

BA Business Management  
Managing People

**Individual Presentation**

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## Introduction

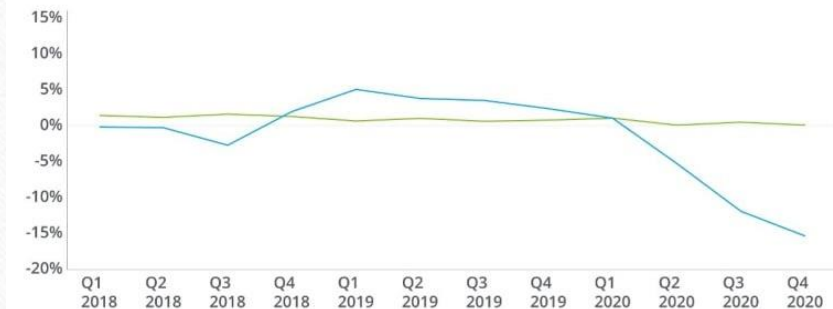
- In the hospitality industry in the UK, different restaurant groups face the problem of a labour shortage.
- The problem of labour shortages provides a negative impact on business confidence and 65% of business leaders also have to lack within their confidence in the recruitment procedure (Self *et al.*, 2019).
- Staffing shortage is a problem that leads to operation adjustments such as reducing opening hours simplification of menu as well as lower opening days.

FIGURE 2

### UK employment by nationality

Percentage change since Q4 2019

United Kingdom Non-United Kingdom



Source: UK Office for National Statistics, accessed via Haver Analytics.

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## Importance of talent acquisition strategy



- The strategies of talent acquisition have a significant role in shaping restaurant groups' growth success and competitiveness.
- This strategy plays the role of a critical factor in attracting top talent along with retaining employees (Chun and Evans, 2023)
- These strategies help to reduce turnover by retaining employees and also enhance the performance of the organization

## Referral Programs strategy of short-term talent acquisition

- Referral programs are also involved in the encouragement of current employees for referring different potential candidates (Midgett and Doumas, 2023).
- Different kinds of incentives are also provided to staff for their successful referrals.
- The strategy of referral program in short-term talent acquisition also has different benefits like reaching multi-qualified candidates along with liberating the prominent network of present employees.



## Temporary Staffing Agencies strategy of short-term talent acquisition



- The strategy of temporary staffing agencies within short-term talent acquisition also works on collaborating with the non-permanent staffing agencies (Wang *et al.*, 2023)
- The strategy of a temporary staffing agency also handles the process of the recruitment process.
- The strategy of temporary staffing agencies within short-term talent acquisition also has different benefits including the flexibility of adjusting the present workforce

## Job Fairs and Recruitment Events strategy of short-term talent acquisition

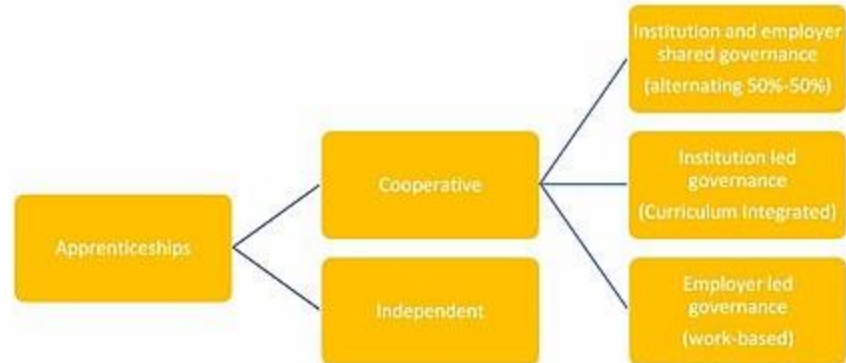
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- The strategy of recruitment events and fairs within short-term talent acquisition also works in participating in different fares of jobs (Gilch and Sieweke, 2021)
- This strategy also helps to showcase brands by different groups of restaurants along with providing employment opportunities.
- This strategy has different benefits within the short-term talent acquisition that work on providing an opportunity in attracting talent



## Apprenticeship and Training Programs strategy of long-term talent acquisition

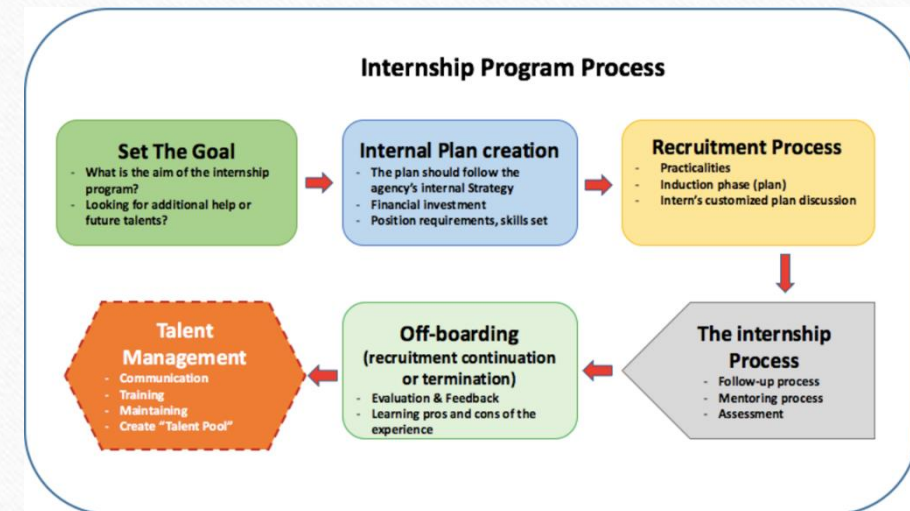
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- A very important strategy of long-term talent acquisition is the strategy of Apprenticeship and program of training that help to establish the training program and apprenticeship (Pargeter *et al.*, 2021).
- This strategy helps to develop strong partnerships between the training provider and different educational institutions.

## Internship Programs strategy of long-term talent acquisition

- The strategy of the internship program is a significant strategy of long-term acquisition that help the implementation of different programs of internship for graduates as well as students (Giacomino *et al.*, 2022).
- This strategy also offers significant experience in structure learning for the various restaurant group.
- The benefits of this strategy are to provide potentiality for the long-term employee, to attract talent



## Employer Branding and Online Presence strategy of long-term talent acquisition



- The most important strategy of long-term talent acquisition is the branding of the employer along with an online presence (Alashmawy and Yazdanifard, 2021)
- This strategy also helps to represent the values opportunities and cultures of different student groups.
- The benefits of this strategy are to make engagement with the different candidates through different online platforms and social media that help to attract skilled talent

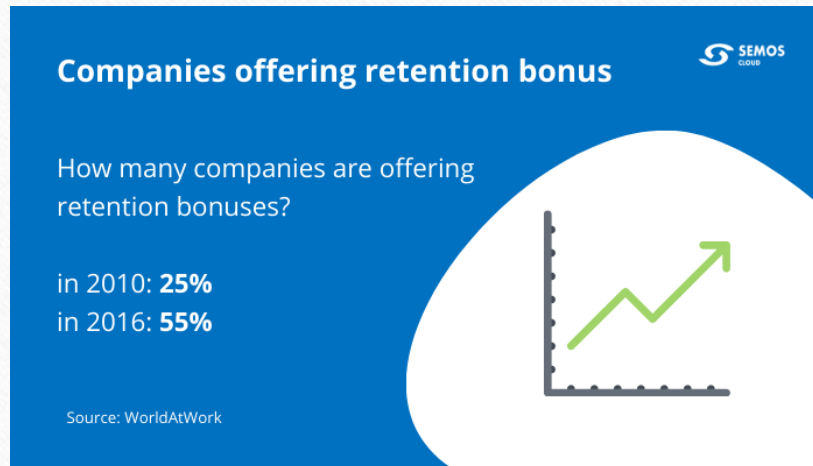
## Importance of incentive methods

- In restaurant groups, different incentive methods also play a very vital role in enhancing employee performance and also to motivate them which helps to create a very positive and vibrant work environment (Hardman, 2019).
- Restaurant groups become able to deliver exceptional experience of dining to consumers by the different monetary and non-monetary methods of incentives.

### 10 must-have employee incentive programs

- 1 Rewards and Recognition
- 2 Referral programs
- 3 Professional Development
- 4 Profit sharing
- 5 Health and wellness
- 6 Tuition reimbursement
- 7 Bonuses and raises
- 8 Fun gifts
- 9 Additional time off
- 10 Choice of projects

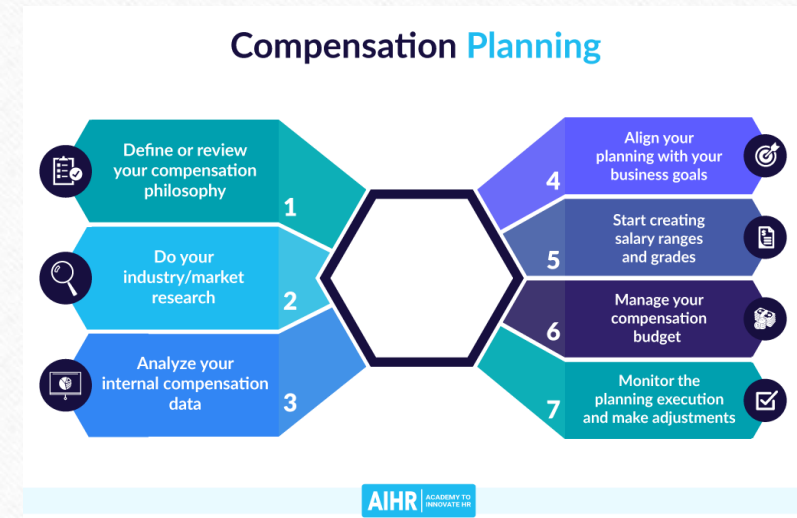
## Signing Bonuses monetary methods



- The monetary method of signing bonuses offers different signing bonuses to newly appointed (Nappert and Plante, 2023).
- This strategy also provides monetary incentives to the joining restaurant groups.
- Attracting various candidates from the competitive market, boosting initial satisfaction of the employee

## Competitive Compensation Packages monetary methods

- The monetary method of competitive compensation package helps to design different packages of competitive compensation (Rasool *et al.*, 2019).
- This monetary method also works on offering very lucrative benefits salaries as well as rewards.
- The competitive compensation package monetary method provides benefits by attracting talent along with retaining talent, demonstrating value of staff



## Employee Recognition and Rewards non-monetary methods



- Recognition of employees and reward is a significant strategy of nonmonetary method that helps in implementing staff recognition along with the implementation of different rewards programs (APUKO, 2021).
- Acknowledging and appreciating employee contributions is also an important part of this nonmonetary method.
- Boosting the model of employee increasing employees' job satisfaction as well as enhancing the retention rate of employees are the different benefits of this method.

## Professional Development and Growth Opportunities non-monetary methods

- Growth opportunities and development of professionals that provide scope for professional growth and development (Mata *et al.*, 2021).
- This non-monetary method also offers different paths along with mentorship and scope of training for the progression of a career.
- Attracting talent, fostering the culture of learning along with retaining ambitious employees are the different benefits that this method provides.



## Critical evaluation

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- As a strategy of short-term talent acquisition recruitment events and job, fairs have a significant role in making a forward-looking and flexible approach by which restaurant groups can respond effectively to the trends of the market and also with the demand of shifting skills and advancement of technology (Rasool *et al.*, 2021).
- Apprenticeship and program of training is more significant that helps to develop strong bond with skilled talent to make positive employee brand.

## Conclusion

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- Conclusively to study describe the business management process of a restaurant that is facing a problem with a labour shortage.
- Identification of different short and long-term strategies for talent acquisition also helps to improve the business.
- Moreover, the use of incentive methods helps to improve the competitive market of business.

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- *THANK YOU*
  - *ANY QUERIES?*