



CASE STUDY

Retaining Firm Talent Through Inspiring Training Experiences

Training courses in Las Vegas support the development of a motivated and internationally connected workforce

ALLIOTT
GROUP

A Worldwide Alliance of Independent
Accounting, Law and Consulting Firms



While being away from home on a three day training program may not be high on every young professional's bucket list, a visit to Las Vegas usually is. Yet, few local professional firms can combine the two to offer their bright, talented people the opportunity to train, travel and experience a city with real wow factor. Local firms which are members of international alliance Allriott Group are however, capitalising on creative ways to inspire the next generation.

Staff retention remains a key issue

The continuing war for professional services talent means that local, independent firms must up the ante when it comes to offering their brightest people, whatever their experience, attractive opportunities to progress their careers. Too many local firms see their best people leave for larger firms which promise superior career opportunities. This often leaves the firm facing significant client disruption and firm succession issues, not to mention significant head-hunter fees to replace the staff member.

Real world courses run by respected practitioners

Mindful of the pressures faced by member firms and their need to enhance their ability to retain loyal and talented staff and equip them for the future, Allriott Group has been running staff audit training and leadership development programs at different levels in North America for a number of years. Leading training firms such as CPA Firm Support Services and Upstream Academy, and tutors who are senior partners at Allriott Group member firms, provide real world course materials that ensure lively, interactive sessions injected with the occasional war story! This year's program was held at the Monte Carlo Hotel and Resort in Las Vegas and attracted nearly 30 attendees from the U.S. but also from the UK, Germany and Greece.

Putting the cost of retention into perspective

Colin Farmer, partner at London accounting firm member Alliotts comments:
"While sending four staff members to Las Vegas for four days may appear an extravagant expense, we view Allriott Group training as a valuable, long-term investment in our staff. They return energised, having acquired new technical know-how and having formed peer groups with professionals from around the world. It is difficult to quantify exactly, but the cost of retaining good staff by investing in them through this type of experience certainly pales into insignificance when you consider the cost of recruitment."

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A powerful recruitment message

John Kleopas, partner at Kleopas Alliot Business Consultants in Greece, also met the cost of sending one of their accountants, Vangelis Bonis, to Las Vegas, and comments:

"Giving our people the opportunity to travel to one of the world's most exciting cities and to learn from experienced practitioners shows that we value current staff, but it also communicates a powerful message to prospective candidates that we can offer them the exposure to international business that they won't necessarily get from another independent firm in Greece."

Derek Kok, a manager at Alliotts, enjoyed a *"memorable staff training program and conference"* and adds that it was *"valuable to acquire professional training and to meet Alliot Group international participants in Las Vegas."*

A global service offering

Alliot Group training courses are open to member firms regardless of their geographic location and continue to provide local firms with more exciting options for continuing professional education and to lay the foundations for a motivated and internationally connected workforce.

For more information

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