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Hospitality & Hotel Management Level 4

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BMIH4010 / BMIH4010D Personnel Resourcing and Development Week Five

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An Effective Job Advertisement

Question:

What should be included in an effective job advertisement?

Employee Engagement

Question:
What makes us engaged employees?

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Abraham Maslow

Hierarchy of Needs

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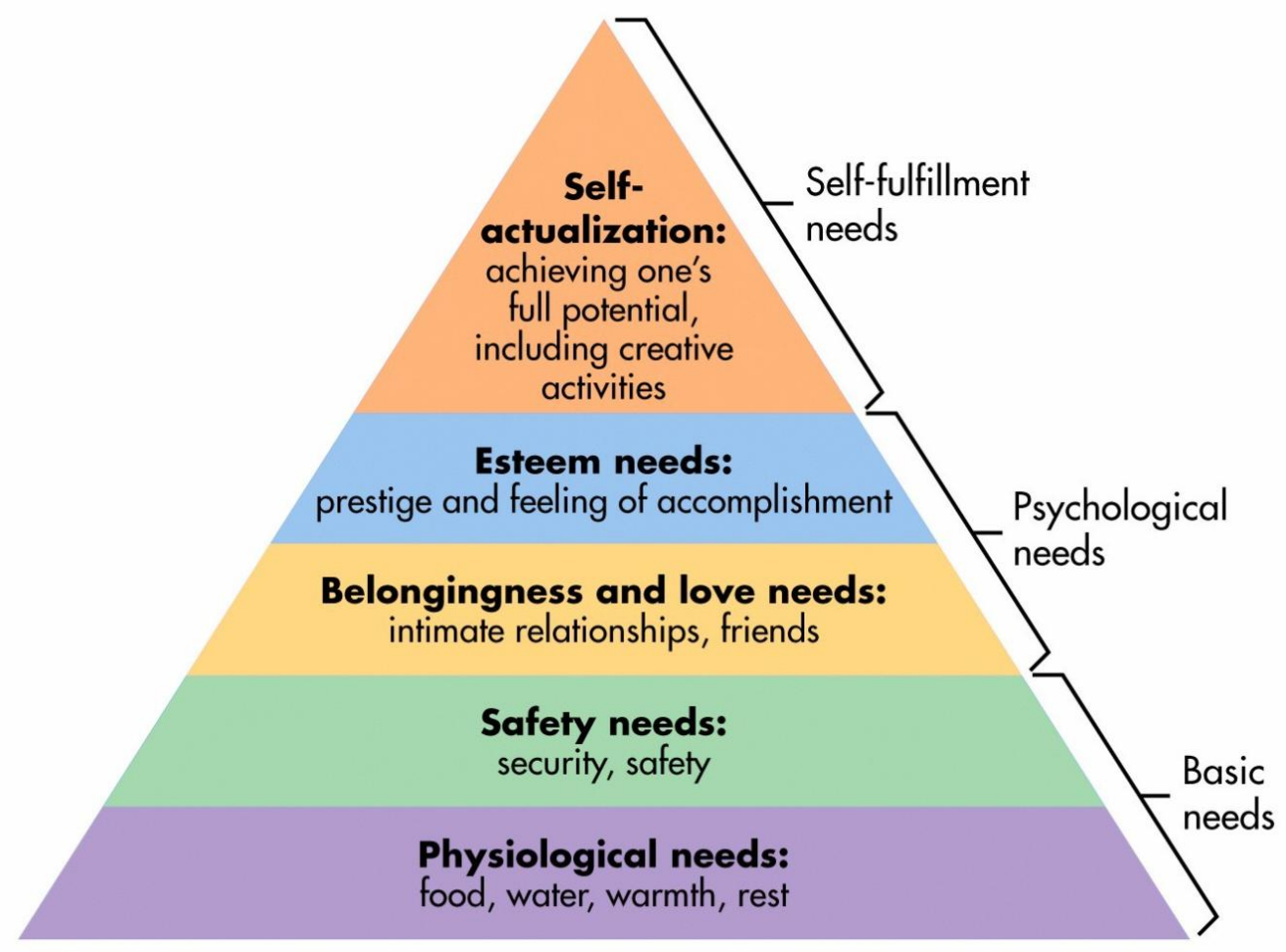
Hierarchy of Needs

Abraham Maslow

The Most Influential Psychologist of 20 Century.

Maslow's Hierarchy of Needs



Maslow’s Hierarchy of Needs

https://www.bing.com/videos/riverview/relatedvideo?&q=maslows+hireachy+of+needs+employees+hotels&&mid=66DDDC977623DE758DA566DDDC977623DE758DA5&&mcid=7B546980A69B49F59DE938C29DCFE624&FORM=VRDGAR

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Employee Wellbeing

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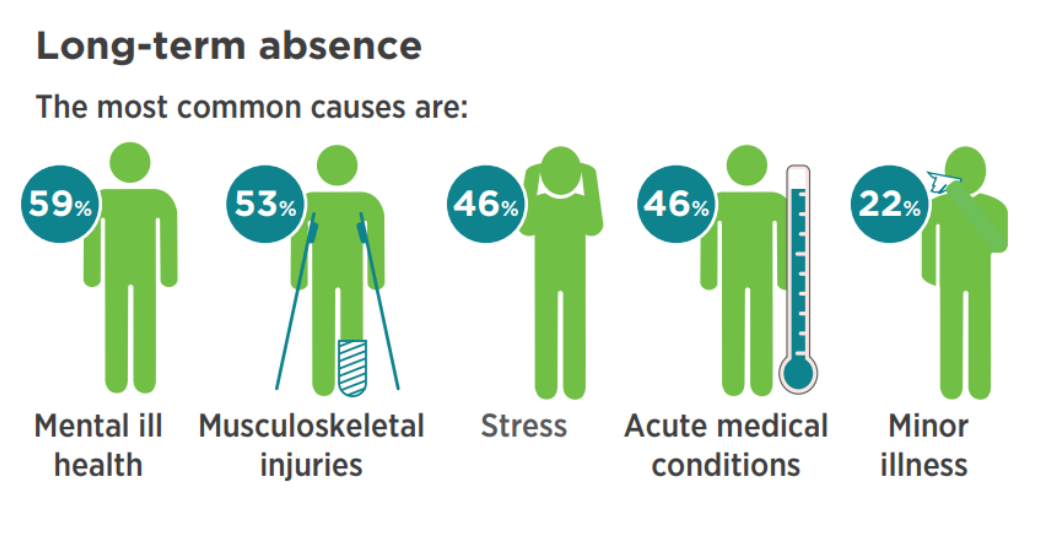
Engagement and Wellbeing

One thing that's clear in academic literature is that employee engagement is seen as a psychological state experienced by employees. It should be seen as different from job quality, employee behaviour or management action" (CIPD, 2021)



Question:
What does wellbeing mean to you?

Wellbeing

QUESTION:
What have companies introduced to support employees?

Quiz Time

1. How many million days of sickness are lost in a year (in the UK)?
2. How many million days lost are due to minor illness?
3. How many million days lost are due to musculoskeletal problems?
4. How many million days lost are due stress, anxiety and depression?

Wellbeing

(Gov.uk,2019)

However, around 185.6 million working days were lost to sickness or injury in the UK in 2022, which was a record high

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The Zinger model of Employee Engagement

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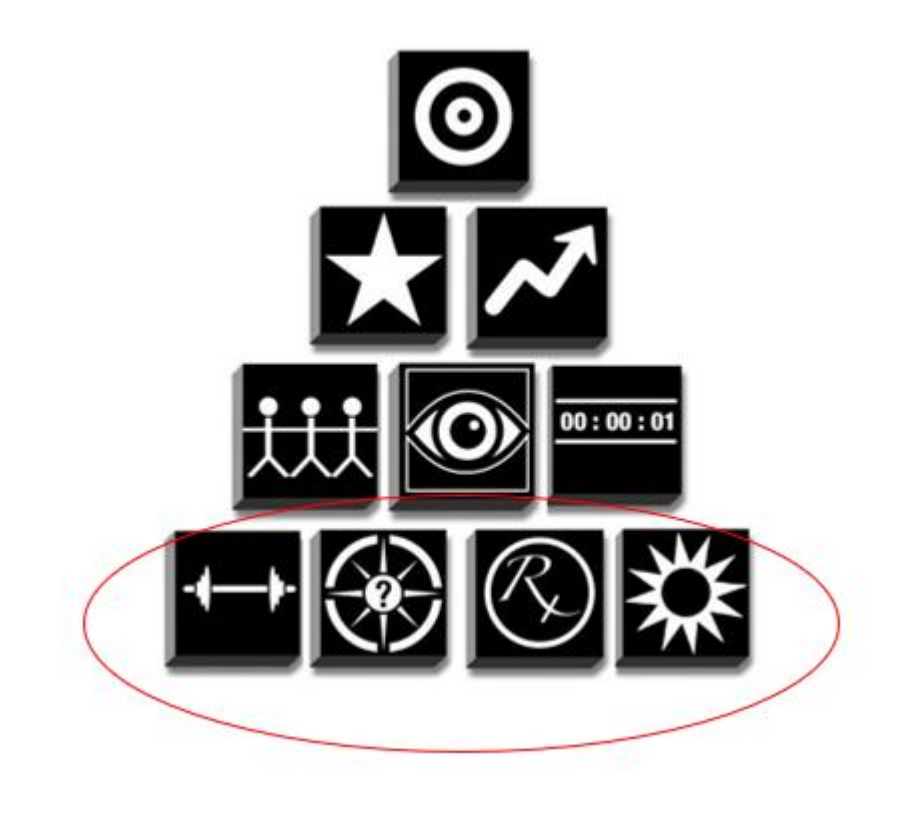
The Zinger Model of Employee Engagement

The Pyramid of Employee Engagement Actions for Managers

- David Zinger, Canadian psychologist
- Focuses on bottom to top management
- 10 Essential actions

The Bottom Row: The Necessities



- Enhance Wellbeing
- Enliven Energy
- Make Meaning
- Leverage Strengths

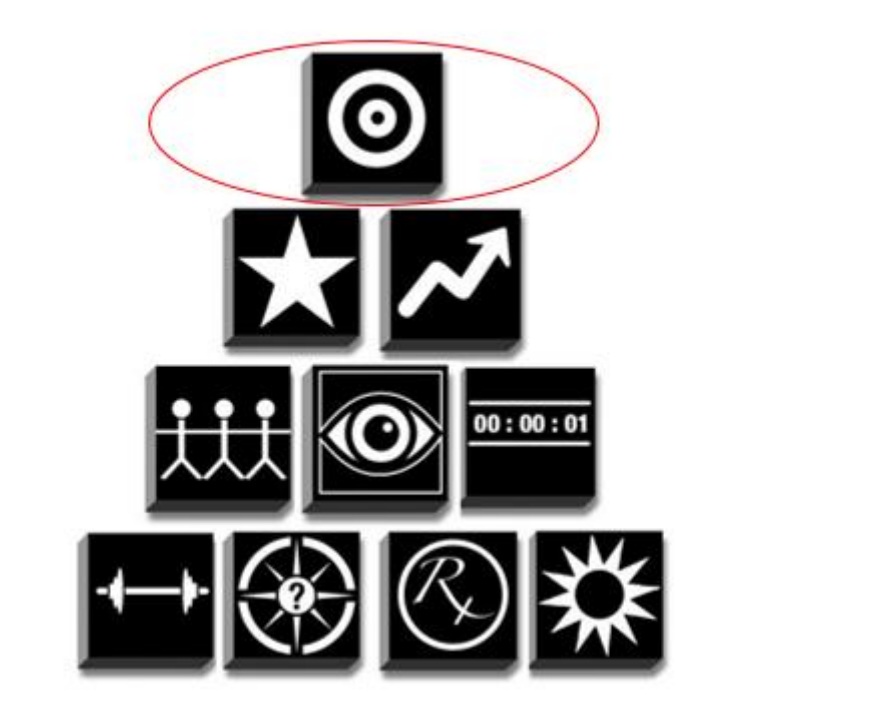
Second Row: Uniting The Company

- Build Relationships
- Foster Recognition
- Master Moments

Third Row: Boosting Performance

- Maximise Performance
- Mark Progress

The Top : Achieving Results



- The End Goal

Application of the Zinger Model

The Bottom Row: The Necessities

- Enhance Wellbeing
- Enliven Energy
- Make Meaning
- Leverage Strengths

Second Row: Uniting The Company

- Build Relationships
- Foster Recognition
- Master Moments

- Apply the Zinger model to the Googleplex

Third Row: Boosting Performance

- Maximise Performance
- Mark Progress

The Top : Achieving Results

- The End Goal

https://www.youtube.com/watch?v=Z-pT0XDYvDM&t=10s

Strengths

Question: What are the strengths regarding the onboarding and development process?

- Better employee experience
- Higher employee engagement
- Better employee retention
- Stronger company culture
- Increased productivity
- Better business outcomes
- Easier talent attraction
- Leadership
- Communication
- Mentoring

Weaknesses

Question: What are the weaknesses regarding the onboarding and development process?

- Misleading job descriptions
- Little to no pre-boarding (turn up day 1 with no paperwork completed)
- Neglecting feedback
- Providing quality information for new employees
- Establishing goals and expectations
- Giving too much information too quickly
- Staying consistent
- Addressing cultural and generational differences
- Lack of opportunity / no clear direction
- No development opportunities in place or lack of
- Unsupportive managers
- Lack of communication
- Resource limitations

Opportunities

Question: What are the opportunities regarding the onboarding and development process?

- Boost employee engagement / fostering a relationship between the new hire and management
- Reinforcing the company's commitment to helping employee's professional growth
- Proving that management recognises the employee's talent.
- Better employee experience
- Better employee retention
- Stronger company culture
- Increased productivity > Better business outcomes
- Easier talent attraction

Threats

Question: What are the threats regarding the onboarding and development process?

- Boredom
- Low/ poor productivity
- Impact on business results
- Staff turnover
- Jealousy (if certain opportunities are not available in other departments)

Assessment One: Element Two

Strengths	Weaknesses
• Introduce employees into the organisation and embedding them into the culture. • Opportunities to grow = motivation to work and progress	• Too long/boring • Not tailored enough
Opportunities	**Threats**
• Opportunity to foster the relationship between managers and new hires. • Reinforces the company's commitment to helping employee's professional growth and recognising employee talent.	• Don't know the processes of the organisation. • Lack of opportunities = risk of losing your talent? • Staff turnover

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Any Questions?

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I look forward to seeing you next week.

If you have any questions in the meantime, please send an email from your student account.

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