

How to Find and Attract the Best Employees




Welcome!
Today's webinar will be starting shortly.

How to Find and Attract the Best Employees

Webinar Overview

1. Recruiting 101
2. Industry Trends
3. Best Practices

How to Find and Attract the Best Employees


What you will learn:

1. How effective recruiting can transform your staffing system.
2. Current trends and practices of independent restaurant owners.
3. Insights from independent restaurant owners; what works and what doesn't.
4. Best practices and actionable strategies to dramatically improve your recruiting.

Recruiting Overview

Recruiting:

- How to FIND and ATTRACT the best employees.
- Knowing where to look and how to appeal to applicants.



Recruiting Overview



Recruiting 101



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    graph LR
      A[Recruiting] --> B[Hiring]
      B --> C[Onboarding, Training, & Development]
      C <--> D[Feedback & Review]
      D --> E[Turnover]
  
```





Define the Employee Experience

A quality employee experience is based upon:

1. Perceived role importance
2. Clear expectations
3. Development opportunities
4. Good working relationships
5. Positive restaurant culture and values
6. Effective working environment

The 7 Steps of Effective **Restaurant Recruiting**
How to Find and Attract the BEST Employees

01 Define the Employee Experience
What can I offer employees?

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02 Identify Target Applicants
Who are my ideal applicants?

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JOB DESCRIPTION

Job Title: Server

Reports To

Assistant Manager

Job Summary

Provide friendly, responsive service to create an exceptional dining experience for all of our guests. Each server's primary objective is to show our guests such a marvelous time, they will want to return.

Activities & Responsibilities

Primary

- o Promote, work, and act in a manner consistent with the mission of [INSERT RESTAURANT NAME]; [INSERT RESTAURANT MISSION STATEMENT]
- o Monitor and observe guests dining experience to ensure guests are satisfied with the food and service, and respond promptly and courteously to correct any problems.
- o Collect payments from guests.
- o Write guests' food orders on order slips, memorize orders, or enter orders into computers for transmittal to kitchen staff.
- o Prepare checks that itemize and total meal costs and sales taxes.
- o Take food or beverages orders from guests.
- o Check guests' identification to ensure that they meet minimum age requirements for consumption of alcoholic beverages.



Identify Target Applicants

Begin with considering

1. Experience level
 - inexperienced, minimal, moderate, extensive
2. Income needs
 - low, medium, high
3. Life stage
 - adolescent, young adult, adult



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01 Define the Employee Experience
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02 Identify Target Applicants
Who are my ideal applicants?

03 Review Competitors' Offerings
What are others offering?

04 Choose Method to Communicate
How can I reach my ideal applicants?

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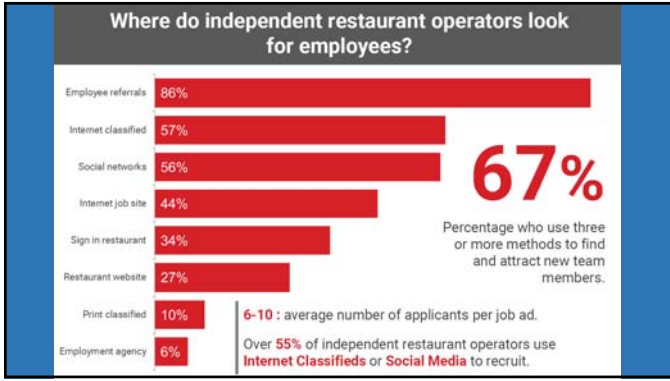
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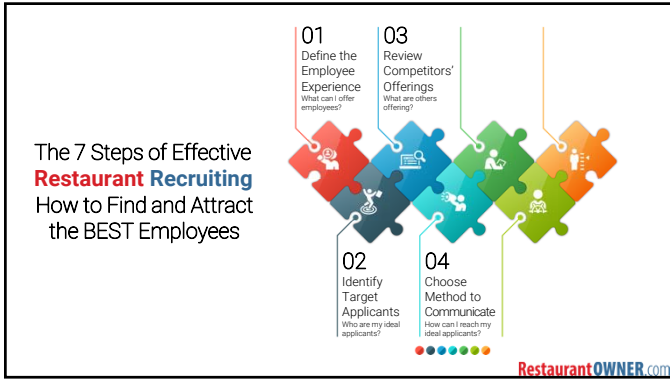
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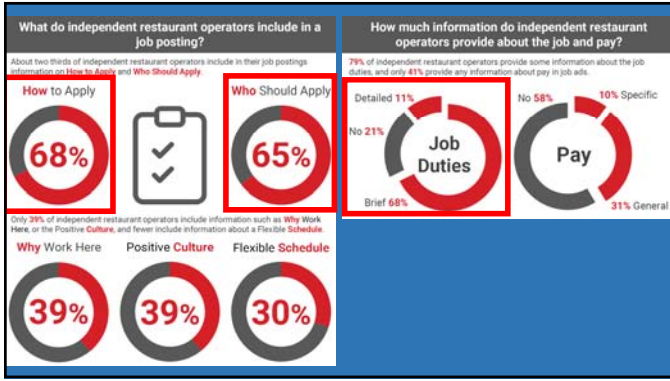
HELP WANTED

2017 RestaurantOwner.com Recruiting Report:
How Independent Restaurant Operators Find & Attract New Employees

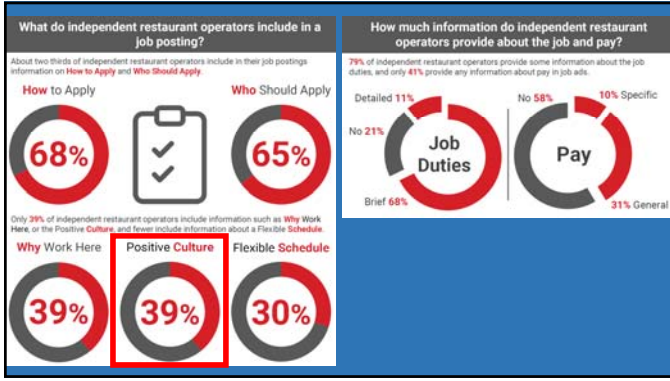




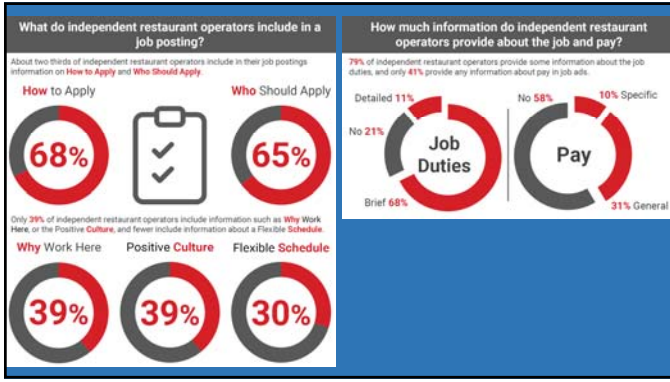














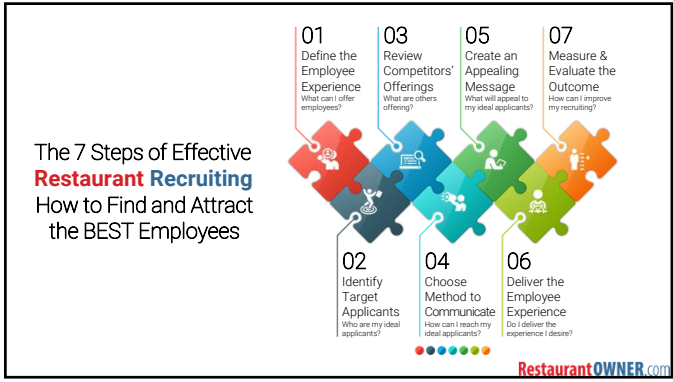




Measure & Evaluate the Outcome

1. Am I getting the number of ideal applicants I need?
2. Where am I finding most of my qualified applicants?
3. Why are applicants accepting the job offer? Why are they turning it down?
4. How are new hires performing?
5. Is my turnover rate what I expected?
6. Why are employees turning over?





Best Practices

1. Start with the employee experience.

Start With the Employee Experience

“Really ‘word-of-mouth’ has been my best practice and I treat my employees really well. You have to say what you mean and mean what you say!”

“Treat your employees as your first priority and the rest will follow.”



Start With the Employee Experience

1. Do each of my employees understand how important their contribution is to the guest experience? Do I treat them like a team, where each person plays a role in the outcome?
2. Are my expectations clear?
3. Do I provide employees with opportunities to develop and promote?
4. Do I provide regular constructive feedback? Do I acknowledge excellence?
5. Are the relationships in my restaurant healthy and positive?
6. Do I foster a positive restaurant culture?
7. Do I provide the right working conditions?

Best Practices

1. Start with the employee experience.
2. Always be recruiting.



Always be recruiting



"Always be in recruiting mode even when you think you are covered."

"Don't stop looking for new employees including ones not currently in the restaurant business."

"We are always looking for good people. If someone comes in and blows your socks off, then find room for them."

Do independent restaurant operators actively recruit those working elsewhere?



30%

Percent who actively recruit people working elsewhere.

"I talk to them, compliment their service, describe our culture, and talk to them about why they should consider a change."

"I casually mention opportunities when I see a good candidate and invite them to visit our restaurant if they'd consider a change."

"I look for closing restaurants or poorly managed stores and approach the talented and experienced employees."

"If I see someone with the right work ethic, I hand them a card and say, 'If you're ever looking for a job, I'd love you to consider our restaurant.' I did this six years ago at a coffee shop and hired her. Now she's a General Manager and a huge asset to our company."

Best Practices


1. Start with the employee experience.
2. Always be recruiting.
3. Focus on ideal applicants.

Focus on Ideal Applicants

"Ad in the newspaper. Seems like 100 completely unqualified people apply and it burns up your time to go through the applications."

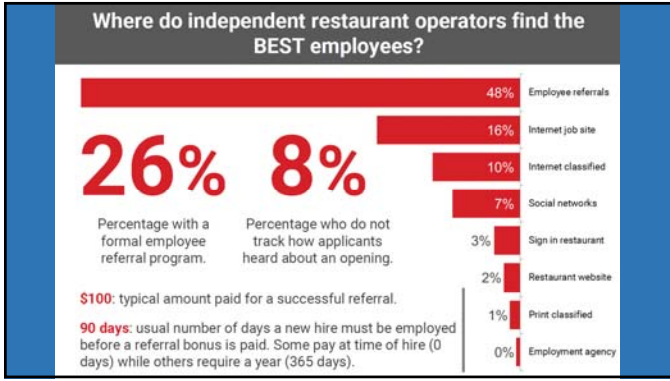
"A generic classified ad. It is common to get flooded with applications from people that are under qualified or don't have any real interest in our industry. Processing the incoming becomes a massive time suck with little result."

"Online recruiting sites are horrible and result in unqualified people with low motivation."



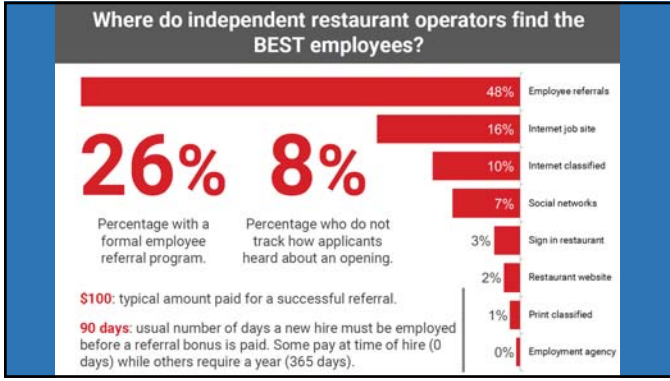
Best Practices

1. Start with the employee experience.
2. Always be recruiting.
3. Focus on ideal applicants.
4. Use an employee referral program.



Use an Employee Referral Program

“Find good people and have them recommend good people based off of the culture your company is about.”



Best Practices

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What are YOU going to do DIFFERENTLY?

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Questions?
