

**Assignment 1**  
**Individual Presentation**

**Module Name: Managing People**  
**Module code: LCBB5004**

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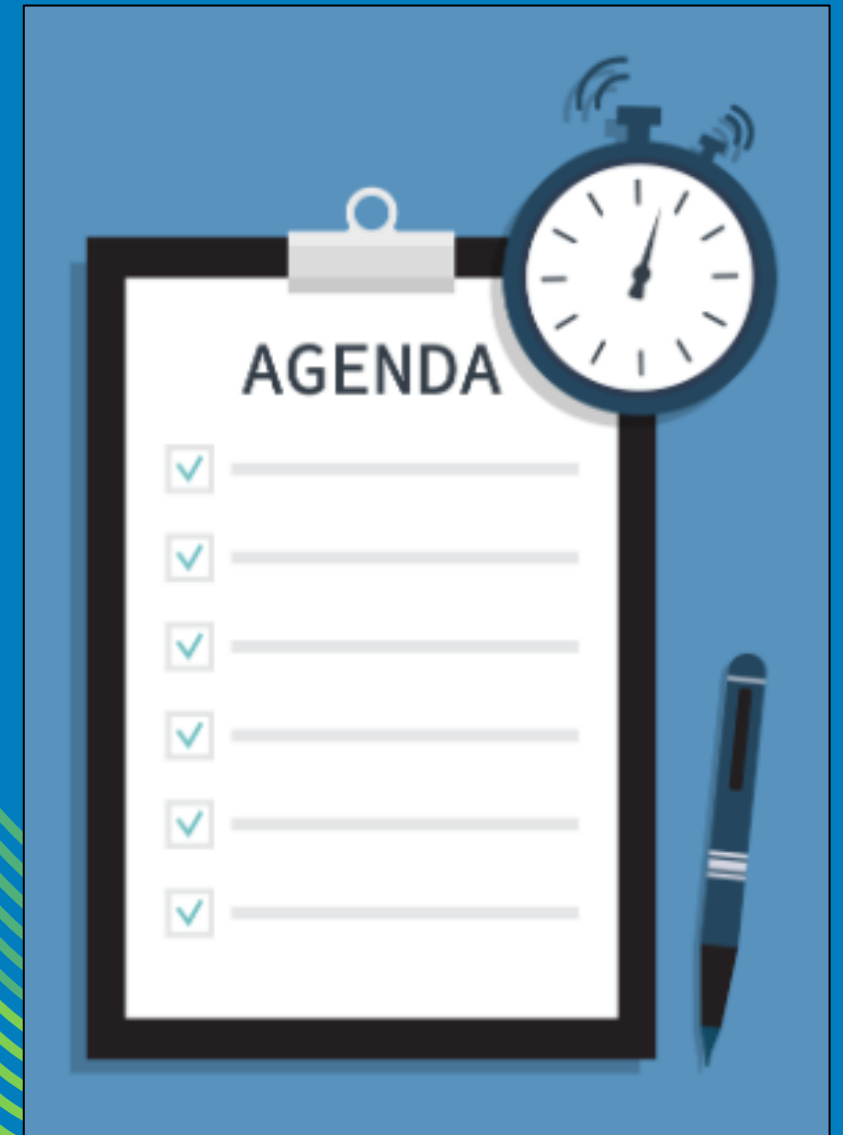


# TGI FRIDAY'S

*"Thank God it's Friday"*

# AGENDA

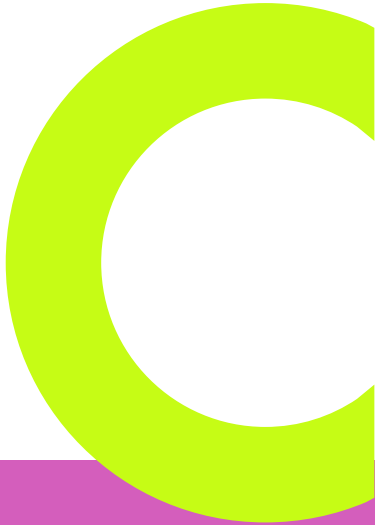
- Introduction
- Short-term talent acquisition strategies
- Long-term talent acquisition strategies
- Monetary Incentives Methods to attract employees
- Monetary Incentives Methods to attract employees
- Non - Monetary Incentives Methods to attract employees
- Closing



- ❑ It all started back in 1965. The first Restaurant opened in New York, on the corner of 63<sup>rd</sup>+1<sup>st</sup> by Allan Stillman.
- ❑ He was inspired by the Barnum & Bailey Circus and he was determined to put on the,, greatest show on earth”.
- ❑ Flowing cocktails and charming bartenders were a few of the main attractions for the people who were looking to entertain themselves.
- ❑ It was the first restaurant that had to deal with the hordes of visitors with the help of barricades.
- ❑ So, almost 60 years ago red & white striped phenomenon was born.

# INTRODUCTION

"Thank God It's Friday"



# TGI FRIDAY'S



**RAY BLANCHETT**

Chief Executive Officer



**IAN SAUNDERS**

President, Chief Operating  
Officer



**SHERIF MITYAS**

5 Chief Experience Officer



**RICK BROWN**

Chief Financial Officer

The 12<sup>th</sup> edition of future shock report is focused on 'Shaping the workforce of the future' and reveals the staffing shortages that the Hospitality Industry is facing. Due to this issue, almost 35% of businesses opted for a simplified menu, 32% reduced their opening hours and 13% worked fewer days per week.

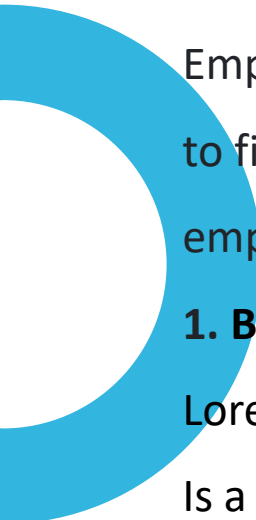
TGI Fridays are trying to address this issue and its HR department created a Talent acquisition system that works perfectly for the business.



# SHORT-TERM TALENT ACQUISITION STRATEGY

- ❑ Covid-19, high turnover rate, and strong competition are some of the reasons why TGI Friday's needs to use the right strategies to attract and retain the staff.
- ❑ Short-term strategies are in fact recruitment strategies, and they are different from talent acquisition ones.
- ❑ We can say recruitment is reactive, with immediate effect and talent acquisition is proactive, planned over a longer period of time



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Employee recruitment has entered a new era, and Recruitment process outsourcing (RPO) is a common practice to find best talents and engage with them. TGI FRIDAY's uses this modern system in order to find quality employees and they are using as main strategies:

### **1. Be Innovative**

Loren Ipsum is a filler text that has thousands of users on a daily basis.

Is a rapid way to advertise a job and create a huge buzz on social media platforms and print media as well.

### **2. Keep it Real**

TGI used different digital media platforms, from mobile app listings to targeted social media pages, to present to future employees TGI Friday's hiring process, the corporate culture, and tips for interviews with TGI.

### **3. Create a community**

TGI created the FRIDOIDS community that pictures the essence of their brand – pride, passion, personality – and they are using it to attract new employees.

# Short-Term Talent Acquisition strategy

"Thank God It's Friday"



# LONG-TERM TALENT ACQUISITION STRATEGY

## A MAIN COURSE OF FAMILY VALUES

- ❑ TGI managers come up with this motto which is the expression of good at-work behavior and the meaning of teamwork. It emphasizes the people function's duty of care.
- ❑ For more than 7 years this strategy was the stone corner for everything.



## HOMEGROWN TALENT

- ❑ TGI Fridays is hiring people based on their personality rather than experience, especially entry-level positions.
- ❑ For managerial positions they hire people from within the organization as a totem of appreciation for their fairness and caring attitude towards the business.
- ❑ They provide training and development plans which enable them, for more than 6 years to keep the staff engaged and to recruit internally for managerial positions.





**JACQUI  
MCMANUS**

*Outgoing Culture & People Development  
Director served in her role for seven years*



*Was previously Director of Operations  
for almost five years*



*Kicked off her career working as a  
pub retail business manager*

## HR'S SHARING PLATTER

- ❑ At TGI the team members are invited to be part of the strategies that are adopted in the business, having their say whenever a new idea is implemented.
- ❑ The HR team is formed of just 6 members so they will have to collaborate and get information from other departments.

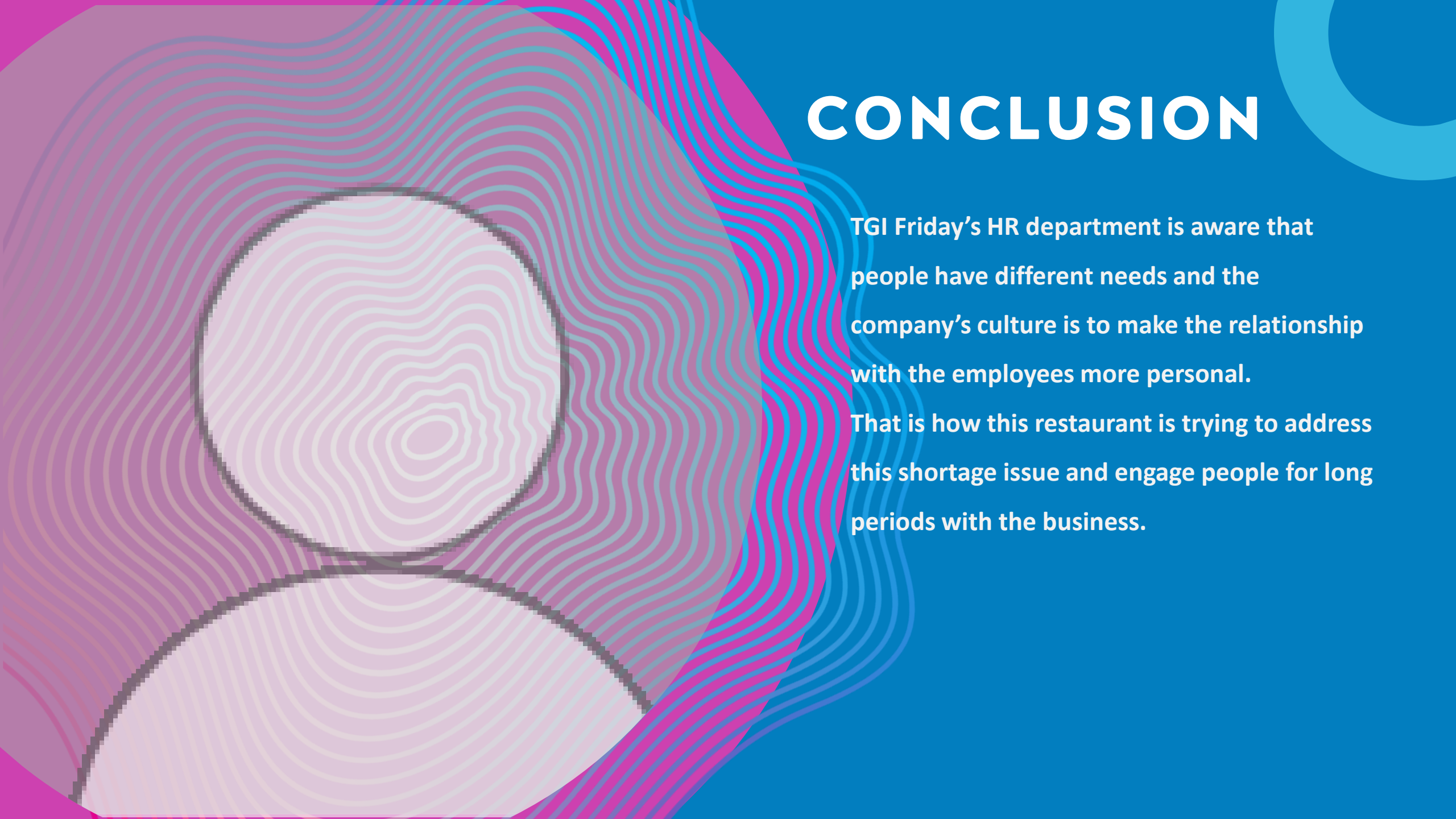
# MONETARY INCENTIVE METHODS

- ❑ A defined contribution scheme via NEST: staff saves 5% from their wages and TGI support is 3%.
- ❑ The support center staff and managers are participating in a bonus scheme which entitles them to receive a bonus paid twice a year: in the summer and in December.



- ☐ TGI is offering family friends benefits.
- ☐ They create opportunities for flexible working hours
- ☐ Statutory maternity leaves are for everybody but managers and people that are with the business for more than 2 years are receiving also enhanced maternity pay.
- ☐ The employees receive free soft drinks, coffee, and tea
- ☐ The organization's Academy app is giving retail discounts and offers.

## NON-MONETARY INCENTIVE METHODS



# CONCLUSION

TGI Friday's HR department is aware that people have different needs and the company's culture is to make the relationship with the employees more personal. That is how this restaurant is trying to address this shortage issue and engage people for long periods with the business.



## Questions & Answers

"Thank God It's Friday"

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