

Managing People: Attracting Potential Candidates to Work in Restaurant operations

Pavlina F

Introduction



SIX TALENT ACQUISITION
STRATEGIES



FOUR INCENTIVE
STRATEGIES

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According to UKHospitality's Future Shock research with CGA by NielsenIQ, 60% of company leaders have lost recruitment confidence (Sam Ette, 2022). In that light, here we will discuss six talent acquisition strategies—three short-term and three long-term—to attract qualified candidates to our restaurants (Future Shock – Issue 12, 2023). Our study will analyze four incentive strategies—two monetary and two non-monetary—to attract and retain top talent. These ideas and methods will help us meet our staffing needs, provide a solid foundation for future expansion, and maintain our dining room service standards.

SHORT-TERM STRATEGIES - IMPLEMENT REFERRAL PROGRAMS

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One strategy to fill open positions fast is to incentivize current staff to make referrals of qualified individuals.



Reward or otherwise compensate successful candidates who were suggested by existing staff members (Bugg, 2015).



In addition, one should make them aware of how essential their support is in maintaining the high quality and reputation of the restaurant.

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Reward or bonus successful hires who were referred by current employees (Bugg, 2015). Furthermore, let them know how critical their assistance is to preserve the restaurant's quality and reputation.

SHORT-TERM STRATEGIES- TAP INTO LOCAL COMMUNITIES



Utilize a variety of communication methods to disseminate information regarding job openings within the restaurant enterprise.



One effective strategy for promoting the firm is to engage in various promotional activities such as attending career fairs, organizing informational sessions, and disseminating information about internship and apprenticeship opportunities (Bugg, 2015).



Engaging in these activities can facilitate the identification of highly capable individuals who possess a keen interest in pursuing employment opportunities within your industry.



These individuals actively seek positions within the specific field in question.

Use these channels to spread the word about openings at your restaurant chain. To find talented people who are interested in working in your field, you should promote your company by attending career fairs, holding informational sessions, and advertising internship and apprenticeship opportunities (Bugg, 2015).

Short-Term Strategies - Optimize Online Presence



Keep an up-to-date and informative careers page on the firm website (Walford-Wright and Scott-Jackson, 2018).



This page should showcase employment possibilities as well as benefits offered to employees.



Make use of networking sites to have conversations with potential new workers, share success stories from staff members, and market the dynamic culture of your firm as well as the plentiful opportunities for professional growth.

Maintain an active and informative careers page that highlights employment opportunities and perks on the company website (Walford-Wright and Scott-Jackson, 2018). Use networking sites to talk to possible new hires, publish staff success stories, and advertise your company's dynamic culture and ample prospects for professional development.

LONG TERM STRATEGIES- ESTABLISH PARTNERSHIPS WITH CULINARY SCHOOLS



Collaborate with one another to develop new classes, provide students with opportunities to attend lectures and workshops, and provide students the chance to take part in internships and apprenticeships.



By making investments in these connections at an early stage in their careers, employees of the restaurant chain have the potential to build a pool of eligible applicants for future positions.

Work together to create courses, host students for lectures and workshops, and give students the opportunity to participate in internships and apprenticeships. The restaurant chain may establish a pool of qualified applicants for future openings by investing in these connections early in employees' careers.



In order to engage job searchers who are interested in remaining with the firm for the long haul, it is important to place an emphasis on prospects for promotion and growth (Walford-Wright and Scott-Jackson, 2018).



It has been demonstrated that increasing staff retention rates may be accomplished by increased investment in employee growth as well as access to continuing training.



It can also prove as long-term investment for future as skilled employees are deemed as valuable asset to organization.

Long Term Strategies - Develop Employee Development Programs

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Emphasize opportunities for promotion and advancement to entice jobseekers interested in staying with the company for the long haul (Walford-Wright and Scott-Jackson, 2018). Investment in employee growth and access to ongoing training have been shown to increase employee retention rates.

Long Term Strategies - Enhance Employer Branding

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Demonstrate to workers how much the firm values them by creating an upbeat and friendly working environment and by encouraging a healthy balance between work and personal life.



According to Walford-Wright and Scott-Jackson (2018), one way to demonstrate what it is like to work for the organization is to share success stories and employee testimonials.



By effectively articulating its values and culture to potential employees, the restaurant chain has the opportunity to differentiate itself from the competition and attract the kind of workers it requires.

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Highlight the importance the company places on its employees by providing a positive and welcoming workplace and promoting work-life balance. Use success stories and employee testimonials to show what it's like to work for the company (Walford-Wright and Scott-Jackson, 2018). The restaurant chain can set itself apart from the competition and recruit the kind of employees it needs by effectively conveying its values and culture.

Development of Incentives



Competitive
Compensation
Package



Performance-based
Incentives



Flexible Work
Arrangements



Professional
Development and
Growth Opportunities

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To attract talented food service managers, incentives must match their goals. Here we will discuss ways of establishing two monetary and two non-monetary incentive schemes.

Monetary Incentives- Competitive Compensation Package

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A good compensation is always a good strategy. However, In order to maintain wage levels that are competitive, market research is required (Read, 2005).



The firm provides employees with benefits such as competitive pay, performance-based award programs, health insurance, retirement savings plans, and discounts on corporate products.



It is common practice for restaurant owners to provide profit sharing and signing incentives to exceptional cooks and wait staff in order to retain them.

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Market research is needed to keep pay competitive (Read, 2005). The company offers competitive salaries, performance-based reward programs, health insurance, retirement savings plans, and employee discounts. Restaurant businesses often provide signing bonuses and profit sharing to keep talented cooks and waiters.

Monetary Incentives - Performance-Based Incentives

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Performance based incentive might be an efficient method of motivating your staff members and rewarding them for increasing their level of productivity.



The benefits include enhanced productivity, improved efficiency, and higher staff retention. Finding a happy medium between work requirements and salary is essential.



An "Employee of the Month" program with monetary incentives and public recognition might be instituted by the restaurant once a month or three times a year (Read, 2005).

Commissions for upselling and cross-selling, performance bonuses based on individual or team goals, and recognition rewards are examples. The restaurant company might create a monthly or quarterly "Employee of the Month" program with a financial incentive and praise (Read, 2005).

Nonmonetary Incentives - Flexible Work Arrangements

- ■ ■ It may be possible to better accommodate employees' demands by offering them either part-time or shift-swapping schedules since, employees need to find a better balance between their personal lives and their professional lives.
- ■ ■ It is easier to accommodate workers' requests for shift changes or time off if those requests may be made in advance.
- ■ ■ According to Frey and Gallus (2016), a rise in employee satisfaction and a decrease in turnover may result from an increase in the number of candidates who share this mindset.

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Part-time or shift-swapping schedules can help meet employees' needs. Allowing workers to request shift changes or time off in advance helps meet scheduling needs. Employees should better balance work and personal life. This flexibility may increase employee happiness and decrease turnover by attracting applicants who share this philosophy (Frey and Gallus, 2016).

Nonmonetary Incentives - Professional Development and Growth Opportunities



There are options for participation in classes, workshops, and certification programs (Frey and Gallus, 2016).



Assist employees in advancing their careers by assisting them in developing their skills and areas of expertise.



New hires at the restaurant might benefit from the guidance of more experienced staff members.

Courses, workshops, and certification programs are available (Frey and Gallus, 2016). Help employees improve their careers by expanding their abilities and specializations. Experienced employees could advise new hires at the restaurant business.

Examples of Incentives



CASUAL DINING



FINE DINING

Financial and non-financial incentives have helped UK casual dining restaurant franchises acquire top talent. To attract and retain top talent, the restaurant business offers health insurance, a 401(k)-retirement plan, and a competitive base wage. A fine dining restaurant might attract candidates with many incentives. The restaurant chain can attract and retain talented employees by offering salaries above industry norms, performance-based incentives, and additional benefits like free meals or discounted rates for employees' families.

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