. The insight they bring to your processes could add efficiencies or controls. The professional background that the team gets exposed to will let them grow.

Experienced CPAs with the right background can walk into any financial reporting department and make a difference. They can do this because they understand the needs, the compliance, the accounting standards, and the relationships of operations, audit, executive, and the financial reporting team.

Don't get us wrong, there is no ego! Assign them a reconciliation, have them roll-forward impairment, get them assigned to specific notes to the financial statements. The sky is the limit and you know what you need. But don't underestimate how you can leverage a resume to make an impact.



What to do

We've been lighthearted and candid here. We hope that these tips help you help your team in these unprecedented times.

Here's the thing, you've got some new work to do this year. Disclosure of a pandemic is new to you. For most of us, remote work is a first for your busy season. And having kids sent home is hard on working parents too.

You need to take the leap and get help. There's never been a more compelling time.

These tips are a good way to make your temporary solutions successful. If you borrow from the internal audit department, or FP&A group, or operational accounting, this will help that internal person join your team. If you call us, it will set you up to amplify. And if you work with another CPA firm or recruiter, the best will agree with this approach.



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3

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5

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2

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4

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Amplify has a great pool of resources to tap into whenever I need help during the year-end and the quarter-end. Highly recommend.

We engaged Amplify to help us with our financial reporting and to avoid hiring a full time position. Amplify identified a great consultant, worked closely with our team and brought our financials up to a new level. Great job Amplify!

Our recruiter reflected the stated values of Amplify very well and I found his approach very collaborative. I don't have extensive feedback on the engagement, given that they had identified a good candidate immediately and it is the only candidate that we interviewed through the process. With that said, it speaks to their ability to understand our needs well and work efficiently to match us with the right candidate.



Great group of people with a huge network of top talent.

Client experience, including candidate experience, is our priority. We have an average score of 8.7 (out of 10) from our clients and candidates. That is a net promoter score of 76% (anything great than 70% is excellent).

Our Recruiters are seasoned and professional CPAs. They have backgrounds in Human Resources and Finance Leadership. They've been Contractors and Hiring Managers and of course Employees. Working with a team that has walked in your shoes and understands your needs makes a difference!

If you are ready to see real change and you want to set up your team with what they need, it is time to hire a Consultant. At Amplify we provide accounting & finance consulting including continuous improvement, project management & change management.

Next steps:

