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## **Santa Monica Accounting Firm Compares Recruiting and Retention Process with Pokémon Strategies**

*Comparative analysis of the Pokémon video game strategies to recruitment, training and retention in professional service firms yields enlightening results.*

**Santa Monica, CA – April 2, 2014** — Taking a cue from Google's recent announcement challenging to catch all 150 Pokémon for their April Fools challenge, Gumbiner Savett Inc., compared several Pokémon game strategies to human resources and recruiting at professional service firms.

“We have so many age groups at the firm now, it is really important to understand each group individually to better communicate to them,” stated Clare Sataloff, HR Director at Gumbiner Savett. “We are looking for more interesting ways to engage all levels at Gumbiner Savett without taking ourselves too seriously.”

The firm tackled the topics of recruitment, training and retention. Below are the three topics the firm chose to cover:

**Diversity in recruiting:** Strong Pokémon players win battles in Pokémon by collecting a diversified amount of Pokémon. This strategy helps balance the various strengths and weaknesses of your Pokémon to your opponent and leverage the potential risks in utilizing certain Pokémon. For example, if you had a Dragon-type Pokémon, they may be strong, but hopefully your opponent doesn't have an Ice-type. As an HR strategy, recruiting a diverse workforce gives employers the opportunity to choose which employees are best for certain tasks based on the employees level of experience, personality, or other traits. Choosing strong candidates means choosing them based on your current staff's strengths or weaknesses and complimenting them.

**Creating strong teams through training:** One of the best devices in Pokémon was Exp. Share. The device allowed weaker Pokémon to gain experience from the stronger Pokémon without entering the battle. However, it did come at a cost where the stronger Pokémon would only gain half the experience per battle. In the long run, it was beneficial because it brought the weaker Pokémon to battle alongside the stronger ones. Training employees is important to keep your teams at a strong and relatively equal level. By creating huge discrepancies in level of experience, without any training or sharing of knowledge, the company creates fewer opportunities for the lower level employees and higher expectations for the more experienced level employees. Furthermore, it can create dependence on certain employees for projects that could be accomplished by others.

**Creating partnerships internally for better retention:** Remember trying to evolve your Eevee to Espeon or Umbreon through friendship? Many players could create a successful friendship strategy with their Pokémon by storing it as one of their six starters, riding their bike with it for long periods, or just keeping it from dying. In HR, practitioners can create a strong rapport with the both the stakeholders and the employees at the company by involving them in discussions, listening to both sides' wants and needs, and creating practical solutions. If those tasks are accomplished, it can create stronger social bonds between employees and promote higher levels of satisfaction.

### **About Gumbiner Savett Inc.**

*Headquartered in Santa Monica, Gumbiner Savett Inc. ranks among the top 15 largest CPA and business advisory firms in Los Angeles County. In addition to traditional private and public company accounting and tax services, the firm specializes in business consulting, estate and trust planning, fraud examination studies, business services and bookkeeping and litigation support. Gumbiner Savett is an independent member firm of BKR International. The firm employs over 110 professionals in the Southern California. [www.gscpa.com](http://www.gscpa.com)*

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