



Retention in Peak Season

LEADERSHIP STRATEGIES
TO KEEP YOUR BEST PEOPLE

Retention isn't just about keeping people—it's about creating a firm where they want to stay. During high-pressure seasons, leaders must be intentional in how they support and engage their teams. The way you lead now sets the tone for retention year-round.



Leadership Actions That Strengthen Retention

Make Recognition a Daily Practice

- Acknowledge team members' efforts in real time.
- Call out individual contributions in meetings.
- Celebrate small and big wins—every effort counts.

Give Your Team a Voice

- Check in regularly to understand workload and stress levels.
- Be transparent about expectations and changes.
- Create space for honest feedback—and act on it.

Provide Relief, Not Just Encouragement

- Reevaluate workload distribution to prevent burnout before it happens.
- Encourage intentional breaks so employees have time to reset.
- Support your team—but check in on yourself, too.

The Retention Formula for Busy Seasons

Recognition + Listening + Proactive Support = Strong, Engaged Team

When people feel valued, heard, and supported, they stay.

Save this as a quick reference guide and start making an impact today!



About Upstream Academy

Built on real-world experience and thought leadership, Upstream Academy equips accounting firms with innovative solutions for higher performance. We position firms and professionals to navigate the challenges of the future successfully.

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