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University of Wales
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PROGRAMME: BA BUSINESS MANAGEMENT

MODULE: MANAGING PEOPLE

MODULE CODE: LCBB5004

ASSIGNMENT TITLE: INDIVIDUAL PRESENTATION

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INTRODUCTION



(Mitchells and Butlers UK, 2021)

- Talent acquisition is seen to be a contemporary aspect in the present-day world of combative business.
- Effective talent acquisition strategy helps organisations to enhance their level of productivity in their operations (Hongal and Kinange, 2020).
- Also, it enables them to make informed decisions for aiding their activities to be proliferative.

Overview of the Organisation



(Mitchells and Butlers UK, 2021)

Mitchells and Butlers is one of the most renowned Restaurant Groups in the UK which was founded in 1898.

- **With time, it has been able to set up more than 1700 pubs and restaurants in the country (Mitchells and Butlers UK, 2021).**
- **The headquarters of the organisation are in Birmingham, United Kingdom.**
- **In the year 2022, it was able to generate “2.21 million British pounds” of revenue (Statista, 2021).**

Talent Acquisition Strategy With Its Importance For Mitchells And Butlers



- Talent acquisition refers to the task to attract as well as recruit top talent within business organisations.
- It includes significant aspects such as “planning”, “assessing”, “hiring”, “onboarding” and others (Yildiz and Esmer, 2023).
- It is necessary for Mitchells and Butlers to recruit the right workforce who can play a decisive role to carry out its operations.

[\(linkedinjobz.blogspot.com\)](https://www.linkedin.com/company/mitchells-and-butlers/)

Six Different Talent Acquisition Strategies For Attracting Potential Candidates



(Ng and Stuart, 2022)

Three short-term strategies

Among short-term strategies related to talent acquisition, these are:

- **Assessing the skills demand and time period:** It is a useful strategy using which Mitchell and Butlers managers can analyse the gap between capacity and demand to recruit candidates.
- **Developing a clear job description:** “Accurate”, “complete” and “Up-to-date” job descriptions for reacting candidates could also be a beneficial strategy for talent acquisition (Ng and Stuart, 2022).
- **Leveraging suitable technology:** During the time of immediate recruitment, the senior management would have to focus on using the right technology for selecting the right candidate.

The Implementation of Three Short-Term Strategies

- Effective adoption of earlier stated three short-term strategies would help in saving time, resources and money for the firm.
- It would enable them to stay ahead of its rivals such as “Domino's Pizza Group”, “J. D Wetherspoon” and others in the UK (Yu *et al.*, 2022).
- It would make the scope for the management to make a proper evaluation of the required talent pool.



(Mitchells and Butlers UK, 2021)

Three Long Term Strategies

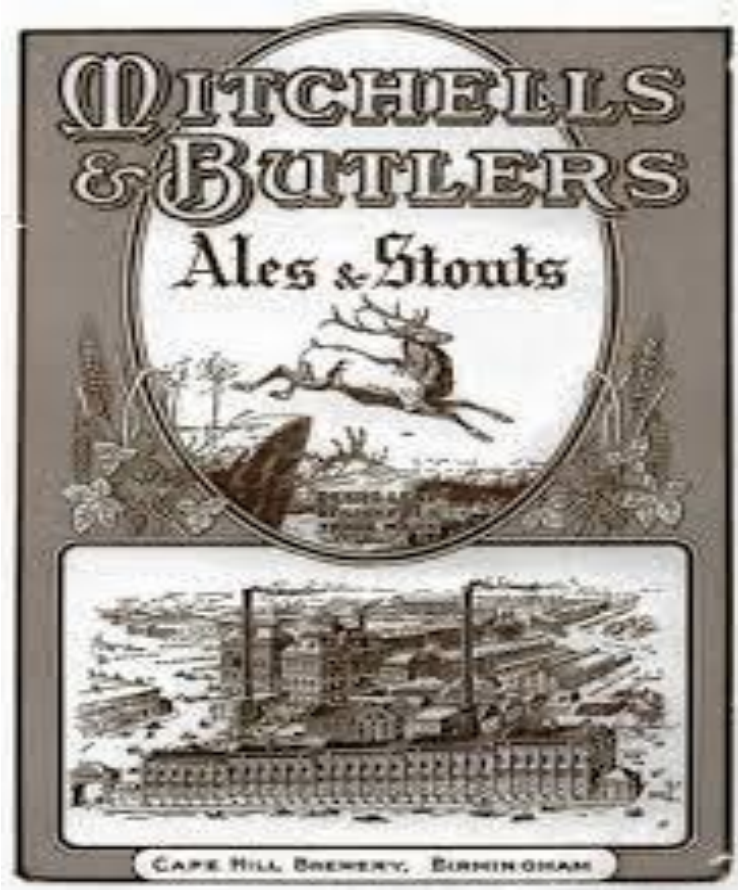
Similar to short-term strategy, the organisation can opt for long-term strategies also such as:

- **Fostering a safe learning environment:** The management needs to focus on creating an effective learning environment for newly recruited candidates on a long-term basis.
- **Providing training facilities for skill enhancement:** It is also an effective long-term strategy to attract talent and provide scope to them for further growth in the organisation (Masenya, 2022).
- **Offering market-based compensation rates:** It is one of the best talent acquisition strategies to attract and retain top talent by providing flexible monetary increments.



(Mitchells and Butlers UK, 2021)

The Implication Of Three Long-term Strategies



Mitchells & Butlers Ltd -
Brewery History Society Wiki

- Long-term strategies would also prove to be helpful for Mitchells and Butlers organisation in reducing employee turnover rates.
- Moreover, it would create a sense of urge within them to give their best effort to serve its customers and earn loyalty from them (Christopher and Devi, 2022).
- Along with this, it aims to prepare the future pathway for the organisation to be more strategic and effective.

Four Different Incentive Methods For Attracting Potential Candidates

Two monetary methods

In order to attract potential talents, Mitchells and Butlers can focus on the following two monetary methods:

- **Giving bonus or increment:** If any particular employee is working hard for the organisation, then the management can provide a bonus or increment to the particular employee in the form of compensation rates (Forbes, 2021).
- **Providing gifts as rewards:** this can also be given to employees carrying a specific monetary value which would provide them with the much-required work satisfaction.



(RTE News,2021)

Two Non-monetary Methods



(Linkedin.com)

Similar to monetary methods, Mitchells and Butlers can follow the following two non-monetary methods also:

- Providing flexibility at work: If employees observe that the management is giving the flexibility in performing operations then they would be more motivated to carry on the service operations (Vanderpal and Brazie, 2022).
- Giving an extra day off: This particular method would also be effective for helping employees to create a suitable work-life balance.

Conclusion

- Thus, the presentation has listed the necessary aspects of talent acquisition strategy for Mitchells and Butlers organisation of the UK.
- It will be necessary for the management to focus on short and long-term strategies to recruit skilled talents (Škerháková *et al.*, 2022).
- It will assist them in the smooth continuation of its customer service operations.



(Mitchells and Butlers UK, 2021)

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Thank
you

