

Creating an environment where talent thrives in SMPs

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Agenda

- Creating an environment where talent thrives in SMPs
- Attraction- selling why SMPs can compete
- Retention- delivering on our promises
- Upskilling- SMPs as a home for lifelong learning
- Resources



“Staff are the most valuable asset of any firm - investment in talent management should be a top priority”

Creating an environment where talent thrives

1

Develop a People Strategy

- People and performance management
- Training and development
- Reward and recognition

2

Create a culture of innovation

- Empower staff to challenge and share
- Be open to new opportunities
- Encourage client-centric approaches led by those who interact most

3

Embrace technology

- Don't let own knowledge be a barrier to progress
- Create champions
- Understand new developments and opportunities & risks

4

Inspire with your leadership

- Set a tone from the top
- Embrace change
- Build diversified service lines

Attraction- selling why SMPs can compete

- Use social media to improve the profile of your brand and for recruitment
- Showcase your firm's culture, highlight areas of common interest such as flexible working, desire to grow technology and how new entrants could lead
- Emphasize impact on local economies- supporting local businesses and building lasting relationships with clients, more customer focus
- Engage with local educational institutions and utilize apprenticeship routes
- SMPs have less silo working- be part of a bigger team serving clients
- Engage PAO's to publish case studies showing success and benefits

Retention- delivering on our promises

- Support staff in managing work-life balance
- Don't neglect experienced staff- want to retain all ages!
- Invest in technology and initiatives to improve efficiency so staff can target time to adding value for clients
- Be open about future promotion prospects and salary ranges
- Encourage collaboration through setting up groups for each project or engagement
- Ensure selection of People Managers is based on their qualities and regular performance reviews are held
- Set up mentoring and coaching programs

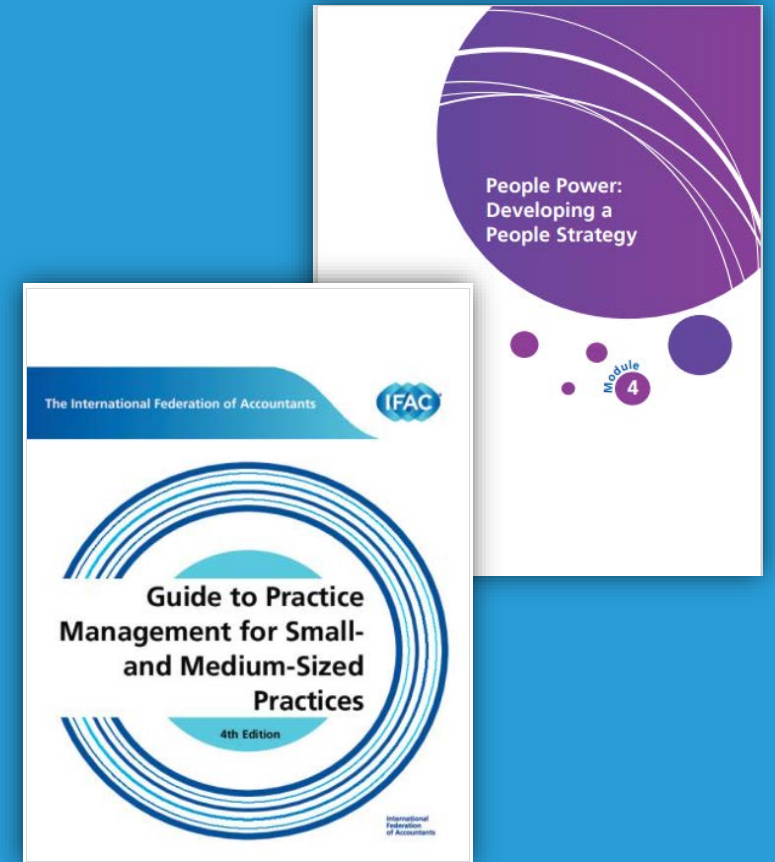
Upskilling- SMPs as a home for lifelong learning

- Use new diversified service lines as an opportunity to promote development
- Encourage cross-team working to both build capacity and to give exposure to new areas
- Ensure staff supported in meeting CPD requirements, consider development needs and funding through performance management
- Ensure training is not limited to technical knowledge- emphasize importance of building skills in developing areas such as sustainability and technology
- Use emerging areas to give staff responsibility for championing

People Power

Guide to Practice Management for SMPs

- Factors Impacting People Management
- People Management Strategy
- Leading Your Team
- Managing and Retaining Employees
- Training and Development
- Rewards and Recognition
- Exiting/ Transitioning Employees



Practice Transformation Action Plan

Practice Transformation Action Plan – A Road Map to the Future

- Embrace Change
- Leverage Technology
- Focus on Talent Management
- Evolve the Firm Operating Model and Build Advisory Services



Practice Transformation

- Practice Transformation Webpage
- Topical and emerging issues discussed during SMPAG with Gateway articles as output
- Innovative Practitioners Podcast Series
 - 6 Episodes
 - Includes going digital, tech investment, new services, talent management etc



Talent Management

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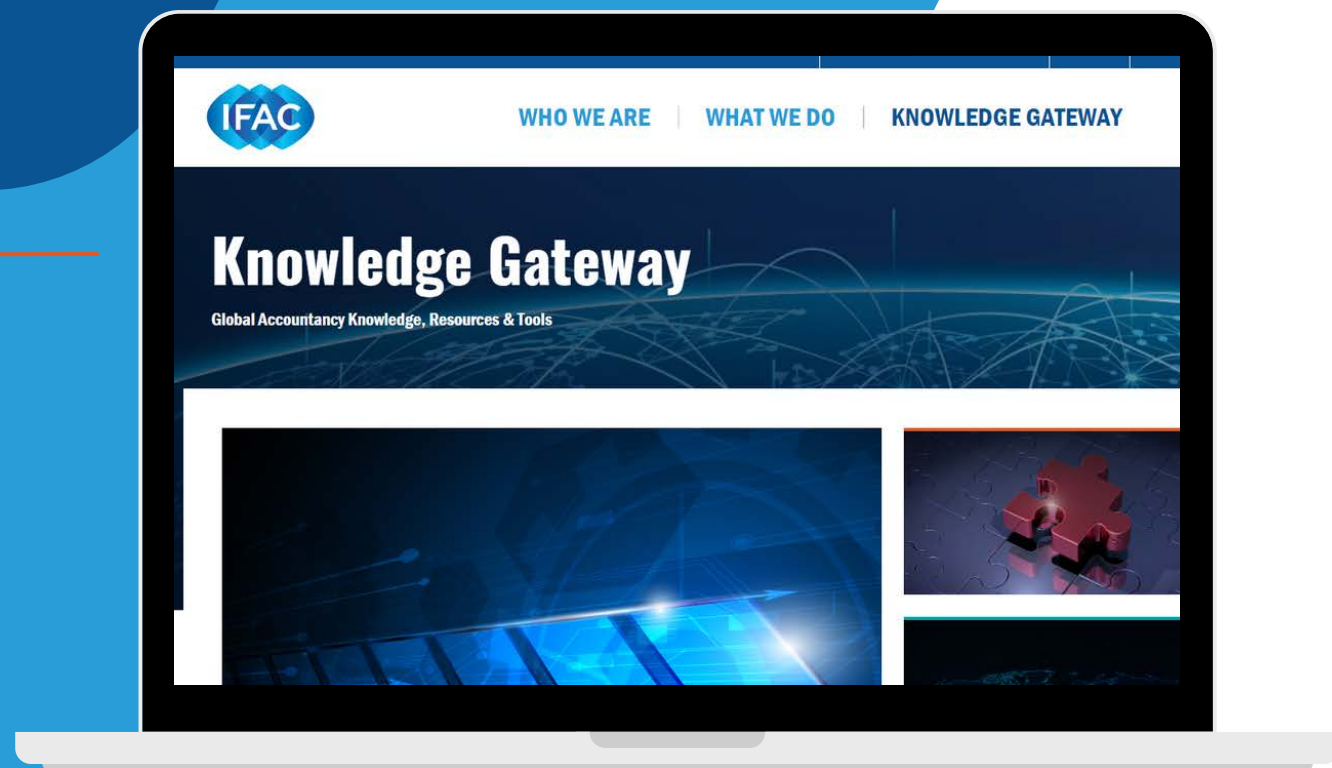
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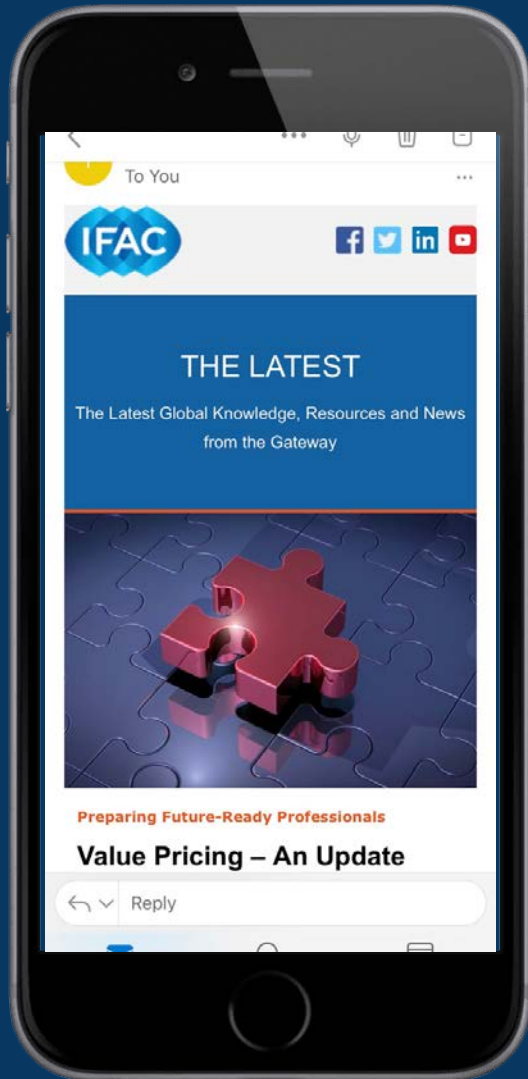




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