



# Finding the best talent that aligns with your culture

Stephanie Stewart & Michael Ly



# CPE Process

## In order to receive CPE credit

- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for **1 hour of CPE**
- CPE certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

A close-up, low-angle shot of a person's hands on a steering wheel, driving a car at night. The driver is wearing a dark jacket with a red cuff and a silver watch. The background is a blurred cityscape at dusk or night, with warm orange and yellow lights from the setting sun and cooler blue and white lights from buildings and streetlights. The car's dashboard and center console are visible in the foreground, partially in shadow.

**If you don't know where you are going,  
you'll end up someplace else.**

-Yogi Berra

# Our journey at Reconciled

Finding our destination and defining our culture



What was our company like when we first started?

How did we figure out what kind of culture we wanted to create?

Why was this important?

# Finding the best talent that aligns with your culture

## Step One

Define your culture

# Questions for thought

- If you were at an event and overheard a colleague describing what it's like to work at your company, what would they say?
- How would you finish this sentence: I love/hate working at [company name] because of \_\_\_\_\_?
- Do you already have routines and rhythms established that make it clear what is a priority at your company?
- What set of behaviors model how to achieve your mission & vision?

# Finding the best talent that aligns with your culture

## Step One

Define your culture

## Step Two

Make your culture clear to candidates



**Clear is kind.  
Unclear is unkind.**

Brene Brown





# Where can a candidate find out about your company culture?



- Job ad
- Website
- Career page
- Social Media
- Employee bios
- Glassdoor reviews
- Facebook Live Posts
- Google reviews from customers

# Finding the best talent that aligns with your culture

## Step One

Define your culture

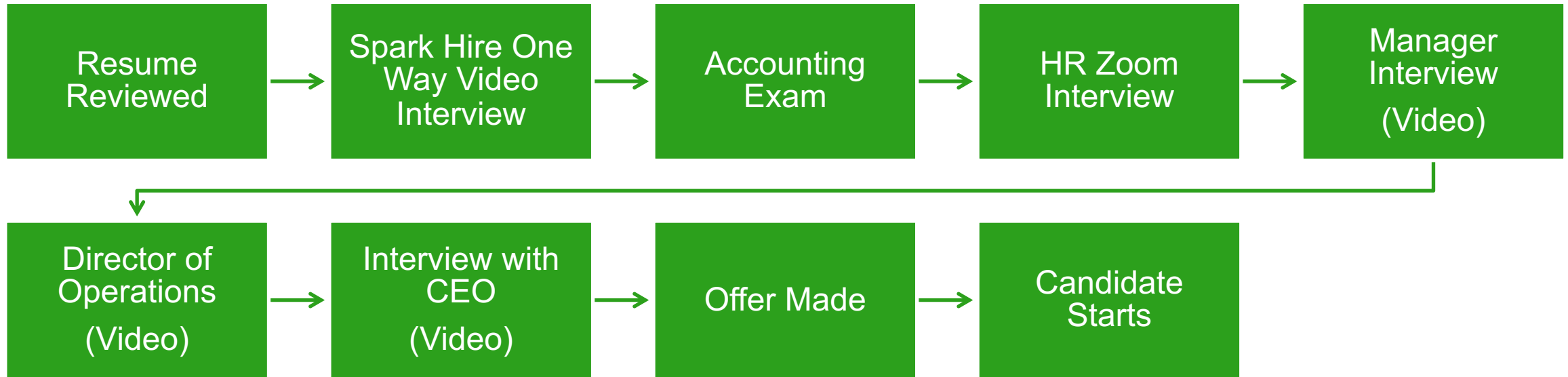
## Step Two

Make your culture clear to candidates

## Step Three

Create a hiring process that reflects your culture

# Reconciled's hiring process



# Tools we use

- Simple and Affordable
- Integrations
- Streamlines our Process
- Automates communication with candidates
- Easy collaboration and feedback from the team

JazzHR Applicant Tracking System



- Gives us a basic understanding of a candidate's accounting and bookkeeping knowledge
- Another filtering tool

Indeed Assessments



- Over 50% of applicants don't complete
- Allows candidates to complete on their own time
- Allows us to review at anytime
- Makes it clear to candidates our remote culture

Spark Hire One Way Video Interviews



- Allows us to test for tech savviness
- Clear video call quality
- Integrates with G-Suite

Zoom and Google Hangouts



# The importance of a good question

Reflect your culture

Have the patience to dig deep

Listen carefully

# Finding the best talent that aligns with your culture

## Step One

Define your culture

## Step Two

Make your culture clear to candidates

## Step Three

Create a hiring process that reflects your culture

## Step Four

Trust your process



# Questions



# Closing Thoughts



# Please connect with us!



Stephanie Stewart  
Human Resource  
Generalist



[getreconciled.co](https://getreconciled.co)

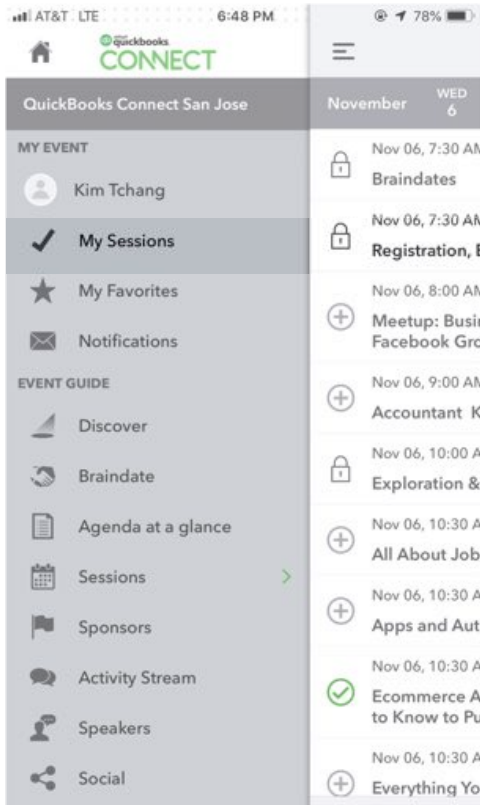


Michael Ly  
CEO

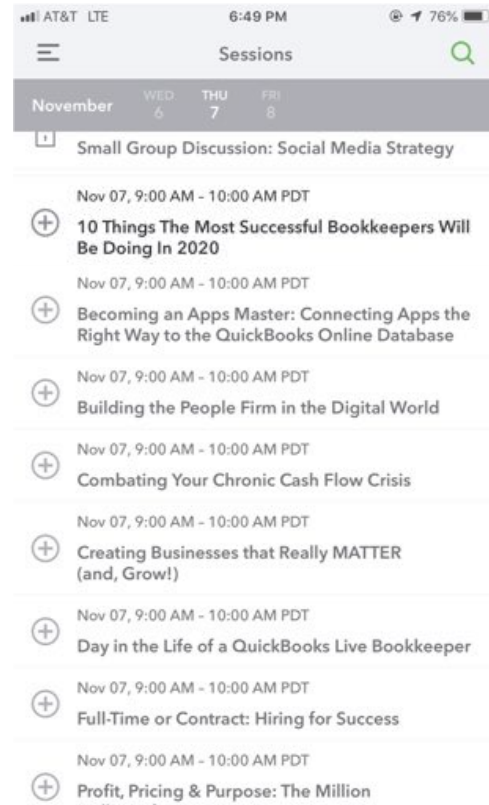
# Rate this Session on the QuickBooks Connect Mobile App

Provide feedback to help us design content for future events

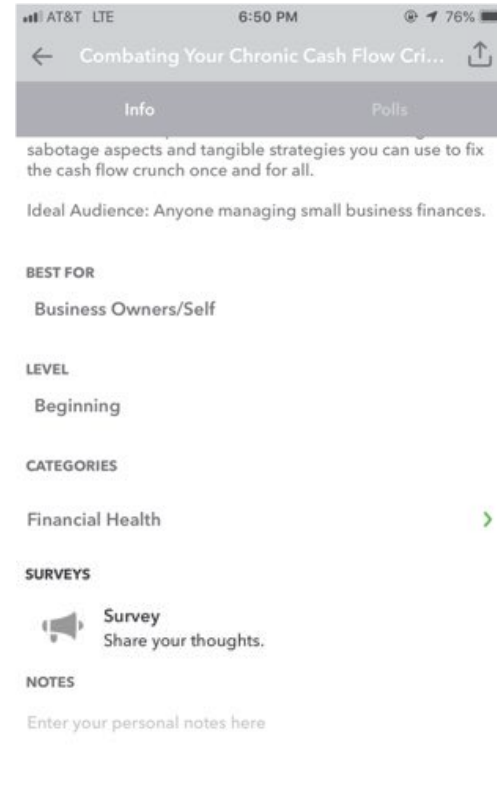
## 1. Select Sessions



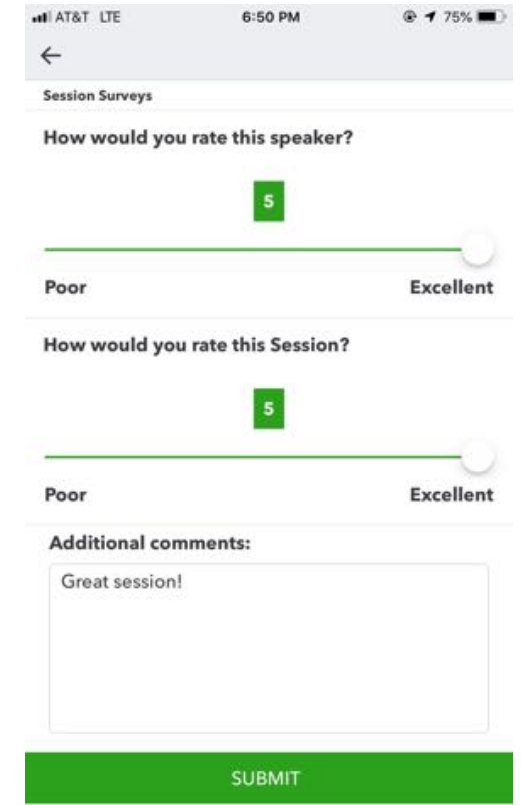
## 2. Select Session Title



## 3. Select Survey



## 4. Add Ratings



# Material Download

1. Find the session on the agenda
2. Select + for more information
3. Download PDF of slides and/or supplemental material

<https://quickbooksconnect.com/agenda/>

The screenshot shows the QuickBooks CONNECT agenda page for November 7. The page features a navigation bar with links for 'Why Attend', 'Agenda', 'Speakers', 'Pricing', 'Sponsors', 'Travel', and 'FAQ'. A 'Register now' button is located in the top right corner. Below the navigation bar, there are tabs for 'November 6: Accountant Day', 'November 7' (which is selected), and 'November 8'. A 'Print Agenda' button is also present. The main content area includes a search bar labeled 'Search for sessions' and a set of filters: 'Business Growth', 'Life & Business Skills', 'Organizational Culture', 'Technology Training', 'Advisory', and 'Financial Health'. An 'Expand all +' button is located to the right of the filters. The agenda items are listed in a table format with time slots on the left and session titles on the right. The items are: '7:30-9:00 am Registration, Breakfast & Exploration', '7:30-10:30 am Braindates' (with a description and 'Learn more' link), '8:00-8:30 am Yoga', and '8:00-8:45 am Breakout Sessions'. Under the 'Breakout Sessions' header, there are four items: 'Small Business Meetup: Relationship Marketing and the Power of Human Connection', 'Small Group Discussion: Social Media Strategy', 'Small Group Discussion: Showing up - Why What You Wear Matters', and 'Small Group Discussion: Build Your Dream Bookkeeping firm'. Each item has a '+' icon to its right, indicating it can be expanded for more information.

 **CONNECT**

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