

How to Be a Five Star Employer

A Place Where
All-Star Employees
Want to Work



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Special Guest



Mel Kleiman



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Poll Question

How many stars would you give your restaurant as a place where All-Star Employees want to work?

- 1. ☆
- 2. ☆ ☆
- 3. ☆ ☆ ☆
- 4. ☆ ☆ ☆ ☆
- 5. ☆ ☆ ☆ ☆ ☆

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The Why Before the What and How

A close-up photograph of a hand holding a pink chalk marker, writing the word "Why?" in white chalk on a dark grey chalkboard. The word "Why" is written in a cursive-like font, and a question mark follows it. The hand is positioned at the bottom right of the frame, with the chalk tip touching the board.

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Why Do You Need to Be a Five Star Employer?

The Five P's

- ✓ Place
- ✓ Product
- ✓ Process
- ✓ Price
- ✓ People

“You can dream, create, design, and build the most wonderful place in the world, but it takes people to make your dream a reality.”

- Walt Disney

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What is a Five Star Employer?



“A Five Star Employer offers a workplace environment and culture that ATTRACTS and RETAINS All-Star Employees based on their Unique Employment Proposition.”



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What Is A Unique Employment Proposition (UEP)?



- ✓ What your business stands for
- ✓ Qualities that set you apart from your competition for All-Star Employees
- ✓ What you want to be known for as an employer



"Your UEP targets the specific qualities that make you a Five Star Employer for a specific group of All-Star Employees."

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How to Use Your UEP . . .



- ✓ A recruiting tool
- ✓ A hiring tool
- ✓ A retention tool



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How to Build Your UEP . . .

★ ★ ★ ★ ★

✓ One-on-one conversations

★ ★ ★ ★ ★



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Picking Your All-Stars . . .

★ ★ ★ ★ ★

- ✓ Tools
- ✓ Tips
- ✓ Training

★ ★ ★ ★ ★

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Five Star Employer Quiz

"A problem well-stated is a problem half-solved." ~Charles Kettering

Attraction

The Five Star Employer Attraction Quiz

<input type="checkbox"/>	<input type="checkbox"/>	1.	We put employees first, customers second.
<input type="checkbox"/>	<input type="checkbox"/>	2.	Our turnover is at least 20% less than our industry's average.
<input type="checkbox"/>	<input type="checkbox"/>	3.	We always look for reasons to recognize people for doing a good job and reward them the way they want to be rewarded.
<input type="checkbox"/>	<input type="checkbox"/>	4.	Our supervisors know their employees' career goals.
<input type="checkbox"/>	<input type="checkbox"/>	5.	We look for reasons to celebrate wins and ours is a fun place to work.
<input type="checkbox"/>	<input type="checkbox"/>	6.	We give our people a great deal of respect by making the time to listen, taking what they say seriously, and implementing their ideas whenever possible.
<input type="checkbox"/>	<input type="checkbox"/>	7.	Many of the people who leave us for employment elsewhere end up coming back to work for us.
<input type="checkbox"/>	<input type="checkbox"/>	8.	We expect a great deal from our people and give them the tools they need to achieve their objectives.
<input type="checkbox"/>	<input type="checkbox"/>	9.	We recognize employees truly are our most important assets.
<input type="checkbox"/>	<input type="checkbox"/>	10.	If we make a hiring mistake, we correct it as quickly as possible.

Recruiting

The Five Star Employer Recruiting Quiz

<input type="checkbox"/>	<input type="checkbox"/>	1.	It is easy to apply for a job with our organization.
<input type="checkbox"/>	<input type="checkbox"/>	2.	We use a lot of different recruiting methods (signage, print ads, job boards, our website, employee referrals, etc.)
<input type="checkbox"/>	<input type="checkbox"/>	3.	We're always looking for good people, even when we don't need any.
<input type="checkbox"/>	<input type="checkbox"/>	4.	Our employees are our best source of job applicants.
<input type="checkbox"/>	<input type="checkbox"/>	5.	All our locations recruit for all other locations and all our employees know what to do when someone comes in looking for work.
<input type="checkbox"/>	<input type="checkbox"/>	6.	We know where our best employees come from.
<input type="checkbox"/>	<input type="checkbox"/>	7.	We don't allow applicants to take application materials home.
<input type="checkbox"/>	<input type="checkbox"/>	8.	We know our Unique Selling Points and build on our strengths.
<input type="checkbox"/>	<input type="checkbox"/>	9.	Our managers have recruiting objectives and a plan.
<input type="checkbox"/>	<input type="checkbox"/>	10.	We know who competes with us for new hires, what they offer that we don't, and what we offer that they don't.

Five Star Employer Quiz

"A problem well-stated is a problem half-solved." ~Charles Kettering

Selection

The Five Star Employer Selection Quiz

<input type="checkbox"/>	<input type="checkbox"/>	1.	It's hard to get a job with our organization.
<input type="checkbox"/>	<input type="checkbox"/>	2.	We explain our hiring process to job applicants early in the hiring process.
<input type="checkbox"/>	<input type="checkbox"/>	3.	All of our hiring materials are professional and make a good first impression.
<input type="checkbox"/>	<input type="checkbox"/>	4.	We know testing is the most reliable predictor of success on the job.
<input type="checkbox"/>	<input type="checkbox"/>	5.	We test for whatever it takes to succeed in the position (mental and physical capacities, attitudes, personality traits, and/or skills).
<input type="checkbox"/>	<input type="checkbox"/>	6.	We have a structured interview question set and use it.
<input type="checkbox"/>	<input type="checkbox"/>	7.	Our managers have been trained in effective interviewing skills and know the basics of employment law as it applies to questions they can and cannot ask.
<input type="checkbox"/>	<input type="checkbox"/>	8.	We use positioning to control the interview, relax the applicant, and get truthful answers to our questions.
<input type="checkbox"/>	<input type="checkbox"/>	9.	We always check references.
<input type="checkbox"/>	<input type="checkbox"/>	10.	New employees know what will be expected of them before they start.

Retention

The Five Star Employer Retention Quiz

<input type="checkbox"/>	<input type="checkbox"/>	1.	All our managers have had training in employee management and motivation skills.
<input type="checkbox"/>	<input type="checkbox"/>	2.	We hire people who want to do more than the job we hire them for.
<input type="checkbox"/>	<input type="checkbox"/>	3.	We have an excellent orientation program and make sure a new employee's first days on the job are positive experiences.
<input type="checkbox"/>	<input type="checkbox"/>	4.	We take training seriously and offer continuing education as well as training and cross-training opportunities.
<input type="checkbox"/>	<input type="checkbox"/>	5.	We make regular use of Stay Interviews to minimize the use of Exit Interviews.
<input type="checkbox"/>	<input type="checkbox"/>	6.	Our policies are written for the benefit of employees as well as for the benefit of the organization.
<input type="checkbox"/>	<input type="checkbox"/>	7.	Our employees understand what it takes to be promoted as well as how promotions are earned.
<input type="checkbox"/>	<input type="checkbox"/>	8.	Our managers are responsible for retention.
<input type="checkbox"/>	<input type="checkbox"/>	9.	Retention is not just a once-a-year event; we make sure people know where they stand at all times.
<input type="checkbox"/>	<input type="checkbox"/>	10.	We manage people the way they want to be managed.

Will be available on the Recorded Webinar page tomorrow.

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How to Set Up An Effective Employee REFERRAL Program



Effective Onboarding for Independent Restaurants



How to Handle MISTAKES and COMPLAINTS



Building a Culture of Accountability



Leadership & Skills Training for Managers

No More BAD Attitudes How to Stop Hiring Problem Employees





The POWER of Culture



What Every Owner & Manager Should Know About TRUST



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Customer Service & Hospitality Training

How do you **NOT** take things **PERSONALLY?**

How to **INSTANTLY** Connect with Guests and Make **MEMORABLE** **FIRST IMPRESSIONS**

The **POWER** of your **SMILE**

Service VS Hospitality
Why Guest **Loyalty** Depends on **BOTH**

Four Ways to Deliver Greater Hospitality Starting TODAY!

Identify **FIRST TIME** Guests *without offending your regulars*

The **SCIENCE** of **KINDNESS**
Being Kind is Good for Guests & **YOU!**

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Online training for your Kitchen Team!
(English & Spanish)

The Basics of Portion Control
What everyone in the kitchen should know!

MENU ITEM BUILD CHARTS
The Key to **ACCURATE, CONSISTENT** Preparation

Shelf To Sheet
Know **EXACTLY** What Is In Your **Inventory**

Knife SHARPENING Skills
For the Entire **Kitchen Team**

Essential FOOD LABELING Practices for **EVERYONE** in the **BACK-OF-HOUSE**

Receiving Best Practices
Prevent Big Losses at Your **Back Door**

Safe Minimum Cooking TEMPS

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Would You Like to Become a Certified Five-Star Employer?

☆☆☆☆☆

Drop us a note and we'll show you how:

info@FiveStarEmployer.com

☆☆☆☆☆

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How to Contact Mel



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- ✓ **Email:** mkleiman@humetrics.com

Mel Kleiman

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How to Be a Five Star Employer

Q&A



Welcome!
Today's webinar will be starting shortly.

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How to Be a Five Star Employer

A Place Where All-Star Employees Want to Work



Thanks for attending!

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