

PARTNER'S REPORT

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Retention Resources

Information to help your firm retain staff.

More CPA firm owners are becoming involved with retention efforts. The resources listed below can be of assistance with retention, mentoring, training, and more:

1. Mentoring, coaching, career development:

- *The Art of Mentoring: Lead, Follow, and Get Out of the Way*, Shirley Reddy, Ph.D.
- *Coaching and Mentoring: How to Develop Top Talent and Achieve Stronger Performance*, Harvard Business Essentials
- *The Handbook of Coaching: A Comprehensive Resource Guide for Managers, Executives, Consultants, and Human Resource Professionals*, Frederick M. Hudson
- *I Could Do Anything If I Only Knew What It Was: How to Discover What You Really Want and How to Get It*, Barbara Sher

2. Training:

- *Effective Strategies for Teaching Adults*, Don F. Seaman and Robert A. Fellez
- *Planning Programs for Adult Learners: A Practical Guide for Educators, Trainers, and Staff Developers*, Rosemary S. Caffarella

- *Adult Learning Methods: A Guide for Effective Instruction*, Michael W. Galbraith
- *The Corporate University Handbook: Designing, Managing and Growing a Successful Program*, Mark Allen
- *The Adult Learner: A Neglected Species*, Malcolm S. Knowles (Gulf Publishing Company)
- *The ASTD Training & Development Handbook*, Robert Craig

3. Compensation, benefits, and HR policies:

- *True Professionalism*, David Maister
- *Reading People*, JoEllen Dimitrios and Mark Mazzarella
- *Emotional Alchemy*, Tara Bennett-Coleman
- *Emotional Intelligence: 10th Anniversary Edition; Why It Can Matter More Than IQ*, Daniel Coleman

4. Networking, business development:

- *Make Your Contacts Count: Networking Know-How for Business and Career Success*, Anne Baber and Lynne Waymon

- *The First 5 Minutes: How to Make a Great First Impression in Any Business Situation*, Mary Mitchell
- *Rainmaking: The Professional's Guide to Attracting New Clients*, Ford Harding
- *Reading People: How to Understand People and Predict Their Behavior—Anytime, Anyplace*, JoEllen Dimitrius and Mark Mazarella
- *The Art of Mingling: Proven Techniques for Mastering Any Room*, Jeanne Martinet

Source: PR staff

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