



Different talent acquisition strategies and incentives methods to attract potential candidates to work in the restaurant operations that consist of casual and fine dining

Module: Managing People

Module Code: LCBB5004

Lecturer: Afzal Munna

Name: Daniela Georgieva/ **ID:** 1915925

Table of contents

03 Introduction

04
-
06 Short term talent
acquisition

07
-
09 Long term talent
acquisition

10 Monetary Incentive
Methods

11 Non-Monetary
Incentive Methods

12 Conclusion

13
-
14 References

Introduction

With the ongoing labor shortages and a decline in recruitment confidence reported by UK Hospitality, it is crucial for restaurant groups to adopt effective strategies and incentives to overcome these challenges. By implementing the right approaches, we can not only attract potential candidates but also create an environment that nurtures their growth and fosters long-term commitment.



Short-term acquisition strategies: Referral Programs



- Implementing a referral program where existing employees are encouraged to refer qualified candidates for open positions.
- Offer incentives such as bonuses or rewards for successful referrals.

Short-term acquisition strategies: On-Demand Staffing

- Partnering with on-demand staffing platforms or agencies that specialize in providing temporary or part-time staff for the hospitality industry.



Short-term acquisition strategies: Job Fairs and Open Houses



Job Fairs or Open Houses specifically targeting individuals interested in the restaurant industry, provides an opportunity to find employees.

Long-term: Talent Pipeline Development

Establish relationships with culinary and hospitality schools, colleges, and universities.

Offer internships, apprenticeships, or work-study programs



Long-term: Employer Branding and Employee Value Proposition

Develop a strong employer brand that highlights the unique aspects of working in the company. Clearly stating your Employee Value Proposition.



Long-term: Internal Talent Development

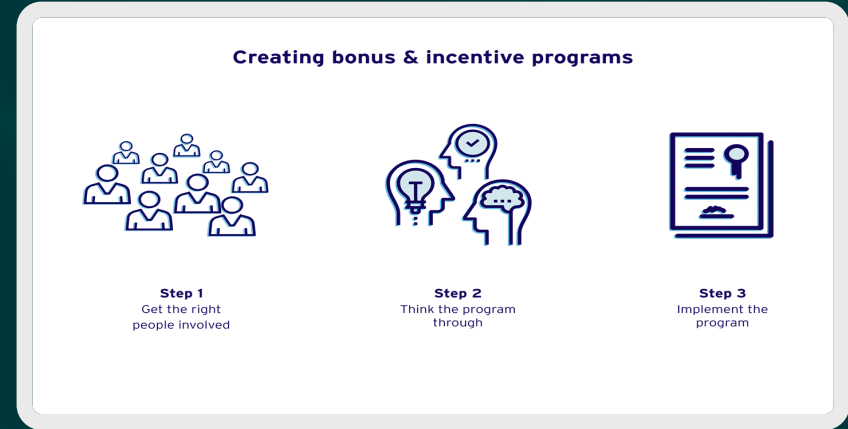


Implement training programs that provide career progression opportunities for existing employees.

Monetary Incentive Methods: Competitive Salary and Benefits and Sign-On Bonuses and Performance-Based Incentives



Competitive base salary and comprehensive compensation package to attract candidates.



Sign-on bonuses to new hires as an incentive for joining.

Non-Monetary Incentive Methods: Training and Development Opportunities and Work-Life Balance Initiatives



Providing a clear pathway for personal and professional development.



Healthy work-life balance as a key aspect of work culture.
Implementing policies that support employee well-being.

Conclusion

- By combining these strategies and incentives, we can address the labor shortages, instill confidence in our recruitment efforts.

- Through a holistic approach to talent acquisition, we can ensure a sustainable and thriving workforce that drives excellence in our operations and delivers exceptional experiences to our valued customers.



Thanks



References:

Ansari, K., 2023. *WHAT IS THE DIFFERENCE BETWEEN EMPLOYER BRAND AND EVP?*. [Online]

Available at:

<https://linkhumans.com/evp-employer-brand/#:~:text=EVP%20is%20the%20articulation%20of,and%20EVP%20is%20the%20narrative.>

[Accessed 19 July 2023].

Beamery Team, 2020. *Talent Pipelines: Definition, Strategy, Benefits & Tactics*. [Online]

Available at: <https://beamery.com/resources/blogs/talent-pipelines-definition-strategy-benefits-x26-tactics>

[Accessed 19 July 2023].

Bushery, M., 2023. *Recognizing the Value of Internal Talent Development*. [Online]

Available at: <https://www.lever.co/blog/internal-talent-development/>

[Accessed 22 July 2023].

Ette, S., 2022. *THIRD OF BUSINESSES TO REDUCE OPENING HOURS OVER CHRISTMAS DUE TO STAFF SHORTAGES*. [Online]

Available at:

<https://www.ukhospitality.org.uk/news/625938/THIRD-OF-BUSINESSES-TO-REDUCE-OPENING-HOURS-OVER-CHRISTMAS-DUE-TO-STAFF-SHORTAGES.htm>

[Accessed 20 July 2023].

Forsey, C., 2019. *The Unexpected Pros & Cons of Sign-On Bonuses*. [Online]

Available at: <https://blog.hubspot.com/marketing/sign-on-bonus>

[Accessed 19 July 2023].

Fuhl, J., 2023. *12 ways to support a better work-life balance for your employees*. [Online]

Available at: <https://www.sage.com/en-gb/blog/hr-support-better-work-life-balance-workplace/>

[Accessed 19 July 2023].

References:

Grizzly Force, 2023. *A Guide To On-Demand Staffing Apps*. [Online]

Available at: <https://www.linkedin.com/pulse/guide-on-demand-staffing-apps-grizzly-force>
[Accessed 20 July 2023].

Kokemuller, N., 2019. *What Is an Open House in a Job Interview?*. [Online]

Available at: <https://bizfluent.com/info-8429645-open-house-job-interview.html>
[Accessed 20 July 2023].

LaRicca, R., 2019. *6 Steps to Building a Talent Pipeline for Your Business*. [Online]

Available at: <https://pipeline.zoominfo.com/recruiting/talent-pipeline>
[Accessed 21 July 2023].

Payscale, 2022. *Competitive Compensation: What It Is and Why It's Important*. [Online]

Available at: <https://www.payscale.com/compensation-trends/competitive-compensation/>
[Accessed 20 July 2023].

Stange, J., 2020. *Employee Development Opportunities That Work*. [Online]

Available at: <https://www.quantumworkplace.com/future-of-work/employee-development-opportunities>
[Accessed 18 July 2023].

Teo, C., 2023. *How to Build a Referral Program That Works in 2023 (With 80+ Examples)*. [Online]

Available at:

<https://www.referralcandy.com/blog/47-referral-programs#:~:text=A%20referral%20program%20or%20a,make%20referrals%20to%20your%20business.>

[Accessed 20 July 2023].