



TALENT ACQUISITION PRESENTATION

GABRIELE CERTINI
INDIVIDUAL PRESENTATION
LCBB5004

LECTURE: Laila Maazous

TABLE OF CONTEX



INTRODUCTION



IMPORTANT OF ATTRACTIVE THE RIGHT CANDIDATES



SHORT TERM STRATEGIES



LONG TERM STRATEGIES



NO MONETARY AND MONETARY INCENTIVES



CONCLUSION



REFERENCE



Talent Acquisition in the Restaurant Industry

- Talent acquisition enhance the recruitment strategy, aiming the organization's goal.
- Finding and attracting the right candidates is important for delivering exceptional customer service, maintaining high-quality standards, and stimulate a positive work environment.



HOSPITALITY
Find & Retain The Right Talent

Important of Attractive the right candidates

- Restaurants can create powerful teams that offer excellent performance and assure long-term success in this dynamic and competitive environment by concentrating on attracting the best applicants.



customer experience



brand reputation



quality of service

SHORT TERM STRATEGIES

1.RECRUITMENT EVENTS AND JOB FAIR



- Essential for restaurant recruitment
- Direct Interaction between restaurant and candidate
- On the Spot hiring
- Seasonal hiring
- Show live Culinary Skills

EXAMPLE OF RECRUITMENT EVENTS AND JOB FAIR

- West End's Top Hospitality employers
- Over 500 jobs available on the day
- Live show and workshop

Hospitality Careers Fair by The Crown Estate

Tuesday 14 June 2022

10am - 4pm

Park Row

77 Brewer Street, W1F 9ZN

Free entry

Find out more:

[thecrownestate.co.uk/
hospitality-careers-fair](https://thecrownestate.co.uk/hospitality-careers-fair)

[BOOK ONLINE](#)



The *West End* is home to some of the world's best restaurants, bars and hotels and accounts for one in five hospitality jobs in London.

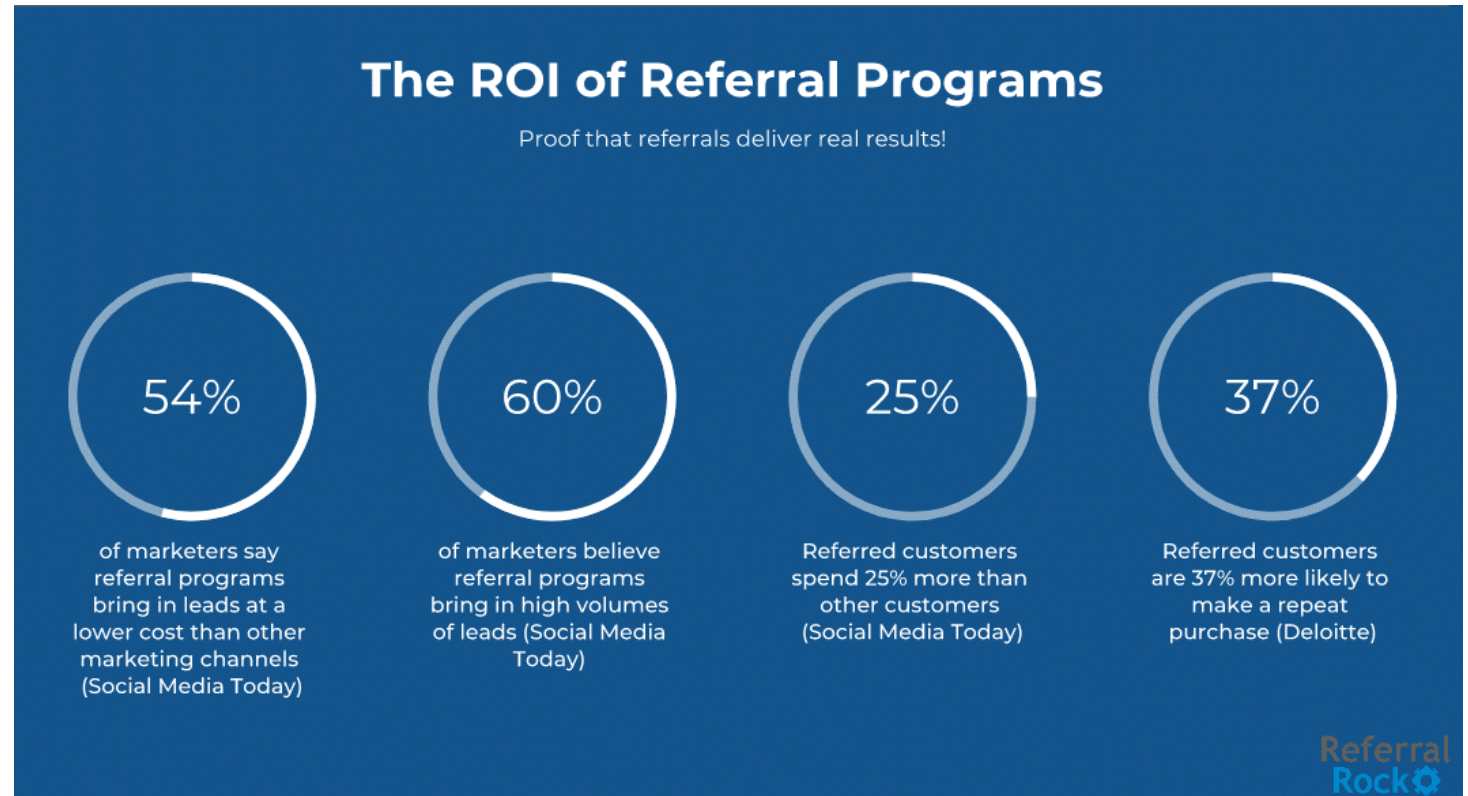
This careers fair is the perfect place to meet potential employers, develop your skills and learn more about careers in the lively and creative hospitality sector.

- Interview for a role - over 500 jobs available on the day
- See guest chef demonstrations and mixologist displays with the chance to taste culinary delights from some of the most well respected restaurants in the West End
- Join facilitated networking with employers in the sector
- Get a professional photo taken for LinkedIn or your CV
- Develop and learn with seminars, skills workshops and demonstrations
- Hear from people in the industry about their experiences and how they started in their chosen career
- Enjoy light refreshments provided throughout the day

**THE CROWN
ESTATE**

2. Referral Program

- Improves the quality of new applicants
- Save time and money
- Increases your company reputations
- A referral program incentivizes current employees to recruit new ones through a referral incentive or reward, often involving a referral bonus. These bonuses can vary in terms of benefits



(Mosley M. 2023)

Example of Referral Program

- Employee Referrals
- Assessment and Selection
- Accelerated Hiring Process

harri

The screenshot shows a web interface for the Harri employee referral program. On the left, a sidebar contains navigation options: 'SPREAD THE WORD!' (highlighted with a green checkmark), 'Job Distributor' (green checkmark), 'Employee Referral' (blue dot), 'Social Links' (grey dot), and 'Talent Pool' (grey dot). Below these is a circular progress indicator showing '34%' and the text 'MAXIMIZE YOUR JOB BOOST'. The main content area is titled 'Your employees have social networks - use them' and includes instructions: 'Massively boost your job listing by listing your vacancies via your employee social network!', 'Select your employees (search or use the tool)', 'Edit the subject to fit your brand', and 'Amend the message & send'. It features input fields for 'To' (with a placeholder 'Enter an email here or select an employee'), 'Subject' (with a placeholder 'Invite your friends to join our team and get paid for it.'), and 'Body' (with a placeholder text about CavalGrid). At the bottom, there is a checkbox for 'Notify select recipients by SMS' and 'Send' and 'SKIP' buttons.

3.Social Media and Online Platforms



EXPANSIVE AND
WIDE RESEARCH



REAL-TIME
INTERACTIONS



KEY SOCIAL MEDIA
PLATFORM



POWERFUL AND
COST



- Professional Networking
- Advanced and precisely search filter
- Monitoring and support job posting for recruiters

LINKEDIN RECRUITER VS. RECRUITER LITE

LinkedIn Recruiter

is LinkedIn's powerful talent acquisition platform that assists enterprise recruiters in locating and engaging prospects for their vast hiring needs.



Recruiter Lite

is a pared-down version of LinkedIn Recruiter that assists recruiters in small-to-medium firms with low-volume sourcing needs.



1. Diversification Strategy

- Concentric, Horizontal and Conglomerate are the main types of diversification strategy
- Suitable for large multinational corporations



How Diversification Strategy Works?



2.Sustainable Growth Strategy

- Environmental Responsibility
- Corporate Governance
- Develop a clear and easy long-term in according with sustainable growth goals
- Jimmy Joy, a 100% carbon neutral leader in nutritionally complete food



3.Digital transformation



- Keep upgrade to the new technologies
- Evolving the business process and embrace the innovation
- Increased the efficiency of the brand

Monetary and No Monetary incentives



- Monetary incentives are defined as rewards and benefits to be given to employees in the form of money. The purpose of these incentives is to motivate the employees to work more efficiently and attain their objectives.
- Non-monetary incentives are prizes or bonuses provided to staff employees in the form of non-financial bonuses. Employees are typically offered these incentives to encourage them to perform better and meet their goals.

Conclusion

- Talent acquisition in hospitality recruitment is an ongoing effort that requires strategic planning, a guest-centric approach, and a commitment to nurturing and developing employees.
- Organizations may successfully address short-term contractual demands while also creating a talent network for future support and growth through the use of a combination of short-term and long-term enrollment methods.



References

- Harri. (2023). *How to Build a Successful Employee Referral Program in Hospitality | Harri Insider*. [online] Available at: <https://resources.harri.com/blog/building-successful-employee-referral-program/> [Accessed 27 Jul. 2023].
- Jobvite. www.jobvite.com. (2021). *What is the Difference Between Recruitment and Talent Acquisition? | Jobvite*. [online] Available at: <https://www.jobvite.com/blog/what-is-the-difference-between-recruitment-and-talent-acquisition/#:~:text=Recruitment%20is%20about%20filling%20vacancies> [Accessed 27 Jul. 2023].
- Mosley M.(2018). *Referral Marketing 101: How To Start A Referral Program That Works*. [online] Referral Rock Blog. Available at: <https://referralrock.com/blog/referral-programs-101-everything-you-need-to-build-a-referral-marketing-program/>. [Accessed 27 Jul. 2023].
- Wallstreetmojo Team (n.d.). *Diversification Strategy*. [online] Wallstreetmojo Team. Available at: <https://www.wallstreetmojo.com/diversification-strategy/#:~:text=The%20diversification%20approach%20is%20more,strategy%20include%20Amazon%20and%20Disney>. [Accessed 27 Jul. 2023].
- [Www.thecrownestate.co.uk](http://www.thecrownestate.co.uk). (n.d.). *Hospitality careers fair | Hospitality careers fair*. [online] Available at: <https://www.thecrownestate.co.uk/en-gb/about-us/the-value-we-create/community-jobs-and-growth/hospitality-careers-fair/> [Accessed 27 Jul. 2023].
- Jimmy Joy. (n.d.). *About Jimmy Joy*. [online] Available at: <https://jimmyjoy.com/pages/about-jimmy-joy>. [Accessed 27 Jul. 2023].