



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

BA Business Management **Managing People** **LCBB5004**

Assessment 1 **Talent Acquisition & Incentive Methods** **at an UK Restaurant**

Student Name: Miroslava Velkova
Student Number: 2125655
Lecturer: Nishi Ramsurrun



Table of Contents

- About Wagamama
- Short Term Strategies
 - ◆ Part 1
 - ◆ Part 2
- Long Term Strategies
 - ◆ Continuous Feedback
 - ◆ Updated Reward Policy
 - ◆ Support & Communication
- Incentive Methods
 - ◆ Monetary
 - ◆ Non-Monetary
- Conclusion
- Recommendations

About WAGAMAMA



wagamama

1. Short Term Strategies



Part 1

Internal Branding

Allows the organization to ensure high employee morale and keep the existing talents within the brand (Mishra, 2021).

Communication

Clear communication defines organizational goals and objectives precisely (Sueldo, 2016). This allows for success in all level.

Balance

Favourable work environment is one of the key factor identified as priority by newer generation workforce especially in post-covid time.



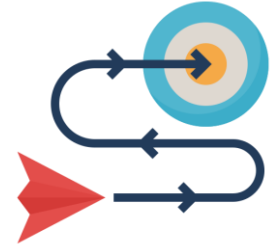
Part 2

Flexible Working

Allowing flexible working or having the option to put for flexible working can certainly give the job an advantage over other jobs in the industry (Brower, 2022).

Onboarding Efficiency

By implementing strategies such as monetary and non-monetary rewards, the restaurant group can increase employee satisfaction and performance, ultimately leading to greater success.



2. Long Term Strategies



Continuous Feedback

- Promotes collaboration between teams and departments to brainstorm ideas.
- Builds internal rapport, trust and loyalty with your team which can lead to higher employee retention rates.
- Gives better insights on performance metrics and allows managers to identify potential issues.

(Knight, 2020)

Updated Reward Policy

Performance & Objective

Awards

Build trust



Support & Communication

- Open to employee feedback and suggestions
- Provide timely updates on progress or changes
- Offer resources to help with career growth
- Build strong relationships between employer and employee
- Engage in effective two-way communication before potential hires join the organization.

(Harris, 2022)

3. Incentive Methods



Monetary Incentives



Commission

This incentive system should be in place to reward employees for meeting sales and customer service goals while providing clear guidelines on criteria for achieving these goals.

Profit Sharing

Profit sharing incentivizes employee loyalty, teamwork and commitment to company objectives, offering financial rewards for meeting these criteria.

(Stofberg, Bussin and Mabaso, 2022)

Non-Monetary Incentives



Job Empowerment

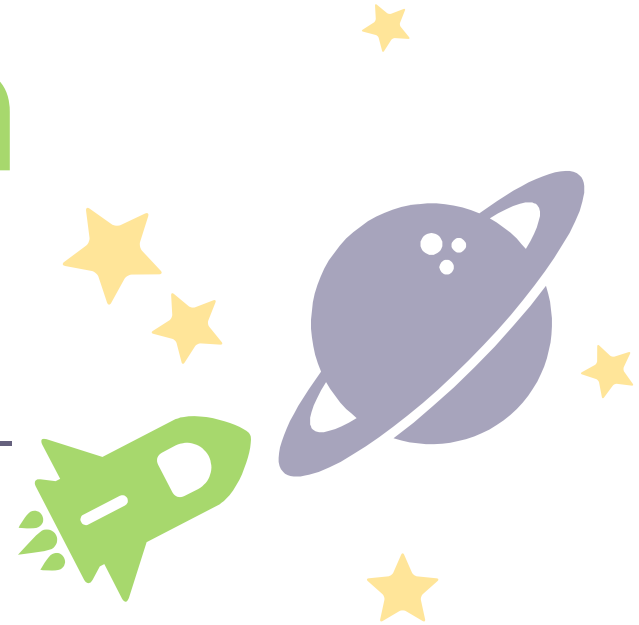
Wagamama should provide job empowerment to its staff members, allowing them to take ownership of their job roles and express ideas which encourages creativity and boosts employee engagement (Al Draij and Al Saed, 2023).

Promotion

Promotion as a non-monetary incentive is an effective way to recognize and reward individuals for their performance or expertise. It can give employees a sense of value, encourage them to stay with the company longer, and motivate them to excel in their role.

Conclusion

By utilizing recruitment strategies such as job postings and social media campaigns, alongside monetary or non-monetary incentives, the Restaurant Group can attract potential candidates for restaurant operations and build an effective workforce.



Recommendations

- Leverage online job boards and use employee referral programs to attract potential candidates in the short-term.
- Establish strategic partnerships with educational institutions and build relationships with key organizations for long-term talent acquisition.
- Develop an employer brand that showcases the restaurant group's commitment to creating an attractive and rewarding work environment.

References

- Al Draj, F. and Al Saed, R. (2023). Mediating role of employee empowerment for transformational leadership and job satisfaction. *Problems and Perspectives in Management*, 21(1), pp.59–68. doi:[https://doi.org/10.21511/ppm.21\(1\).2023.06](https://doi.org/10.21511/ppm.21(1).2023.06).
- Brower, T. (2022). *New Data Proves Flexible Work Really Works: 7 Factors For Success*. [online] Forbes. Available at: <https://www.forbes.com/sites/tracybrower/2022/11/06/new-data-proves-flexible-work-really-works-7-factors-for-success/?sh=49de61bc5592> [Accessed 10 Mar. 2023].
- Harris, L. (2022). *Council Post: Cognitive Communication: Communicating To Maximize Excellence And Business Results*. [online] Forbes. Available at: <https://www.forbes.com/sites/forbescoachescouncil/2022/01/05/cognitive-communication-communicating-to-maximize-excellence-and-business-results/?sh=4a60580613a1> [Accessed 10 Mar. 2023].
- Knight, R. (2020). *How to Do Performance Reviews — Remotely*. [online] Harvard Business Review. Available at: <https://hbr.org/2020/06/how-to-do-performance-reviews-remotely>.
- Mishra, Dr.T. (2021). Internal Branding: Exploring Market How to Sell Brand in the Internal Market? *Shodh Sankalp Journal*, pp.47–57. doi:<https://doi.org/10.54051/shodh.2021.1.4.5>.
- Munjal, S. (2017). Work-Life-Integration Through Flexible Work Arrangements: A Holistic Approach to Work Life Balance. *SSRN Electronic Journal*. doi:<https://doi.org/10.2139/ssrn.3379084>.
- Stofberg, R., Bussin, M. and Mabaso, C.M. (2022). Pay transparency, job turnover intentions and the mediating role of perceived organizational support and organizational justice. *Employee Relations: The International Journal*, 44(7), pp.162–182. doi:<https://doi.org/10.1108/er-02-2022-0077>.
- Sueldo, M. (2016). The impact of integrated organizational communication on organizational sustainability. *Management of Organizations: Systematic Research*, 75, pp.121–140. doi:<https://doi.org/10.7220/mosr.2335.8750.2016.75.9>.
- Uddin, R. (2022). Wagamama owner moves to limit price rises for diners. *Financial Times*. [online] 8 Sep. Available at: <https://www.ft.com/content/77ede151-86be-46da-a4fe-ab275884f79a> [Accessed 10 Mar. 2023].
- Wilkinson, S. (2017). How Wagamama changed the way we eat | Sophie Wilkinson. *The Observer*. [online] 19 Nov. Available at: <https://www.theguardian.com/lifeandstyle/2017/nov/19/how-wagamama-changed-the-way-we-eat>.

**THANK
YOU!**