

Task: Individual Presentation

Talent Acquisition Strategies and Incentives Methods to Attract Candidates

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Objectives of Presentation

- The main objectives of this presentation include;
 - To discuss the short-term and long-term talent acquisition strategies to attract potential candidates in a restaurant
 - To discuss the monetary and non-monetary incentives methods to attract potential candidates in a restaurant



Introduction

- HR in a restaurant ensures talent acquisition, recruitment & selection, on-boarding, training, compensation & benefits and compliance.
- Talent acquisition means seeking and securing exceptional employees' services (Alashmawy and Yazdanifard, 2019).
- It involve use of strategies such as using social media, creating a long-term hiring & recruitment plan, encouraging employer branding and employee referrals (Chun and Evans, 2023).
- Employee search in restaurant also involve use of incentives.
- Incentives are prizes or advantages given to employees for reaching specific targets or milestones (Weiwei, 2020).
- They can be monetary or non-monetary

Long Term Talent Acquisition Strategies to Attract Potential Candidates

- Long-Term talent acquisition involves hiring new people, often in huge numbers and serving for longer periods.
- The strategies for long-term talent acquisition include;
 1. **Long-term hiring and recruitment plan:** Brown (2011) notes that finding qualified individuals for permanent employment is an ongoing process that requires constant attention to detail.

For example, the plan may include identifying job vacancy, understanding job requirements, making a recruitment budget, doing screening, making the job offer and hiring the employees.
 2. **Employer branding:** It is crucial to the success of a talent acquisition strategy since it affects a company's reputation among prospective candidates (Alashmawy and Yazdanifard, 2019).

For example, the restaurant may use Google, own website or magazines, to build its employer reputation.

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3. **Employee referrals:** This involve using employees' networks.
- The employees can propose candidates that fit the restaurant well since they know its culture, goals, and vision.



Short Term Talent Acquisition Strategies to Attract Potential Candidates

- Short-term talent acquisition is a temporary position that might last from a few weeks to a few months.
- The strategies for short-term talent acquisition include;
 1. **Assessment of the skills needed and hiring period:** Involve analysing the capacity vs demand gap and determining if the skills needed are temporary or ongoing (Kiaer et al., 2021).
 2. **Developing a clear job description and role details:** Involve presenting accurate, thorough, and up-to-date job descriptions to recruit competent people (Leon, 2016).

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3. **Using suitable technology:** Involve use of different types of technologies to write job descriptions, place advertisement and review applicants (Sołek and Wilczewska, 2018).

- For instance, use of technology tools like CRM(candidate relationship management), is a software system which support talent acquisition and play a significant role in strategising the organisation's policy.



The Meaning and Relevance of Incentives

Methods

- Incentives are prizes or advantages given to employees for reaching specific targets or milestones (Weiwei, 2020).
- Classified as monetary or non-monetary
- Incentives are relevant since they foster overall performance, productivity and morale by aligning employees' goals with those of the company (Schlechter et al., 2014).

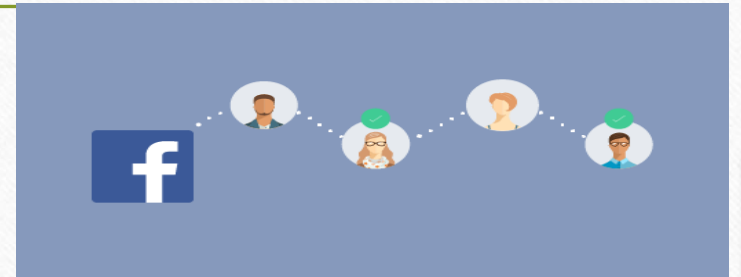


Monetary Methods to Attract Potential Candidates

- **Use of agencies:** This is a company that works on behalf of an employer to find qualified job seekers and put them in open jobs.
 - For example, the restaurant may use Reed Recruitment Agency.
- **Pay Raise:** Often offered to employees who have been with the company for longer (Schlecher et al., 2014).
 - For instance, the employees may have a pay rise when they reach certain productivity levels or complete required training courses.

Non-Monetary Methods to Attract Potential Candidates

- **Social media platforms** such as, Facebook and LinkedIn entails networking with potential candidates and establishing relationships with individuals who may be employed in the future.
- **Flexible work schedules** helps employees achieve a healthier balance between work and personal life while also minimising stress and burnout.



Advantages of Monetary & Non-Monetary Methods

Monetary Methods

- **Simple:** Monetary incentives are easy to implement, providing a quick and straightforward means of rewarding high-performing workers.
- **No need for customisation:** There is no need to modify this incentive system.
- **Employee morale:** Workers feel appreciated and valued when acknowledged for their efforts.

Non-Monetary Methods

- Larger impact since they stay for long
- Employees feel more appreciated and engaged when receiving non-monetary prizes (Weiwei, 2020).

Conclusion & Recommendations

- By finding the right balance between these talent acquisition strategies outlined in this presentation, our restaurant can proactively search for top-tier employees, ensuring the business's future success..
- However, because the restaurant is urgently demanding employees it is better first to consider short-term talent acquisition methods and monetary incentive methods to attract employees quickly.
- In addition, to prevent the incident from reoccurring, the restaurant should consider long-term talent acquisition methods and non-monetary incentive methods.

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