



Talent Acquisition in the restaurant operations

Module: Managing People

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Talent Acquisition

- The International Journal of Management, Accounting and Economics (2019) has stated that the talent acquisition is the process of finding and attracting skilled employees that will meet the organization's needs.
- This process uses the raising strategy which describes the recruiting the people with the adequate educational backgrounds and experience that will match the organization's needs as argued by Chemuturi (2019).
- More than one million people work in the UK's restaurant sectors and it generates more than 17.8 billion as stated by Statista (2022).

Advantages vs Disadvantages

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The advantages of talent acquisition:

- increased work performance
- low cost for training
- training new raw resources whilst carrying independent work

The disadvantages of talent acquisition:

- higher cost of acquiring the talented employees such as higher salaries
- potential cost of relocation that must be paid by the new organization
- longer waiting time for relinquish into the new position

Short-term strategies for talent acquisition

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Referral programs

- Use the existing employees to bring talented employees
- Offer rewards for each successful candidate they bring

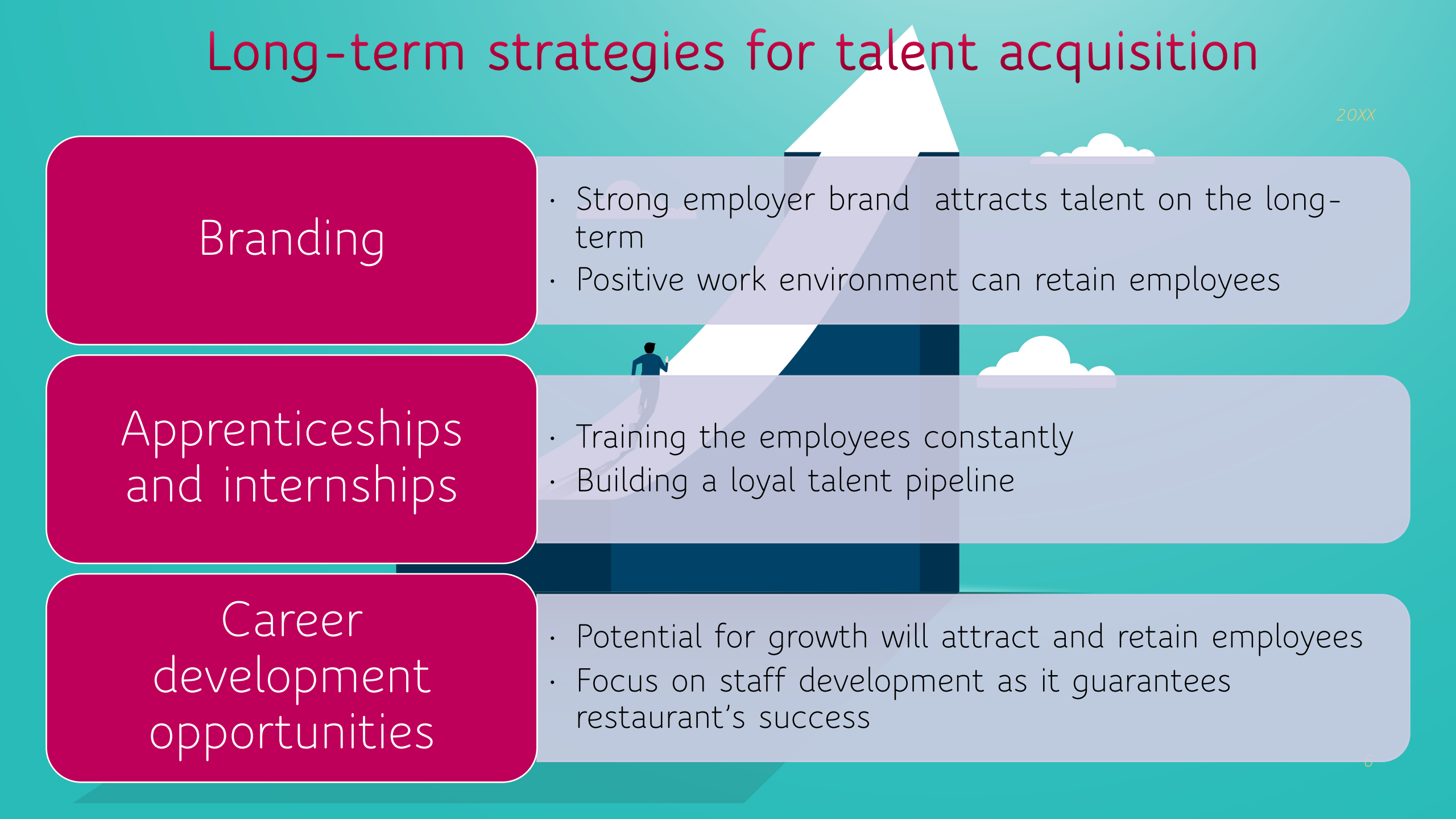
Online platforms

- Advertising the restaurants on social media
- Engage with interested users
- Example: Facebook, Indeed, Instagram, LinkedIn

Job fairs

- Participate to events that can attract local talent
- On the spot interviews
- For example: London Job Show, The UK Careers Fair

Long-term strategies for talent acquisition



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Branding

- Strong employer brand attracts talent on the long-term
- Positive work environment can retain employees

Apprenticeships and internships

- Training the employees constantly
- Building a loyal talent pipeline

Career development opportunities

- Potential for growth will attract and retain employees
- Focus on staff development as it guarantees restaurant's success

Monetary methods to attract potential candidates

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Signing Bonuses

- Financial incentives for employees that join the restaurants' team
- Structure the bonuses based on the position so it will encourage talent acquisition

Bonus system

- Performance-based system
- Design defined goals and metrics that will secure the transparency of the employees' evaluation

Non-monetary methods to attract potential candidates

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Flexible Work Schedules

- Accommodate various employees' needs to balance their personal and professional life
- Attract a diverse pool of candidates

Recognition Programs

- Acknowledge outstanding performance
- Public praise, certificates or plaques

Conclusion

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- Successful talent acquisition is not just about attracting candidates but also about retaining and developing them. By combining short-term strategies to fill immediate vacancies and long-term strategies to nurture a loyal talent pool, the restaurant operations can consistently attract and retain quality candidates.
- Combining the monetary and non-monetary incentives can influence the restaurants' environment in terms of becoming more appealing to a wide range of potential candidates.
- Identifying the right incentive to stimulate employees' motivation influences the restaurants' performance both in short-term and long-term.

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