

Assignment 1
Individual Presentation

Module Name: Managing People
Module code: LCBB5004

Student: Marius Scorcea (1921886)
Lecturer: Piyumika Gamage

PIZZA EXPRESS – WITH PEOPLE AND FOR PEOPLE

Marius Scorcea

AGENDA

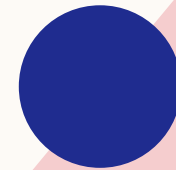
Introduction

Short-Term Talent Acquisition

Long-Term Talent Acquisition

Monetary Incentive Methods

Non-monetary Incentive Methods

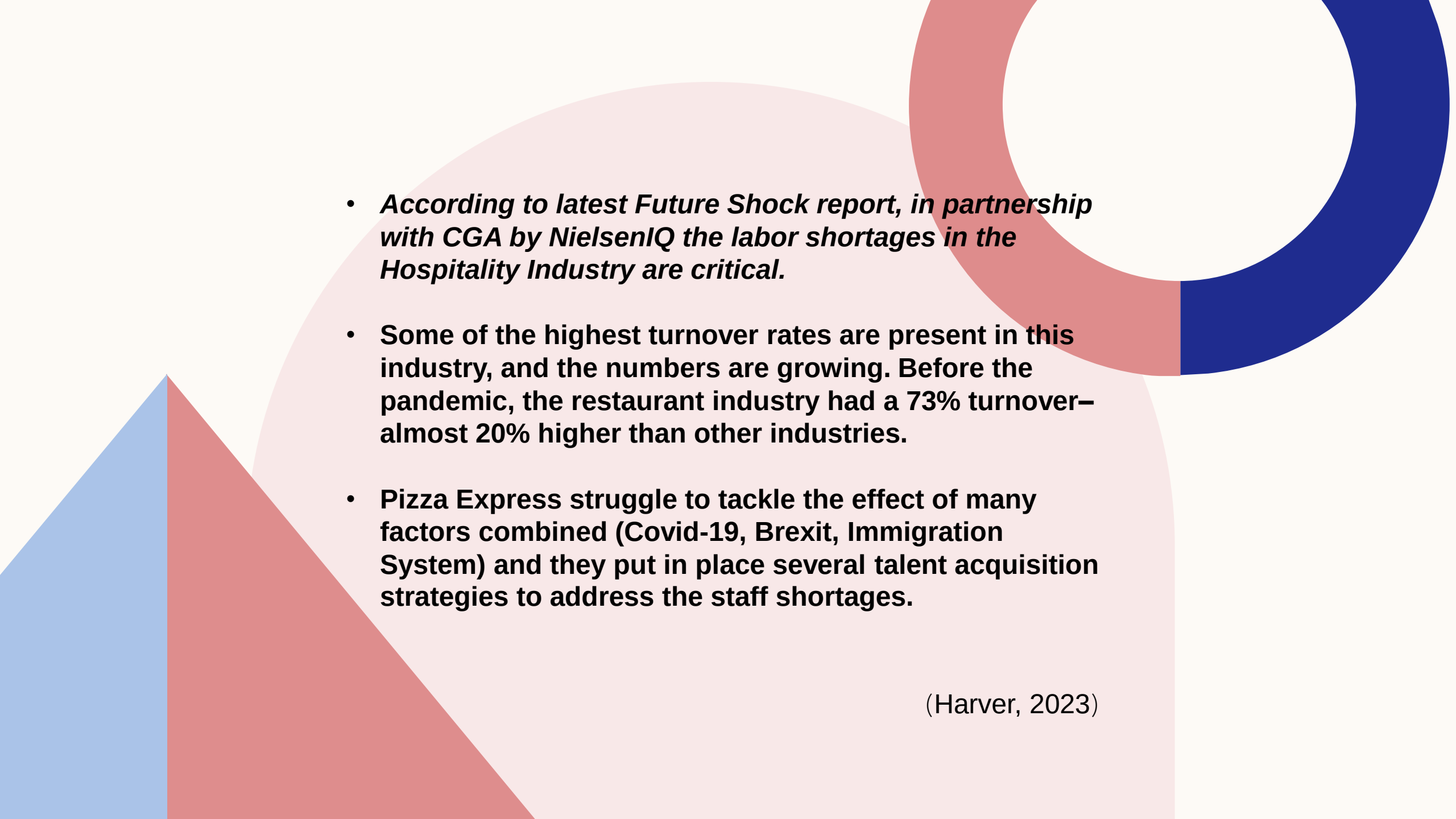




INTRODUCTION

Pizza Express's success story begins in 1965 when Peter Boizot realized that London is prepared for the real taste of pizza and he shipped from Italy an authentic oven, opened a restaurant, and started serving the great pizza UK was expecting.

- 
- **First store opened on Wardour street, Soho 1965**
 - **Peter Boizot brought casual dining to high street**
 - **The only producer of mozzarella in London**
 - **First man to import Peroni in UK**

- 
- ***According to latest Future Shock report, in partnership with CGA by NielsenIQ the labor shortages in the Hospitality Industry are critical.***
 - **Some of the highest turnover rates are present in this industry, and the numbers are growing. Before the pandemic, the restaurant industry had a 73% turnover—almost 20% higher than other industries.**
 - **Pizza Express struggle to tackle the effect of many factors combined (Covid-19, Brexit, Immigration System) and they put in place several talent acquisition strategies to address the staff shortages.**

(Harver, 2023)



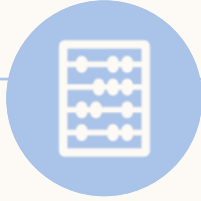
“
**THE WORLD
WAS MY
OYSTER! I
BELIEVED I
COULD GO AS
FAR AS I
COULD**”

Peter Boizot

SHORT TERM TALENT ACQUISITION STRATEGIES

- Pizza Express is offering chances to earn while you learn straight from school. Never been easier to acquire practical skills for your future or develop your carrier through programs sponsored by them.
- Attract young people through apprenticeships offering them the same pay rate as full-timers.
- Everybody gets a fair chance, is enough to enter any Pizza Express establishment asking for a job, you will receive a card in the shape of a tomato, and you will be able to register online at pizzaexpressyourself.com and according to your interests, you will be invited to an interview.

LONG-TERM TALENT ACQUISITION STRATEGIES



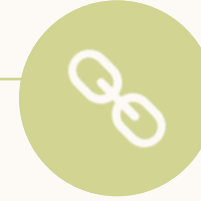
MERCER THRIVE SURVEY

- A set of 45 questions that provide the employee's feedback. As a result, managers realized:
- How inclusive the work culture is
- The importance of staying in touch with the staff
- Confidence in your decision-making



PEOPLE FIRST STRATEGY

- By implementing training and development programs Pizza Express is delivering an industry-leading employee proposition that enables them to recruit, motivate and retain the best talents.



ENGAGE WORKFORCE THROUGH COMMUNICATION

- Through active communication between managers and their teams. Some of the guidelines that the managers follow are:
- *Train, manage, and lead your people every day*
- *Give them space and autonomy to achieve your North Star or goal*
- *Saying Thank You! A thank you at the end of a day goes a long way.*

MONETARY INCENTIVE METHODS

Some of the monetary incentives that Pizza Express provides for its employees are:

- Employee discount
- Food Allowance on shift
- The employee's loyalty and the desire to follow a development career path within Pizza Express are enhanced by the help of „EMPLOYEE SHARE SCHEME”.

NON-MONETARY INCENTIVE METHODS

- „Leader of the Future” program which offers the participants a real chance to boost their career
- WAITER AND PIZZAIOLO OF THE YEAR - a competition that rewards the passion and the skills of the team members.
- An excellent holiday scheme rewards – the entitlement grows with the length of the service

CONCLUSION

Even though Covid-19 had a huge impact on Pizza Express causing the dismissal of more than 2000 employees, they made a huge comeback in 2021 and reopened more than 350 restaurants in the UK in 2021, hiring over 1000 people.

They manage to create appealing talent acquisition strategies, retaining the best talents that are contributing to the success of the business for more than half of a century.

(Noori, 2022)

REFERENCES

Harver, (2023), 9 Tips For Hiring First-Class Restaurant Employees, Available at: <https://harver.com/blog/hiring-restaurant-employees/>, [Accessed: 20 March 2023]

McCulloch, A., (2021), Pizza Express to take on 1,000 employees, Available at: <https://www.personneltoday.com/hr/pizza-express-to-take-on-1000-employees/>, [Accessed: 20 March 2023]

Mercer, (n.d.), Pizza Express and the award-winning talent strategy, Available at: <https://www.mercer.com.hk/our-thinking/healthy-people-healthy-business/case-pizza-express-talent-strategy.html>, [Accessed: 20 March 2023]

Noori, R. (2022), Talent Acquisition Strategy: How To Attract 3x More Suitable Candidates, Available at: <https://www.beapplied.com/post/talent-acquisition-strategy-how-to-attract-3x-more-suitable-candidates>, [Accessed: 20 March 2023]

Pizza Express, (2018), Annual Report and Financial Statements 2018, Available at: <file:///C:/Users/pc/Downloads/2018-annual-report.pdf> <https://www.majorplayers.co.uk/blog/2023/01/5-minutes-with-dot-mark-tomlinson-head-of-talent-and-inclusion-at-pizza-express?source=google.com>, [Accessed: 20 March 2023]

Pizza Express, (n.d.), Peter Boizot, Available at: <https://www.pizzaexpress.com/about-us/peter-boizot>, [Accessed: 20 March 2023]

Personnel Today, (2022), Pizza Express Serves up Shares, Available at: <https://www.personneltoday.com/hr/pizza-express-serves-up-shares/>, [Accessed: 20 March 2023]

QUESTIONS & ANSWERS

