

Professional Services BMGM5005

Week 4 Interviewing & Retention

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What have we done last week?

1. Employment Market
2. Recruitment Strategy
3. Future of HR



HR Planning

Step One: Analyze Organizational Objectives

Step Two: Inventory Current Human Resources

Step Three: Forecast Demand

Step Four: Estimate Gaps

Step Five: Formulate the Human Resource Action Plan

Step Six: Integrating/Implementing the Plan

***Staffing or Recruiting Plan**

Step Seven: Monitoring, Control, and Feedback



Interviewing

Why do we interview?
What are we looking to achieve?



Why Do You Need This Job? | TikTok

Types of Interview

Traditional interview

Telephone interview

Panel interview

Information interview

Meal interviews

Group interview

Video interview

Nondirective interview



Interview Progress

1. Writing a job description (JD)
2. Posting a Job
3. Screen CV's
4. Preliminary interview (Y/N)
5. On site Interview (1st)
6. On Site Interview (2nd)
7. Offer
8. Hire



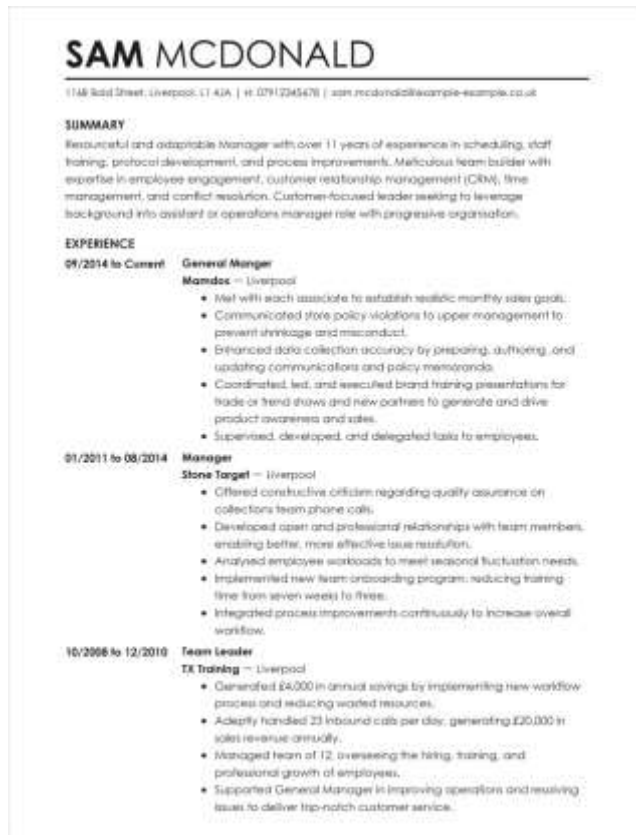
Screen CV's

Traditional:

- Black and white
- Key Words

Creative:

- Colour
- Personality



Preliminary interview

- Phone Call
- Video Chat
- Conducted by HR



Interview Skills - Communication

- Eye Contact and Smile
- Body Language and Listening Skills – **Active Listening**
- Professional Approaches
- Formal Language
- Positive Attitude
- Dressing
- Thank you letter

Interview Feedback Form

➤ Grading System

➤ Extremely important in panel interview

Internship Interview Evaluation Form

Student Name:

Referred By:

Interviewer:

Date:

	Excellent	Good	Average	Below Average	Points Earned
Applicant's Greeting: • Proper introduction • Positive first impression	10 9 10 9	8 7 8 7	6 5 4 6 5 4	3 2 1 3 2 1	
Applicant's Appearance: • Neat, well groomed • Appropriately attired	10 9 10 9	8 7 8 7	6 5 4 6 5 4	3 2 1 3 2 1	
Personality and Poise: • Positive, courteous, sincere, and confident • Good posture, gestures, and eye contact	10 9 10 9	8 7 8 7	6 5 4 6 5 4	3 2 1 3 2 1	
Communication Skills: • Proper grammar (standard English) • Good pronunciation and enunciation • Pleasant voice and tone	10 9 10 9 10 9	8 7 8 7 8 7	6 5 4 6 5 4 6 5 4	3 2 1 3 2 1 3 2 1	
Responses: • Responded with appropriate answers • Showed knowledge of program's purpose • Indicated knowledge of Hospital • Asked appropriate questions • Volunteered information • Demonstrated initiative and enthusiasm about involvement in program	10 9 10 9 10 9 10 9 10 9 10 9	8 7 8 7 8 7 8 7 8 7 8 7	6 5 4 6 5 4 6 5 4 6 5 4 6 5 4 6 5 4	3 2 1 3 2 1 3 2 1 3 2 1 3 2 1 3 2 1	
Skills: • Showed evidence of career preparation • Showed evidence of good work habits • Showed evidence of problem-solving abilities	10 9 10 9 10 9	8 7 8 7 8 7	6 5 4 6 5 4 6 5 4	3 2 1 3 2 1 3 2 1	
Close of Interview: • Expressed a thank you • Concluded interview effectively	10 9 10 9	8 7 8 7	6 5 4 6 5 4	3 2 1 3 2 1	

Activity – Create Your CV

Use Canva to design a CV which can reflect your personality and professionalism



Absenteeism

- Short term sickness to long term health issues
- Cover the workload of absent colleagues, decreased levels of productivity, and increased employee turnover
- 5.7 days absence averagely in the UK (ONS, 2023)

$$\text{Absenteeism rate} = \frac{\text{number of absent days}}{\text{number of available work days in a given period}}$$

Labour Turnover

- The rate at which employees leave the business

$$\text{Annual Turnover Rate \%} = \frac{\text{Number of employees who left}}{(\text{Beginning} + \text{ending number of employees}) / 2} \times 100$$

Turnover Rate

- In 2022, the hospitality industry had a 146% increase in lost days due to illnesses compared to 2019, according to People HR.

Key 2025 Turnover Statistics:

- **Average Turnover:** Dropped to 67%, down from 75% the previous year.
- **Sector Specifics:** In some areas, average restaurant employee turnover continued to top 75%, with some, such as bars and clubs, reaching up to 47%.
- **Internal Promotions:** Internal promotions for key roles like head chef rose from 44% to 51%, contributing to better retention.

Recruitment Cost

- **Indeed** – Set your budget and pay between £0.10 to £5 per click depending on the title, location, and competition.
- **Monster** – Monthly subscriptions from £249 per month for one job to £999 per month for five jobs.
- **CareerBuilder** – Monthly subscriptions per month from £219 to £599 depending on the number of roles.
- **Dice** – A single job posting for 30 days costs £395.
- **LinkedIn** - £200-£400 and one job site



The average employer spends about
£3,000¹ and **27.5 days**²
to hire a new worker.²

Engagement with Business Culture

Developing a positive workplace culture to ensure employees are supported when it is required, feel valued, and have opportunities to progress and build a career within the business.

Competitive Advantage



MASLOW'S HIERARCHY OF NEEDS





The **5th stage** is named **self-actualisation** and relates to: self fulfilment, achieving everything we are capable of, and having a purpose.



The **4th stage** relates to our **self-esteem** and includes: being respected, having a sense of self-worth, and achievement.



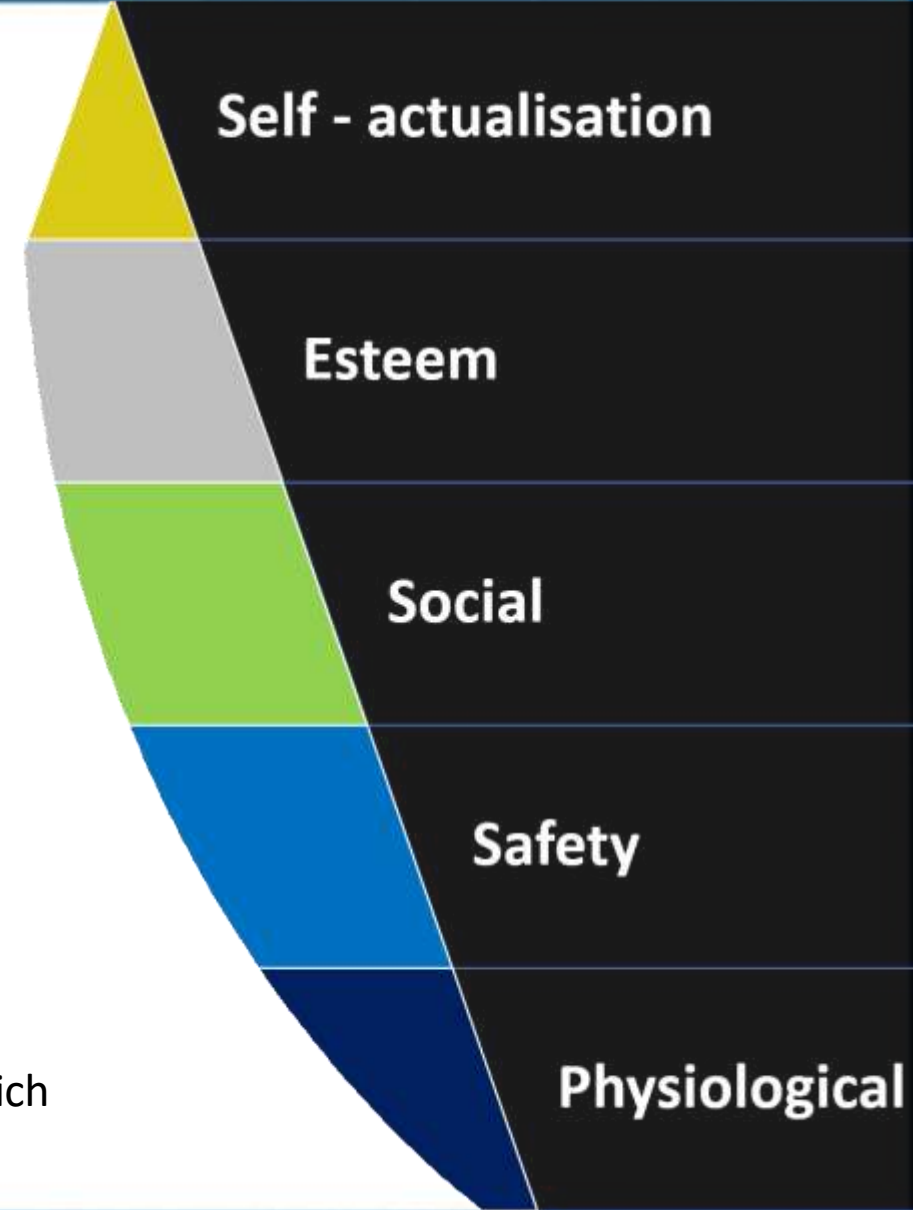
The **3rd stage** is focused on meeting our **social needs**, which includes: love, affection, friendship, and the feeling of being valued and appreciated.



The **2nd stage** is to satisfy our **safety needs**, which includes: feeling safe and protected on both a physical and emotional level, health, and secure employment.



The **1st stage** relates to our **physiological needs**, which includes: food, water, shelter, sleep, and clothing.



Maslow's Hierarchy of Needs

- Human beings are motivated by a hierarchy of needs.
- Needs are organized in a hierarchy , basic needs must be more or less met (rather than all or none) prior to higher needs.
- The order of needs is not rigid but instead may be flexible based on external circumstances or individual differences.
- Most behaviour is multi-motivated, that is, simultaneously determined by more than one basic need.

Activity – Maslow's Hierarchy of Needs

Create a PowerPoint presentation, explaining which level of Maslow's Hierarchical needs you feel you are in and what you would want to achieve in the future.

Activity – Role Play

- Interviewing Roleplay
- You will act as a HR manger/applicant in the interviewing process in one of the 5-star hotel's restaurants.

