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Accounting leaders talk strategy for recruiting and retaining talent

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September 2022 — Accounting firms need to redouble their efforts to retain and hire workers amid a nationwide talent crunch.

According to a recent poll from Deloitte’s Center for Controllorship, 73.7% of private company hiring managers [say](#) they are facing challenges to retain and attract talent, with the greatest need for “more headcount in existing areas where workloads are increasing.”

Invest: spoke with industry leaders in the Nashville market to learn more about their hiring and retention strategies in the region.

[Excerpt]

Cathy Werthan, Office Managing Partner, Marcum LLP – Nashville



There are so many great opportunities presented by the accounting profession and we are working hard to convey that message. Even in academic settings, there isn't an understanding of the shift to the consultative nature of our profession and it is up to us to promote the possibilities. In addition, our industry is working hard to increase diversity among our professionals. Marcum has a robust diversity, equity and inclusion program with a full-time director and we are highly focused on recruiting and retaining diverse talent of all kinds at all levels.

At Marcum, we are reaching out to both college students and high-school students for workshops and internships, implementing programs for developing young leaders, offering the ability to become an expert in an area of their choice and incubating ideas to keep everyone across the board engaged. Our young professionals will be able to do consultative work much sooner in their professional life cycles than ever before.