
MODULE: MANAGING PEOPLE
MODULE CODE: LCBB5004



INTRODUCTION

- PizzaExpress UK is a well-known brand in the food sector, known for providing outstanding eating experiences at both casual and fine dining places. With an unshakable dedication to quality, the business recognises the critical significance of luring in top people to guarantee the highest levels of customer service and culinary expertise. This method for hiring new employees looks at a variety of tactics used by PizzaExpress UK to entice prospects.



The business skillfully recruits talented people to join its vibrant team using short-term and long-term strategies as well as both monetary and non-monetary incentives (Chaudhary, 2020). This presentation will analyse how PizzaExpress UK successfully uses talent referral programmes with alluring incentives, targeted digital recruitment campaigns, and enticing pop-up recruitment events to quickly connect with candidates, promote its dynamic workplace culture, and establish direct, personal connections with potential employees. Long-term plans also show the company's dedication to building a great employer brand, forming strategic alliances with colleges, and offering a wealth of chances for skill development and career growth (Bratton et al., 2021). These strategies not only bring in extraordinary talent but also guarantee it grows inside the organisation, cultivating a strong feeling of commitment and loyalty among its renowned staff. PizzaExpress UK's continuous pursuit of quality, persistent innovation, and commitment to diversity, which continually attract and keep top talent in the culinary sector, serve as an inspiration as these initiatives take shape.

THREE STRATEGIES FOR SHORT TERM TALENT ACQUISITION: TARGETED DIGITAL RECRUITMENT CAMPAIGNS

- PizzaExpress UK has engaged in focused online recruiting strategies as a result of its understanding of the importance of the digital environment in current attempts to acquire talent. The organisation deliberately places its available jobs in front of the appropriate audience by using social media channels, business networking websites, and job boards. PizzaExpress UK highlights the dynamic and active work environment that mirrors the fun and lively ambiance of its restaurants for the casual dining jobs (Stewart and Brown, 2019).



They emphasise the craft of producing pizza, interactions between workers and customers, and the camaraderie that epitomises the PizzaExpress experience via captivating visual imagery. On the other side, the corporation highlights the refinement and opulence of its upmarket locations for the fine dining positions. Potential applicants are seduced by the prospect of providing superior dining experiences while being a member of a prominent team via well created visuals and narrative.

THREE STRATEGIES FOR SHORT TERM TALENT ACQUISITION: TALENT REFERRAL PROGRAM WITH INCENTIVES

- Because it understands the value of employee recommendations, PizzaExpress UK has put in place a strong talent referral programme. Existing team members are urged to recommend competent individuals for a range of positions in both fine and casual dining. The programme provides all successful recommendations that result in a new hiring with alluring incentives, such as cash bonuses, gift cards, or more paid time off (Amrutha and Geetha, 2020).



This not only encourages workers to actively engage in hiring, but it also cultivates a feeling of pride and commitment among the staff. Referral programs have proven quite successful at finding potential employees who share PizzaExpress UK's values and work culture. It has also proved highly effective at finding those individuals most likely to become successful employees - those already immersed in its culture are usually key in this regard.

THREE STRATEGIES FOR SHORT TERM TALENT ACQUISITION: POP-UP RECRUITMENT EVENTS AND JOB FAIRS

- PizzaExpress UK regularly hosts job fairs and pop-up recruiting events in targeted areas to establish direct relationships with potential employees. At these gatherings, those interested can interact with corporate representatives to explore potential careers and gain a better idea of life at that company. Pop-up events at PizzaExpress offer a colourful and engaging approach to casual dining, providing guests with opportunities to take part in pizza-making demos and sample specialty meals (Anwar and Abdullah, 2021).



As a result, applicants gain an enthusiasm and sense of belonging that allows them to become an important member of our PizzaExpress family. At these events, which showcase PizzaExpress UK's dedication to culinary expertise and outstanding service, an air of elegance and refinement appropriate for fine dining roles is created. Executive chefs as well as knowledgeable professionals from within the business are present to meet with prospective employees in an atmosphere resembling that found in its fine dining restaurants (Boon et al., 2019). PizzaExpress UK maintains a varied pool of enthusiastic and qualified applicants by using these three short-term talent acquisition techniques, ensuring that its casual and fine dining restaurants stay at the forefront of the UK's culinary scene.

THREE STRATEGIES FOR LONG TERM TALENT ACQUISITION: CULTIVATING A POSITIVE EMPLOYER BRAND

- PizzaExpress UK is aware of the importance of a strong employer brand in attracting top personnel over the long term. The business is focused on establishing and maintaining a reputation as a top employer in the food sector. To start, there should be a focus on creating a welcoming and encouraging work atmosphere where people feel valued and respected.



The business evaluates employee happiness and pinpoints opportunities for development via recurring internal surveys and feedback sessions (Collins, 2021). PizzaExpress UK demonstrates its dedication to the wellbeing and development of its team members by proactively addressing employee issues and making adjustments in response to feedback. Additionally, the business makes investments in the professional growth of its employees by giving them chances to expand their careers and acquire new skills. PizzaExpress UK is a desirable location for ambitious people looking for long-term career prospects in the hospitality industry because of its dedication to continual development.

THREE STRATEGIES FOR LONG TERM TALENT ACQUISITION: STRATEGIC UNIVERSITY PARTNERSHIPS AND APPRENTICESHIP PROGRAMS

- PizzaExpress UK creates strategic connections with colleges and culinary schools in order to cultivate a pipeline of future talent. Through these partnerships, the business may interact with students and recent graduates who are enthusiastic about the culinary arts and ready to start a career in the hospitality sector. PizzaExpress UK provides graduate programmes, internships, and apprenticeships that give students practical experience and guidance from seasoned experts (Carnevale and Hatak, 2020).



These programmes not only provide young people with worthwhile learning experiences, but they also provide the business a chance to evaluate and choose candidates for long-term employment who share its values and workplace culture. The company's dedication to developing talent is clear from the well-organized training programmes it provides to graduates and apprentices. These programmes combine academic knowledge with real-world experience to make sure that participants have the information and abilities they need to succeed in their particular positions at PizzaExpress UK.

THREE STRATEGIES FOR LONG TERM TALENT ACQUISITION: EMPLOYEE GROWTH AND RECOGNITION PROGRAMS

- PizzaExpress UK places a high priority on staff development and appreciation in order to encourage a feeling of loyalty and devotion among its workers. The organisation provides internal mobility choices, professional progression chances, and rewards depending on performance. Managers often have one-on-one conversations with team members to learn about their career goals and establish specialised development plans.



PizzaExpress UK shows its dedication to building lasting connections with its team members by making investments in their personal and professional development. In addition to providing possibilities for advancement, the organisation runs effective recognition programmes to recognise and reward outstanding work and devotion (Azizi et al., 2021). PizzaExpress UK makes sure that effort and dedication are recognised and appreciated via programmes like "Employee of the Month" awards and peer-nominated accolades. By placing a high priority on staff development and appreciation, PizzaExpress UK not only manages to hang onto its talent but also establishes itself as an employer of choice for future hires looking for security and prospects for progress.

TWO MONETARY METHODS TO ATTRACT POTENTIAL CANDIDATES: COMPETITIVE COMPENSATION PACKAGES WITH PERFORMANCE-LINKED BONUSES

- Offering attractive salary packages, as acknowledged by PizzaExpress UK, is a crucial component in luring prospective employees to its casual and fine dining businesses. A competitive compensation demonstrates the importance the business takes on the knowledge, expertise, and commitment of its staff to delivering first-rate service. PizzaExpress UK includes performance-linked incentives in the pay structure in addition to conventional compensation. These incentives are based on measures that measure an individual's or a team's performance, such as upselling success rates, customer satisfaction ratings, or revenue goals (Stone et al., 2020).



PizzaExpress UK develops a motivated staff that is results-driven by tying compensation to performance. Employees are encouraged to do well in their jobs because they know that their efforts will be recognised. This approach not only draws in top applicants but also aids in the long-term retention of top employees. Potential candidates have the chance to dramatically increase their income depending on their own contributions to the success of the firm via performance-linked incentives. It attracts those who are motivated, ambitious, and keen to improve the performance of the restaurant (Carnevale and Hatak, 2020). PizzaExpress UK uses competitive remuneration packages with performance-related incentives and an employee benefits programme to attract prospective candidates for both casual and fine dining locations.

TWO MONETARY METHODS TO ATTRACT POTENTIAL CANDIDATES: COMPREHENSIVE EMPLOYEE BENEFITS PROGRAM

- PizzaExpress UK recognizes the value of offering an employee benefits package alongside competitive pay, in order to attract applicants. Their benefits package offers various additional items designed to promote employee well-being and work-life balance. PizzaExpress UK provides comprehensive employee benefits packages including life and health insurance policies, retirement plans (401k), company-matched health, dental and vision coverage as well as PTO for vacations, holidays and sick days to give employees time off and relax during vacations and sick leaves.



Additionally, businesses may offer staff discounts at PizzaExpress locations so as to increase access and enjoyment of eating experiences (Carnevale and Hatak, 2020). PizzaExpress UK provides tuition reimbursements for relevant hospitality-industry courses or seminars to promote professional development and advancement. As a result, skills and knowledge advancement is encouraged - beneficial both to individuals and the business alike. Their comprehensive benefits package demonstrates their dedication to maintaining employee happiness and well-being. It fosters an atmosphere at work where team members are respected, encouraged, and appreciated. The benefits package acts as a strong inducement for prospective employees to join the PizzaExpress UK team (Carnevale and Hatak, 2020). People looking for long-term career prospects in the culinary business find the organisation to be an appealing employer since it offers a feeling of security and stability. PizzaExpress UK can recruit and retain great talent, assuring outstanding dining experiences for its customers and reaffirming its position as a leader in the food business. This is accomplished by providing alluring financial incentives and prioritising staff well-being.

TWO NON-MONETARY METHODS TO ATTRACT POTENTIAL CANDIDATES: EMPHASIZING A VIBRANT AND INCLUSIVE WORK CULTURE

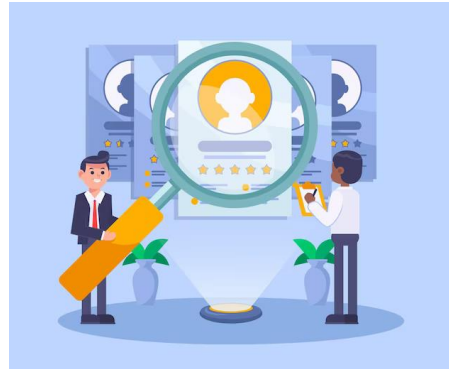
- To entice prospective applicants, PizzaExpress UK lays a heavy focus on creating a dynamic and welcoming workplace atmosphere. The business is aware that recruiting brilliant employees seeking a rewarding and fun job requires a good and inviting atmosphere. In order to do this, PizzaExpress UK creates a culture that values cooperation, innovation, and teamwork. It places a strong emphasis on the importance of inclusion and diversity, giving its workers a feeling of belonging (Stone et al., 2020).



To establish strong links and increase camaraderie among team members, the corporation funds internal events, employee trips, and team-building exercises. Candidates are drawn to this feeling of cohesion because they are looking for a place of employment where they may feel linked to and supported by their coworkers. Additionally, PizzaExpress UK promotes open dialogue and idea-sharing among its staff members. To make sure that every team member's voice is heard and their thoughts are respected, regular feedback sessions and staff surveys are undertaken (Azizi et al., 2021). This strategy fosters a climate of openness and respect, which makes prospective workers want to join a group that really appreciates the contributions of its employees. PizzaExpress UK portrays itself as an appealing employer for applicants looking for a happy and rewarding work environment by demonstrating a lively and inclusive work culture. PizzaExpress UK successfully recruits people to its casual and fine dining venues by emphasising a dynamic and inclusive workplace culture and offering chances for career progression and skill development.

TWO NON-MONETARY METHODS TO ATTRACT POTENTIAL CANDIDATES: PROVIDING OPPORTUNITIES FOR CAREER ADVANCEMENT AND SKILL DEVELOPMENT

- Potential employees at PizzaExpress UK are aware that they are seeking possibilities for career advancement and skill development in addition to employment. The business offers several opportunities for workers to progress in their careers and improve their professional abilities in an effort to attract top talent. PizzaExpress UK has a clear route for job advancement inside the company. When feasible, the organisation promotes from within, allowing workers the option to assume increasingly important duties and leadership positions (Amrutha and Geetha, 2020).



PizzaExpress UK exhibits its dedication to the advancement of its team members by developing talent from within. Additionally, the business makes investments in continuing training and development initiatives to make sure that workers have access to the tools they need to succeed in their positions. These training programmes include topics like leadership development, service excellence, and other important abilities. Additionally, PizzaExpress UK could provide chances for cross-training that let staff members experience many aspects of running a restaurant. For instance, a chef may receive the chance to study front-of-house service while a server would get the chance to work in the kitchen and learn how to make pizza. By offering these chances for professional growth and career progress, PizzaExpress UK portrays itself as a place where staff members may flourish both personally and professionally (Carnevale and Hatak, 2020). Potential applicants who are ambitious and willing to further their knowledge within the culinary business will find this to be a strong lure. PizzaExpress UK makes sure that it attracts to bright people looking for a successful and meaningful career in the food business by providing an enjoyable and encouraging work environment and demonstrating a commitment to employee development.

CONCLUSION

- Finally, PizzaExpress UK's tactics for hiring top employees perfectly represent the organization's constant commitment to creating amazing dining experiences at both its casual and fine dining facilities. Accepting the goal from a third-person viewpoint, it is clear that hiring top staff is essential to provide cherished customers with first-rate service and culinary expertise. Looking ahead, the company is committed to building a strong employer brand, forming partnerships with universities, and offering plenty of opportunities for growth.



The company's skilled short-term strategies, such as targeted digital recruitment campaigns, talent referral programmes with alluring incentives, and captivating pop-up recruitment events, highlight its agility in connecting with potential candidates. By skillfully fusing financial and non-financial incentives, PizzaExpress UK maintains a varied and experienced staff and fosters a feeling of loyalty and commitment among its cherished team members. As the business grows, its unwavering dedication to excellence, innovation, and inclusivity continues to be the cornerstone of its talent acquisition strategy, ensuring that every moment at PizzaExpress UK is an unmatched experience in the world of culinary delights for both guests and team members.

REFERENCES

- Amrutha, V. N., and Geetha, S. N. (2020). A systematic review on green human resource management: Implications for social sustainability. *Journal of Cleaner production*, 247, 119131.
- Anwar, G., and Abdullah, N. N. (2021). The impact of Human resource management practice on Organizational performance. *International Journal of Engineering, Business and Management (IJEBM)*, 5.
- Azizi, M. R., Atlasi, R., Ziapour, A., Abbas, J., and Naemi, R. (2021). Innovative human resource management strategies during the COVID-19 pandemic: A systematic narrative review approach. *Heliyon*, 7(6).
- Boon, C., Den Hartog, D. N., and Lepak, D. P. (2019). A systematic review of human resource management systems and their measurement. *Journal of management*, 45(6), 2498-2537.
- Bratton, J., Gold, J., Bratton, A., and Steele, L. (2021). *Human resource management*. Bloomsbury Publishing.
- Carnevale, J. B., and Hatak, I. (2020). Employee adjustment and well-being in the era of COVID-19: Implications for human resource management. *Journal of business research*, 116, 183-187.
- Chaudhary, R. (2020). Green human resource management and employee green behavior: an empirical analysis. *Corporate Social Responsibility and Environmental Management*, 27(2), 630-641.
- Collins, C. J. (2021). Expanding the resource based view model of strategic human resource management. *The International Journal of Human Resource Management*, 32(2), 331-358.
- Stewart, G. L., and Brown, K. G. (2019). *Human resource management*. John Wiley and Sons.
- Stone, R. J., Cox, A., and Gavin, M. (2020). *Human resource management*. John Wiley and Sons.
- Vrontis, D., Christofi, M., Pereira, V., Tarba, S., Makrides, A., and Trichina, E. (2022). Artificial intelligence, robotics, advanced technologies and human resource management: a systematic review. *The International Journal of Human Resource Management*, 33(6), 1237-1266.