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MANAGING PEOPLE

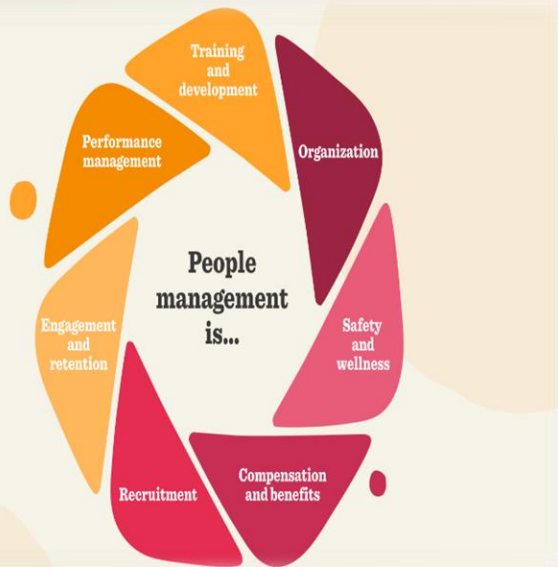
Assessment1

Talent Acquisition Manager



- **Module Code:** LCBB5004
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Introduction



(Silva and Dias, 2022)

Talent acquisition is crucial to the success and expansion of businesses, especially casual and fine dining operations, in the fiercely competitive restaurant industry.

The presentation will focus on the importance of developing robust talent acquisition strategies specifically tailored for Hickory's Smokehouse, a restaurant group renowned for its authentic BBQ cuisine and Southern-style hospitality.

Additionally, the context will explore the significance of implementing attractive incentives to attract potential candidates who align with the restaurant group's vision and values.



Part 1: Talent Acquisition Strategies

Short-term Talent Acquisition Strategies

Strategy 1: Social Media and Online Job Platforms

- Social media platforms and online job portals are valuable tools for short-term talent acquisition in the restaurant industry (Chun and Evans, 2023). By leveraging these platforms, Hickory's Smokehouse can effectively reach a large pool of potential candidates and attract them to join their team.
- **The benefit and consideration of utilizing these platforms:**
 - ❑ **Increased Visibility:** Hickory's Smokehouse can increase the probability of recruiting eligible individuals by using social media and online job boards to acquire broader exposure to a larger talent pool (Hongal and Kinange, 2020).
 - ❑ **Cost-Effectiveness:** Social networking sites and online job boards offer affordable alternatives to traditional advertising for connecting with potential applicants.



Short-term Talent Acquisition Strategies

Strategy 2: Referral Programs and Employee Recommendations

Employee recommendations and referral programs effectively attract temporary talent to Hickory's Smokehouse by accessing the company's networks and attracting suitable applicants.

Effectiveness of Referral Programs:

- ❑ Referral programs at Hickory's Smokehouse leverage existing employees' expertise and experience, identifying company culture, beliefs, and job needs.
- ❑ This leads to higher-quality candidates, as staff members recommend those they believe will fit well and be a good team member.

Advantage of Employee Recommendations:

- **Brand Ambassadors:** Using current staff members as brand ambassadors demonstrates their pleasure with and faith in the company. This improves Hickory's Smokehouse's reputation and appeal as a potential employer.
- **Trust and Confidence:** Candidates who have been recommended by employees are more likely to have high levels of each of these qualities when it comes to the company (Özcan and Elçi, 2020). Increased involvement, loyalty, and commitment may result from this.



Short-term Talent Acquisition Strategies

Strategy 3: Temporary Staffing Agencies and Seasonal Recruitment

- Hickory's Smokehouse can effectively use temporary hiring agencies and seasonal recruitment techniques for short-term talent acquisition, addressing staffing shortages during busy periods and staffing shortages.

➤ *Utilization of Temporary Staffing Agencies:*

- Temporary staffing firms connect employers and applicants for temporary positions.
- Hickory's Smokehouse can efficiently fill bartenders, servers, and kitchen workers by collaborating with these firms.
- This saves time and effort by handling candidate sourcing, screening, and vetting.

➤ *Benefits of Temporary Staffing Agencies and Seasonal Recruitment:*

- Flexibility: Temporary staffing firms give you the freedom to swiftly alter the size of your workforce in response to changes in demand.
- Risk Reduction: Seasonal hiring assists in managing temporary staffing requirements, lowering the danger of understaffing and sustaining service standards.



(Tikhonov, 2019)



Long-term Talent Acquisition Strategies

Strategy 4: Employer Branding and Reputation

- Hickory's Smokehouse prioritizes a strong employer brand and reputation for long-term talent acquisition, focusing on values, culture, and professional advancement opportunities to attract potential candidates who share the company's vision (Silva and Dias, 2022).
- ***Importance of Employer Branding and Reputation:***
 - Employer branding solidifies Hickory's Smokehouse's status as a top employer in the restaurant sector.
 - An organization's appeal is increased and top talent is drawn to it, giving it a competitive edge in the talent acquisition process.
- ***Benefits of Employer Branding and Reputation:***
 - **Top Talent Attraction:** High-caliber applicants that actively seek employment with respectable companies might be drawn in by an employer brand that is powerful and have a good reputation (Friebel et al., 2023).
 - **Competitive Advantage:** A strong employer brand can set Hickory's Smokehouse apart from rival businesses and attract more prospects.



Long-term Talent Acquisition Strategies

Strategy 5: Partnerships with Culinary Schools and Training Programs

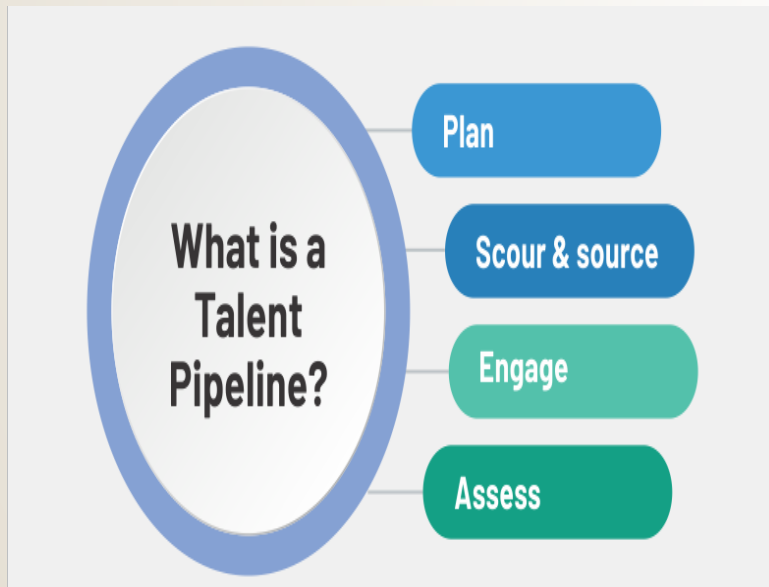
- Establishing partnerships with culinary schools and training programs offers several benefits for long-term talent acquisition at Hickory's Smokehouse.
- **Benefits of Partnerships:**
 - **Access to Talent Pool:** Through partnerships, businesses can gain direct access to a talented pool of aspirant chefs.
 - **Early Talent Identification:** Hickory's Smokehouse can identify promising talent early on and foster relationships by working with culinary schools and training Programs (Varelas et al., 2022).
- **Attracting and Nurturing Aspiring Talent:**
 - **Internships:** Offering internships enable ambitious talent to get useful experience within the restaurant chain, potentially building a talent pipeline for upcoming employment.
 - **Apprenticeships:** Through practical training provided by apprenticeship programs, individuals can hone their abilities while being guided by seasoned professionals.



Long-term Talent Acquisition Strategies

Strategy 6: Talent Pipeline and Succession Planning

Hickory's Smokehouse must implement a talent pipeline for long-term talent acquisition success.



(Ortiz-Ospina and Roser, 2023)

❑ ***Concept of Talent Pipeline and Succession Planning:***

Talent pipeline: Identifying and developing a pool of possible individuals who can eventually occupy important roles within the organisation is referred to as building a talent pipeline (Tikhonov, 2019).

❑ **Benefit of Identifying and Nurturing Internal Talent:**

Reduced Recruitment expenses: Recruitment costs are decreased by developing internal talent because fewer external employees are required.



Part 2: Incentive Methods

Monetary Incentive Methods

Method 1: Competitive Salaries and Performance Bonuses

Importance of Offering Competitive Salaries:

❑ **Potential Candidates:**

- In the very competitive restaurant industry, competitive pay is essential for luring top talent.
- When a position offers fair and competitive pay, candidates are more likely to consider it.

❑ **Benefits of Performance Bonuses:**

➤ **Performance and Motivation:**

- Performance incentives are effective motivational tools that encourage workers to go above and beyond the call of duty.
- Employees are more inclined to give their best work when they are aware of the possibility of receiving greater cash compensation.



Monetary Incentive Methods

Method 2: Benefits and Perks Packages

- **Significance of Offering Attractive Benefits and Perks:**

- **Attracting Top Talent :**

- Offering comprehensive benefits and bonus packages is essential for luring prospective employees into a cutthroat labour market.
- When choosing a job, candidates frequently take the total package of salary, including perks, into account.

- **Employee happiness and Retention:**

- Presenting enticing perks and bonuses helps to increase employee happiness and boost retention rates (Ortiz-Ospina and Roser, 2023).
- Benefits that improve an employee's general wellbeing and quality of life are valued by the workforce.



(Hongal and Kinange, 2020)



Non-Monetary Incentive Methods

Method 3: Career Development and Growth Opportunities

➤ Non-Financial Incentives for Recruiting Candidates:

- Motivate Ambitious People:

Candidates that are motivated by professional and personal advancement rather than just financial incentives are attracted to employers who offer career development and growth chances.

○ **Importance of Mentoring, Training Programs, and Career Progression Paths:**

- **Mentoring:** Putting in place mentorship Programs pair's together newcomers with seasoned workers, promoting information transfer and professional development (Chun and Evans, 2023).
- This improves the on-boarding process and career development of candidates by offering them direction and support.
- **Training Programs** gives staff members the knowledge and skills they need to excel in their jobs



(Tikhonov, 2019)



Non-Monetary Incentive Methods

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Method 4: Work-Life Balance and Flexible Schedules

▪ **Benefit of Promoting Work-Life Balance and Offering Flexible Schedules:**

Improved General Well-Being:

- Employees' overall well-being is increased when work-life balance is encouraged and flexible scheduling is provided.
- It enables individuals to maintain a healthy work-life integration, handle personal commitments more effectively, and experience less stress.

▪ **Attracting Candidates Seeking Work-Life Integration:**

Attract a Diverse Workforce: Candidates prioritize work-life integration and seek opportunities to fulfill personal and familial obligations (Hongal and Kinange, 2020). Hickory's Smokehouse is a desirable employer for these candidates due to its support and flexible hours.



Conclusion

- ✓ The presentation has given an overview of six talent acquisition strategies and four incentive programs that Hickory's Smokehouse can utilise to recruit and keep top restaurant industry personnel.
- ✓ Competitive compensation, performance bonuses, benefit and amenities packages, work-life balance, and flexible scheduling are among the incentive strategies.
- ✓ Continuous assessment and adaptation of these tactics are essential to ensuring that they continue to be effective at attracting, keeping, and engaging talented workers in this competitive industry.



(Varelas et al., 2022)



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