

MANAGING PEOPLE

TALENT ACQUISITION PROCESS

~PREMIER INN~

MODULE CODE: LCBB5004

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1. INTRODUCTION

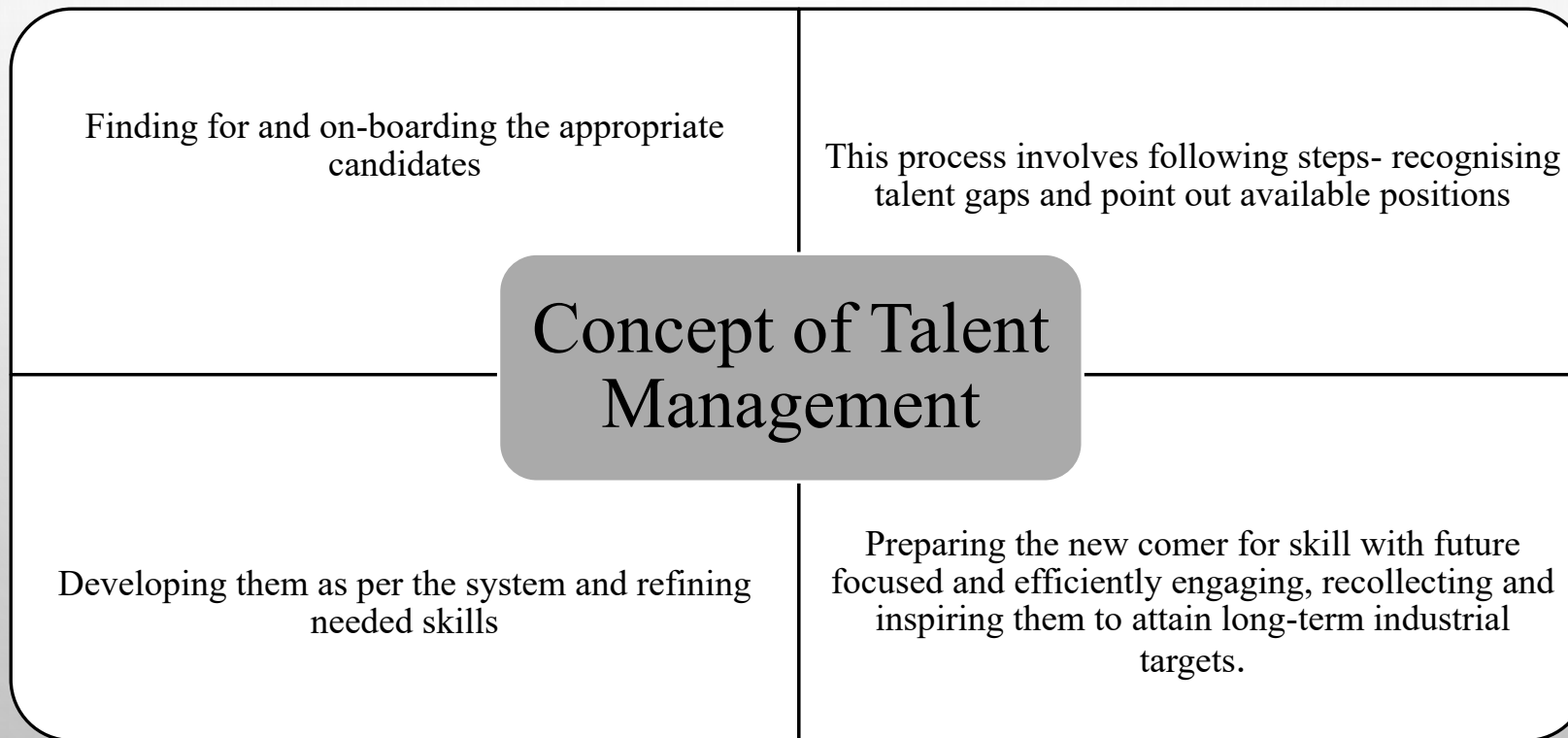


Talent management is linked with talent acquisition.

This is procedure of drawing and engagement of capable employees and new comers to accomplish a company's occupational needs (Hongal and Kinange, 2020).

2. CONCEPT OF TALENT MANAGEMENT

The concept of talent management is described:



3. PREMIER INN - HISTORY AND CURRENT POSITION IN WORLD MARKET

 Premier Inn	BSI Score 88.7
 Holiday Inn	BSI Score 85.4
 Days Inn	BSI Score 85.2
 Hilton HOTELS & RESORTS	BSI Score 84.9
 Hampton by HILTON	BSI Score 84.6

Premier is a UK based hotel chain service.

In April 2008, Whitebread invested huge amount in expansion of Premier Inn in London.



4. DIFFERENT TYPES OF TALENT ACQUISITION STRATEGIES

As per the current report, UK hospitality faced some shortage of staffs. Premier Inn also undergo this issues (John, 2019).

Their team growth shows a lower volume of staffs

So they enforced their talent management team for acquisition of fresh staff.

In this regard, they may choose some of the strategies like – Align the talent acquisition plan as per their business goals.

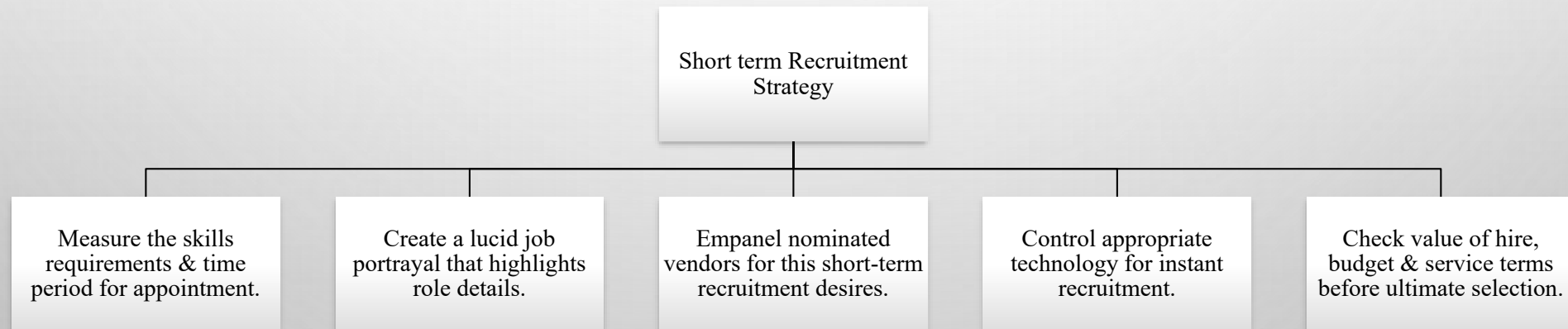
They may give special emphasize on company's social identity and responsibility to attract new applicants.

They can revise their employee benefit plan.

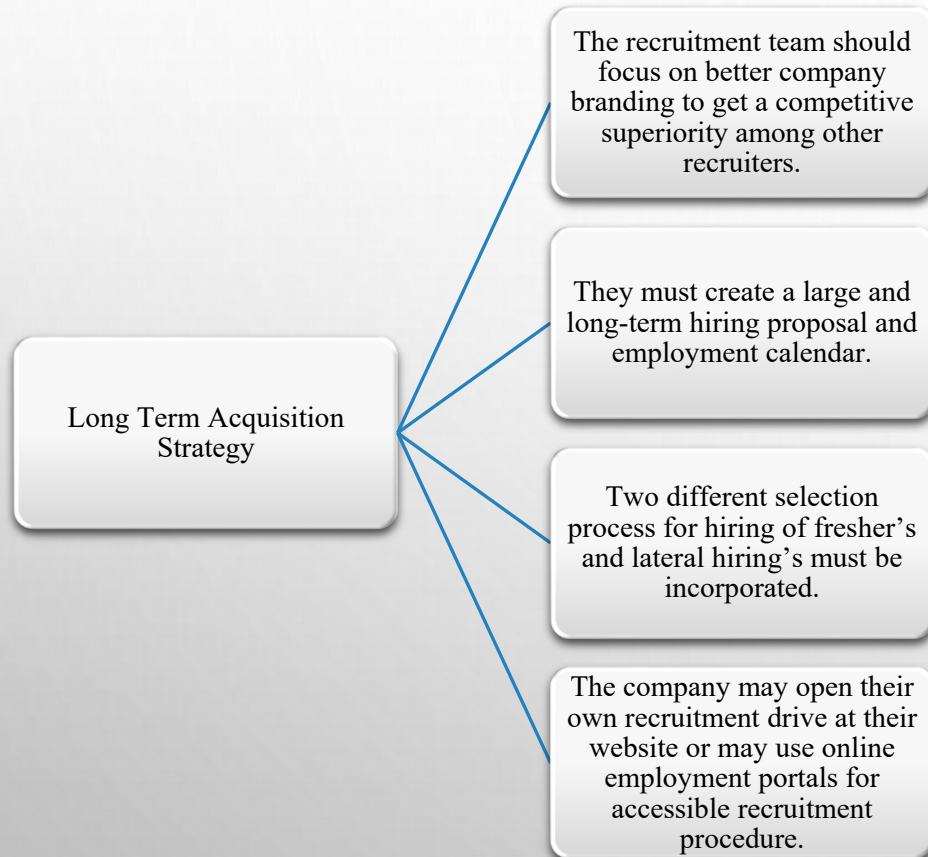
5. SHORT TERM TALENT ACQUISITION STRATEGY

The company may hire employees at both short and long terms as per the business needs. Short term acquisition is required for a particular project of 3-9 months or for 1 year.

As identified by Daniel (2019), those employees in short term will be taken for outsourced manner particularly for a one-time project or for the requirement of extra support.



6. LONG TERM TALENT ACQUISITION STRATEGY

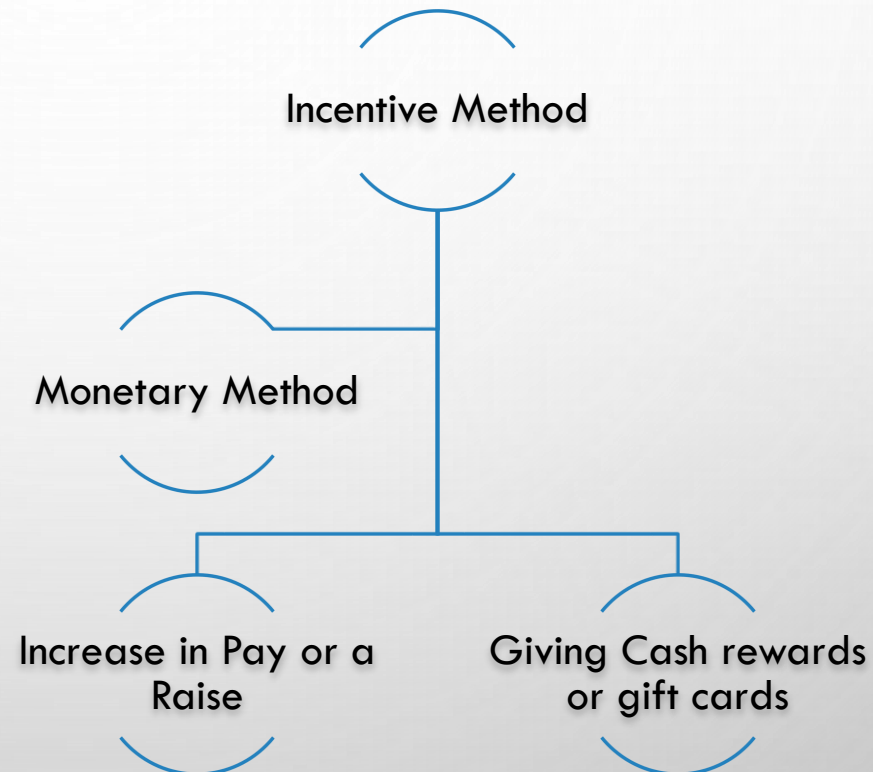


As per the view of Mani and Mishra (2020), to accustom with the staff scarcity, Premier Inn management should also look for some big recruitment in long term manner. As this recruitments will directly effect on company's future aspects, the team may take some careful strategies are mentioned here.

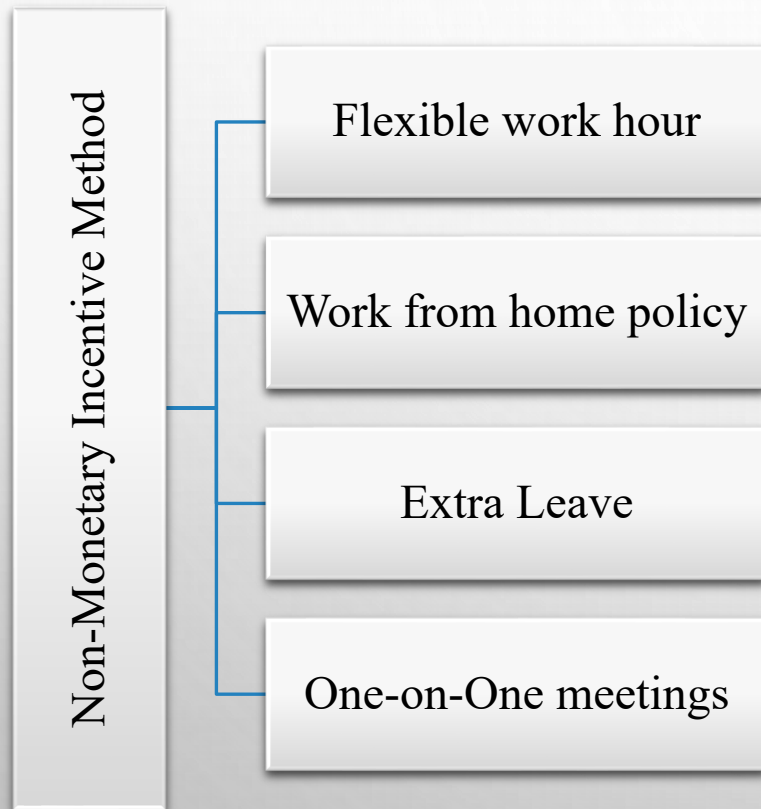
7. MONETARY INCENTIVE METHOD

To attract more competent persons to join the company Premier Inn management focused on Monetary and non-monetary incentive methods.

In case of monetary method, they may take some strategies –



8. NON-MONETARY INCENTIVE METHOD



As stated by Daniel (2019), during the Covid-19 Period the financial condition of Premier Inn was not in good financial condition. At that situation, they started giving non-monetary incentives.



9. CONCLUSION

The above discussed presentation shows the talent acquisition process and its effectiveness on a leading hospitality group of London – Premiere Inn.

They have incorporated their recruitment team with various method like long term and short term recruitment process. They also started giving both monetary and non-monetary incentive policies. This is how they fight back with the staff shortage issue in UK.



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THANK YOU!

