



Talent Acquisition

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Introduction

Findings presented by the head of Talent indicate that there is a labour shortage in the restaurant industry (CGAStrategy, 2022; Ette, 2022)

The shortage may impact the recruitment efforts of the restaurant group

I suggest six talent acquisition strategies

I also suggest four monetary and non-monetary incentives methods

Short-Term Talent Acquisition Strategies: Outreaching to Qualified Candidates



Image source: [deputy.com](https://www.deputy.com)

Leverage the existing employees to attract potential candidates (Anita, 2019)

Current employees are incentivised to refer friends and family members to job openings within the restaurant

The restaurant will tap into the existing network of its employees

Reduces the cost and time associated with traditional recruitment methods

Promoting the Listings on Social Media

Leverage Social Media Platforms To Advertise Job Openings

Effective In Targeting The Younger Demographic

Allows the restaurant group to reach a large pool of potential candidates from diverse backgrounds and locations

Helps increase brand visibility (Kaur et al., 2015)



Image source: flexijobs.com

Attend Industry-Related Meet-Ups



Participate in job fairs to increase visibility and elevate the employee status (Green et al., 2016)



Provides an opportunity for the restaurant group to meet with a wider pool of potential candidates



The restaurant will showcase its brand and culture and attract interested candidates



Prepare a booth that includes flyers, brochures, and other promotional materials that provide information about the business



Image source: ivanmisner.com

Long-Term Talent Acquisition Strategies: Employer Branding



Image source: [Researchleap.com](https://www.researchleap.com)

Focus on building a strong employer brand that appeals to potential candidates (Panda And Sahoo, 2013)

Highlight the restaurant group's culture, values, and mission

Showcase the restaurant's commitment to employee development and work-life balance

Entails offering competitive benefits and perks (Padhi and Joshi, 2022)

Prioritising Diversity, Equity, and Inclusion (DE&I)

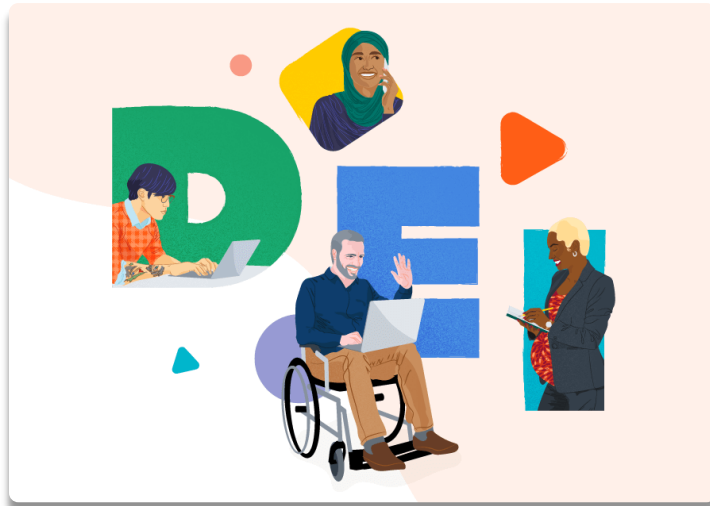


Image source: workable.com



**Implementing
inclusive
recruitment
practices**



**Establishing
employee
resource
groups**



**Providing
ongoing DE&I
training**



**Creating a
culture of
inclusivity**

Candidate Experience



Image source: hrotoday.com

It's all about giving a positive impression about the company (Padhi and Joshi, 2022)

Providing timely and transparent communication throughout the recruitment process

Offering a seamless application process

Providing feedback to candidates after the interview process

Monetary Incentives



Paid time off

Provides the opportunity to take time off work for vacation, personal or sick days, and other reasons without losing pay
Help achieve work-life balance



Pension schemes

A retirement savings plan funded by the employee and employer
Shows commitment to the long-term well-being of its employees



Non-Monetary Incentives



Flexible work hours

Compressed work weeks

Part-time work

Job-sharing arrangements



Career development opportunities

Training and development programmes

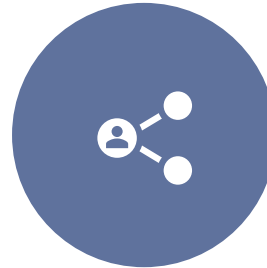
Coaching

Mentoring

Conclusion



Implementing effective talent acquisition strategies and offering competitive incentives can help the restaurant group to increase its chances of attracting and retaining the best candidates



Short-term talent acquisition strategies, such as outreaching to qualified candidates, social media promotion, and industry-related meet-ups, can help attract candidates quickly



Long-term talent acquisition strategies, such as, DE&I, employer branding, and candidate experience, can help create A positive employer brand and attract talent over the long term



Both monetary and non-monetary incentives, such as paid time off, pension schemes, flexible work hours, and career development opportunities, can make the company more attractive to potential candidates



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Q & A



Any questions?