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## Fountainhead Forum

Dear Nina,

Happy New Year! We hope you enjoyed your holiday season. We look forward to working with you throughout 2012. Here's to a fresh start, a clean slate, and an eager drive to have a successful and fun new year for all of us!

Sincerely,

Fountainhead Staffing



## Q & A Time

As recruiters, we frequently hear from candidates and those on the search for a new career, asking us for help in answering questions they get from hiring managers or internal recruiters at the companies where they are interviewing. Time and again, we find that these are the same questions that we also ask candidates when meeting with them to discuss their career.



Two questions that are commonly asked of candidates are:

- **Where are you in your job search?**
- **What is your career objective/why are you looking for a new job?**

Perhaps it will help you in answering those questions, if you know why we (or the internal recruiter or hiring manager) would ask you those questions in the first place. Below, we will walk through the two questions, listing some of the potential reasons why the question was asked and how we would answer them if we were you.....

Some of the reasons why we may ask a candidate "Where are you in your job search?" are:

- I am interested in this candidate and want to know how much time I have to find the right fit for him/her.
- I think that the position that I have available might take a while to fill and I

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## The Greatest Demand for Candidates in 2011

Offices of Certified Public Accountants (including local, regional, national and Big 4 firms) placed the most job ads in 2011 - both nationally and specifically in Arizona too.

## Trivia Questions

1. This actress has played a housekeeper, an FBI agent, a fifteenth century queen, a writer, and a nanny. Who is she?

- a. Angela Lansbury
- b. Sandra Bullock
- c. Katherine Hepburn
- d. Emma Thompson

2. The colony of Ceuta belongs to which country?

- a. Portugal
- b. France
- c. Spain
- d. United Kingdom

3. During the 1991-1992 NBA season, who did Rudy Tomjanovich replace as coach of the Houston Rockets?

- a. Chris Ford
- b. Hubie Brown

want to know if I am going to lose this candidate to another company in the meantime.

- I don't want to waste anyone's time if this person is about to accept another offer elsewhere.
- I want to see how ready this person is to make a move from their current company/position.
- I want to see if others (companies) want this person too - how "desirable" of a candidate they are in the job market.

Here is a general, detailed, and professional answer that you could give to the question "Where are you in your job search?":

*I am actively seeking career opportunities and working with a limited number of recruiters to assist with my job search efforts. I have had several interviews, two of which were not a match. Those roles were for an Accounting Manager position at Choose Me Inc., where they felt I was over-qualified, and an Assistant Controller at Hire Me Corporation, where they wanted stronger experience implementing Oracle. At the moment, I don't believe that I am close to any other offers, though I am still waiting to hear back from the two other companies that I have interviewed with last week. Most importantly, I have a high level of interest in pursuing an opportunity at your company and I'm glad that you have called as I look forward to learning more.*

Some of the reasons why we may ask a candidate "What is your career objective/why are you looking for a new job?" are because we want to know:

- If they are a decisive person with a set career goal (and in turn, a new position) in mind or if they are open to anything (hearing about a variety of positions and levels).
- If they are "job hoppy" and will leave my company after a short stay.
- If they will be happy in this role - for example, if they want to be a manager in 2 years and I know that being a manager isn't an option in my job, then this job isn't right for them.
- What they don't like about their current job to see if they may find the same things that they don't like here also.

Here is an answer that you could give to the question "What is your career objective/why are you looking for a new job?":

*Though I have enjoyed my time at Get Me Outta Here Inc., I feel that I have come to a point in my career where I want more of a challenge and the chance to move ahead or climb the ladder and prove my worth. Unfortunately, due to a recent organizational change after a company buyout, this goal may no longer be an option. Whether this new challenge comes in the form of management or in a different variety of projects or tasks, that is undetermined, as I am pretty open to hearing positions in a wide range of areas, levels, and industries. Either way, my long-term career objective is to join a stable company that will allow me the opportunity to continue to learn and grow my career.*

Now that you know some of the reasons why we would ask these questions and how we would answer them ourselves, hopefully you will have a better understanding on where we are coming from, so that you can answer them appropriately. The bottom line is really, as with most recruiters/hiring managers, we want what is best for your long-term career - and we are only asking so that we are all on the same page and not wasting anyone's valuable time. Hiring managers aren't asking these things to trick you or to obtain information to use against you or around you - not by any means - ultimately the goal is to find the right job for you. So remember, we are here to help.

## Hiring for Accounting in Finance in 2011

### Year in Review and Future Projections

- c. Bill Fitch
- d. Don Chaney

4. What game show would you often hear the phrase "No Whammies!"?

- a. Hollywood Squares
- b. Tic Tac Dough
- c. The Joker's Wild
- d. Press Your Luck

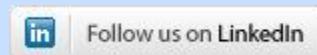
5. What rookie golfer entered the 1991 PGA Championship (Crooked Stick) as the 9th and final alternate, when no one else could make it, and went on to win the tournament?

- a. Vijay Singh
- b. John Daly
- c. Robert Gamez
- d. Ernie Els

[Get the Answers](#)

## Survey Response

Thank you to those who responded to the Newsletter survey. We appreciate the feedback and your suggestions for change, and we will implement changes accordingly. Thanks again!



## Accountants Salaries were Higher in 2011

The annual salary average for a degreed Accounting professional increased in 2011 to \$57,210, averaging a 4% pay raise across the field.

## Need Some Help?

Please remember we are here for your direct hire and contract/temporary employee needs to help get you through the year-end close!

Believe it or not, Accountants were named one of the best careers in 2011 by US News and based on the steady hiring demand, compared to other industries/fields of work, employers and staffing agencies seem to agree. Despite a pretty stagnant job market on a macro scale, the accounting and finance industry had a slightly positive swing. The hiring demand was similar to expectations, with the job openings in accounting and finance increasing 15% over the year, compared to 2010 levels.



This growth is expected to continue for years to come by 22% or a projected increase of 279,400 jobs over the decade. As stated in the 2008 report from the Bureau of Labor Statistics, "Accountants and Auditors are expected to experience much faster than average employment growth from 2008 - 2018 for all occupations. Specifically, job opportunities should be favorable for those who have professional certifications, especially CPAs, as they should have the best prospects."

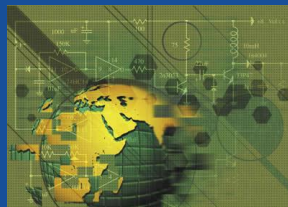
#### Why the growth?

There should be an increase in the number of businesses returning to the market. However, the real growth is more so due to the ever increasing amount of often-changing financial laws and corporate governance regulations in addition to an increased accountability for protecting an organization's stakeholders. Increased scrutiny of company finances and accounting procedures will create opportunities for Accountants and Auditors, particularly CPAs, to audit financial records more thoroughly and completely. Management Accountants and Internal Auditors will increasingly be needed to discover and eliminate fraud before audits and to ensure that important processes and procedures are documented accurately and thoroughly. As more organized crime rings unfold or become publicized within our economy, this in turn will drive job growth for the field.

There is one area of hiring that has grown at a record pace, up more than 100% from 2010. This area actually spreads across multiple professional fields from marketing to accounting.

#### What job grew the most?

Online Employment - This may be a hint into the future, or better yet it would appear that the "future" of contingent, global, and remote work, is here! As more companies seek instant access to talent and greater flexibility to run their businesses, individuals are taking control of their future by building careers as independent professionals who work remotely from their home office. Earnings for online professionals rose in more than 100 countries around the world, while in the U.S., earnings rose in 43 out of 50 states, including some of the regions hardest-hit by unemployment such as Michigan, Nevada, and South Carolina. Here in the U.S., the number of businesses seeking to hire online workers doubled in 2011! This included some of the top professions, including Financial Analysts, Business Strategists, Administrative Support, and Consulting in fields such as product manufacturing that all worked remotely or "online" instead of being physically present in the office.



The global demand for varied or outsourced talent has increased steadily over the past year and is set to grow even faster as online platforms break down global barriers and open up opportunities for collaboration and/or outsourcing for cost purposes. More people are available for these positions due to an interest in pursuing independent careers and the ability to make use of these online platforms for free or at a price that is easily within their reach. From the professional's perspective, they are gaining the ability to control their own schedule, follow their passion, and eliminate commuting.

Whether Accountants or Financial Analysts are working as Consultants or "in house", job opportunities are projected to be favorable compared to other professions. The continued globalization of business will lead to more demand for accounting expertise and services related to international trade and accounting rules and international mergers and acquisitions. Additionally, the growing movement towards International Financial Reporting Standards (IFRS) will increase the demand for



Give us a call today and we can have someone start as soon as tomorrow!

Call us at: (480) 248-2300

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#### Industry with the Greatest Hiring Growth for Accountants in 2011

Direct Health and Medical Insurance Carriers experienced the greatest growth in Accounting jobs this year, up 90% from 2010!

#### Trivia Answers

1. d
2. c
3. d
4. d
5. b

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Accountants and Auditors who have earned professional recognition, such as the CPA designation.

#### **What's the Catch?**

Yes, it is true that the demand for candidates will be there, but the companies will still remain extremely selective and slow in the hiring process. Hiring managers' lengthy lists of "must-haves", such as industry experience, specific software skills, and certifications plus advanced degrees (Masters/MBA), for Finance and Accounting job seekers will also remain throughout 2012. This will, unfortunately, still make it difficult for many within the profession to find a job. However, those candidates who check off all of the boxes of attributes that hiring managers desire are currently seeing, and will continue to see multiple job offers and counter-offers throughout the year.

#### **Projected areas within the field that are most likely to have the greatest amount of activity in 2012 include:**

Financial Cost Analysts - Those who combine strategic vision with cost-monitoring and presentation skills.

Business Analysts - Those with strong IT skills and experience with ERP and financial accounting system implementation.

And above all....

Senior Public Accountants - Those specializing in forensic accounting, financial planning, or tax. "These openings are really hot as the government continues to ratchet up the complexity of the tax code" says James Metzler, Vice President of Small Firm Interests for the American Institutes of Certified Public Accountants.



Specifically in Arizona, hiring has recently been robust at many of the public accounting firms that previously made cuts or held back on replacing those empty seats of employees who left. Additionally, the need for candidates with financial reporting and international tax experience continues to remain strong.

Regardless of qualifications, employers will always prefer those candidates with strong communication skills and the ability to present technical information clearly and concisely. So, while staying at the forefront of changes within your industry is an important key to your overall marketability, being able to successfully hold a conversation may very well trump any of your other qualifications you worked so hard to obtain.

Happy 2012 - Let's make it a good one!

Source:

1. *Wanted Analytics, Hiring Demand for Accountants Steadily Growing*, Abby Lombardi, September 2, 2011
2. *Bureau of Labor Statistics, Occupational Outlook Handbook, 2010-11 Edition*, U.S. Department of Labor, January 15, 2012
3. *Monster Finance Careers Experts, 2012 Finance, Accounting and Banking Job Outlook*, Dona DeZube, January 3, 2012



Thank your continued business. Please keep in touch.

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