

RO Webinar Series

Why Your Hiring Isn't Working — and How to Fix It



Welcome!



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Today's Presenters



Sara Bray  
VP, Workforce & Business Development



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Product & Training Specialist



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Let's Start With Reality

"I or my managers, spend too much time hiring"

"We get applicants, but not the right applicants"

"Nobody wants to work anymore"

"We hire... and they disappear"

"We just need more applicants"

"We are restarting hiring constantly"



62% of operators say recruiting & retaining is a major challenge



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### Understaffing Is a Revenue Problem

1 missing employee = hundreds of dollars per shift

Can equal tens of thousands in lost annual sales

79% say understaffing limits growth

Nearly half can't operate at full capacity

Source: National Restaurant Association, Hiring & Staffing Report (2026)



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### What Being Short-Staffed Forces You to Do

60% → more stress + turnover

59% → overtime increases

50% → service quality drops

48% → lost sales

34% → reduced hours

21% → closed days



Source: National Restaurant Association, Hiring & Staffing Report (2026)



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### Hiring in 2026 Is Different

• Candidates scroll, not search

• They apply to multiple jobs instantly

• They expect fast response

• They choose jobs like customers choose restaurants

If it takes you 24+ hours to respond or 5+ seconds to understand your job, You're already losing good candidates before you ever talk to them.



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**This Problem Is Not Going Away**



Workforce tightening long-term



Population growth slowing



Competition for labor increasing



Demand in restaurants still strong

Source: National Restaurant Association, Hiring & Staffing Report (2026)



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**The Big Reframe**  
Hiring Is a Marketing Tactic

- Your job post - your ad
- Your process - your sales funnel
- Your onboarding - your retention system



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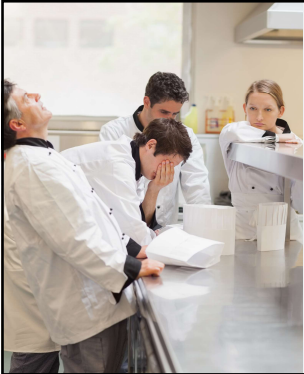
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**Why Your Hiring Isn't Working**

Where It Breaks Down

- Job posts don't stand out
- You're relying on one channel (usually Indeed)
- Your response time is too slow
- Hiring decisions are inconsistent
- Onboarding is unclear



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### The 3-Part Hiring System

The System That Actually Works

1. Attract the right people

2. Select the right hires

3. Set them up to stay



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## PART 1: ATTRACT

*Why Your Job Post Isn't Working*



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### Sound Like Everyone Else

- "Fast-paced environment"
- "Team player wanted"
- "Competitive pay"
- No specifics



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### What Candidates Actually Care About

Questions They're Asking

- How much will I make?
- What's my schedule?
- What's the team like?
- What's expected of me?
- Is this place stable?
- Are there benefits?





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### The Practical Fix – Rewrite Your Job Post

Make It Clear, Not Clever



- Lead with pay + earning potential
- Be specific about schedule
- Show team/culture briefly
- Set expectations upfront
- Share any key benefits



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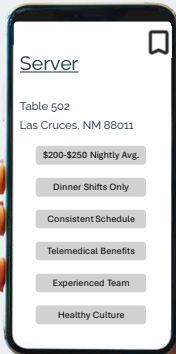
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### Example That Works





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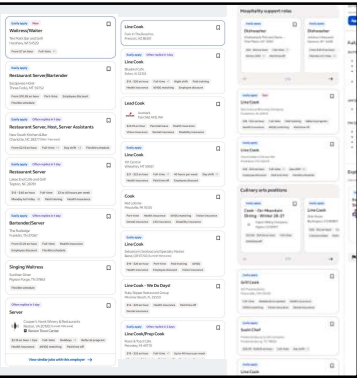
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### Posting Isn't Enough

Visibility Is the Real Problem

- Job boards are crowded
- Reach is limited
- Candidates aren't all in one place

Image Source: Indeed.com August 2026



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### The 5 Channels That Matter

Where to Post in 2026

1. Job Platforms: Indeed #1
2. Social media
3. Employee referrals
4. In-store traffic
5. Local community

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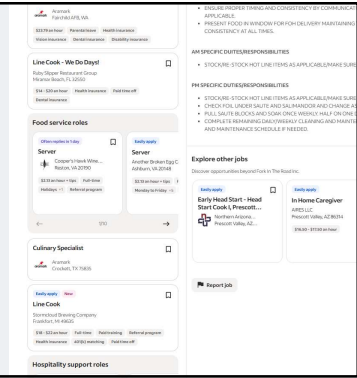
### How to Use Job Platforms Properly

Don't "Set it and Forget It"

**Indeed (Primary for hourly roles)**

- Refresh every 3-5 days
- Respond same day
- Update wording regularly

Image Source: Indeed.com August 2026



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### How to Use Job Platforms Properly

Build Credibility

**LinkedIn (Management & leadership roles)**

- Post + promote culture
- Engage with candidates
- Stay active, not passive

Image Source: LinkedIn August 2026

Rockwall, TX (On-site)

\$60K/yr - \$115K/yr • 6 benefits

Actively reviewing applicants

3 months ago

Easy Apply

HG

Restaurant Manager

HG Sply Co.

Dallas, TX (On-site)

\$65K/yr - \$80K/yr • 6 benefits

Actively reviewing applicants

1 month ago

Easy Apply

THE

Restaurant Manager

Tin Star Tacos • Tequila

Dallas-Fort Worth Metroplex (On-site)

Actively reviewing applicants

3 weeks ago

Easy Apply

Restaurant Manager

Drunken Fish

St Louis, MO (On-site)

Actively reviewing applicants

5 months ago

Easy Apply

ilustic

Restaurant Manager

The Rustic

Dapine

Burkhouse

Houston, TX

401(b) benefits

Be an early applicant - 1

Restaurant Manager

Northstar Cafe

Columbus, OH (On-site)

\$70K/yr - \$90K/yr • Medical

Actively reviewing applicants

5 days ago

Easy Apply

Restaurant General

Four Seasons

Beverly Hills, CA (On-site)

1 company alumni

2 weeks ago

Restaurant General

on the River | Valle

Columbia Hospitality

Eugene, OR

\$80K/yr - \$100K/yr • 401(b)

Be an early applicant - 1

Restaurant Manager

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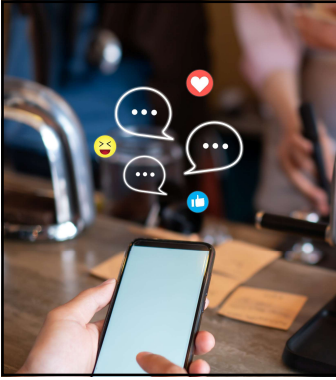
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### Social Media = Discovery (Not Job Search)

- Instagram + TikTok = discovery
- People find jobs they weren't looking for
- Show what it's like to work there
- Make hiring visible to your audience

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### Referrals = Your Highest ROI Channel

Your Team Knows Your Next Hire

- 68% of restaurant hiring comes from referrals (NRA 2026)
- Ask every shift
- Make it easy to refer
- Incentivize (\$50-\$100)
- Share the job clearly



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### Every Day You Don't Hire... Costs You

- 16 days avg to hire hourly
- 46 days for managers
- Each day = reduced capacity, service, and revenue

If someone applies today... how long does it take before they hear from you?

If the answer is:  
'Later tonight'—you're in good shape.  
'A couple days'—you're probably losing your best candidates.

Because the best candidates don't wait. They get picked up by someone faster.

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### Your Restaurant as a Recruiting Tool

You Already Have Traffic

- QR code to apply
- Signage
- Servers mention hiring
- Hiring Days (mini job fair)

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### The Visibility Test

Would Someone Actually See This Job?

- On Indeed?
- On Instagram?
- From a friend?
- In your store?

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## PART 2: SELECT

### *The 48-Hour Rule*



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### Speed Wins

#### The 48-Hour Rule

- ✓ Respond within 24 hrs.
- ✓ Interview within 48 hrs.
- ✓ Decide immediately.

Here's what this looks like practically:

- Day 0: Application comes in
- Day 0 or 1: You text them
- Day 1 or 2: Interview
- Same day: Decision



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### Better Interview Questions

Ask About Reality, Not Hypotheticals

- "What schedule works for you?" (Personal Needs)
- "Describe your last team." (Team Player)
- "What does a good shift feel like?" (Culture)
- "How do you make a Long Island Tea?" (Skills)
- "What's the proper temperature to cook chicken?" (Skills)





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### Simple Hiring Process = Keep it Tight

Simple beats perfect every time.

- Quick screen
- Structured interview
- Same-day decision

Complexity kills hiring.  
Consistency improves it.  
Train managers to follow the  
same process every time.



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### What To Do When You Have Too Many Applicants

- Filter early
- Prioritize schedule fit
- Look for responsiveness
- Assess basic culture fit (reliability + team alignment)
- Don't over-interview





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## PART 3: RETAIN

### *Why New Hires Leave*



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### Why New Hires Leave

It Breaks in Week One

- Expectations unclear
- Training inconsistent
- No connection

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### The True Cost of a New Hire

- 32 days to break even (hourly)
- 72 days (managers)
- If they leave early = financial loss

Source: National Restaurant Association, Hiring & Staffing Report (2025)



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### First Week Playbook

Set Them Up Right

- Clear Day 1 expectations
- Structured training
- Week 1 check-in

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### Don't Disappear After the Hire

Hiring Doesn't End After Week 1

- 30–60–90 day check-ins
- Set and revisit expectations
- Identify early issues
- Show investment in their growth

→ Development - Retention



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### What Best Operators Do: Stay Connected From Day One

A simple structure works:

**At 30 days, you ask:**

- "How is this job matching what you expected?"
- This surfaces mismatches early—before they turn into quits.

**At 60 days, shift to performance and confidence:**

- "Where do you feel strong?"
- "Where do you still need support?"
- This shows you're invested, not just evaluating them.

**At 90 days, this is where you start talking about the future:**

- "If this is a good fit, what would growth look like for you here?"



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### What To Do When You Have Too Many Applicants

- Employees leave managers – not jobs
- Strong managers drive:
  - ✓ Culture
  - ✓ Performance
  - ✓ Retention



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### Hiring Doesn't Break – Consistency Does

**Why It Feels Hard**

- Managers are overloaded
- Hiring & training requires consistency
- Without structure → it breaks

**What Actually Works**

- Reinforce daily (not just onboard)
- Coach in the moment
- Keep standards visible)



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### How Operators Are Solving This

- Remove randomness with simple systems
- Standardize hiring + onboarding steps
- Add support (tools, fractional HR, structure)
- Enable managers to execute consistently



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### Your 7-Day Action Plan

Fix Hiring This Week

- ✓ Rewrite 1 job post
- ✓ Add 2 new posting channels
- ✓ Set 48-hr rule
- ✓ Improve Week 1 onboarding



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### What Winning Operators Do Differently

1. Clear ownership of hiring
2. Consistent process
3. Fast response
4. Structured onboarding
5. Manager accountability





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### Final Thoughts – Hiring Isn't Luck

Solve Your Hiring Challenges

- ✓ Clarity attracts
- ✓ Speed converts
- ✓ Systems retain

Understaffing is one of the most expensive decisions you can make





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### Questions? We're Ready to Answer!



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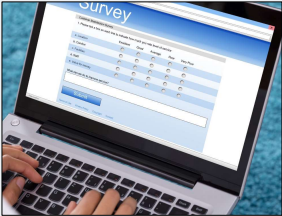
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### Share Your Feedback Today



### Just 4 quick questions!



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### Upcoming Webinar

Increase Your Restaurant's Sales by 25% or More in as Little as 3 Months

September 16, 2026

4:00 PM ET



Jim Laube  
RO FOUNDER



Bent Hansen  
OWNER, LOS GRINGOS LOCOS





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### RO Webinar Series

Why Your Hiring Isn't Working — and How to Fix It



Thanks for attending!



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