



How to Recruit Great Employees and How to Keep Them

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ALL THINGS HR, LLC

Your Presenters Today



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Why is it so hard to recruit and hire people?

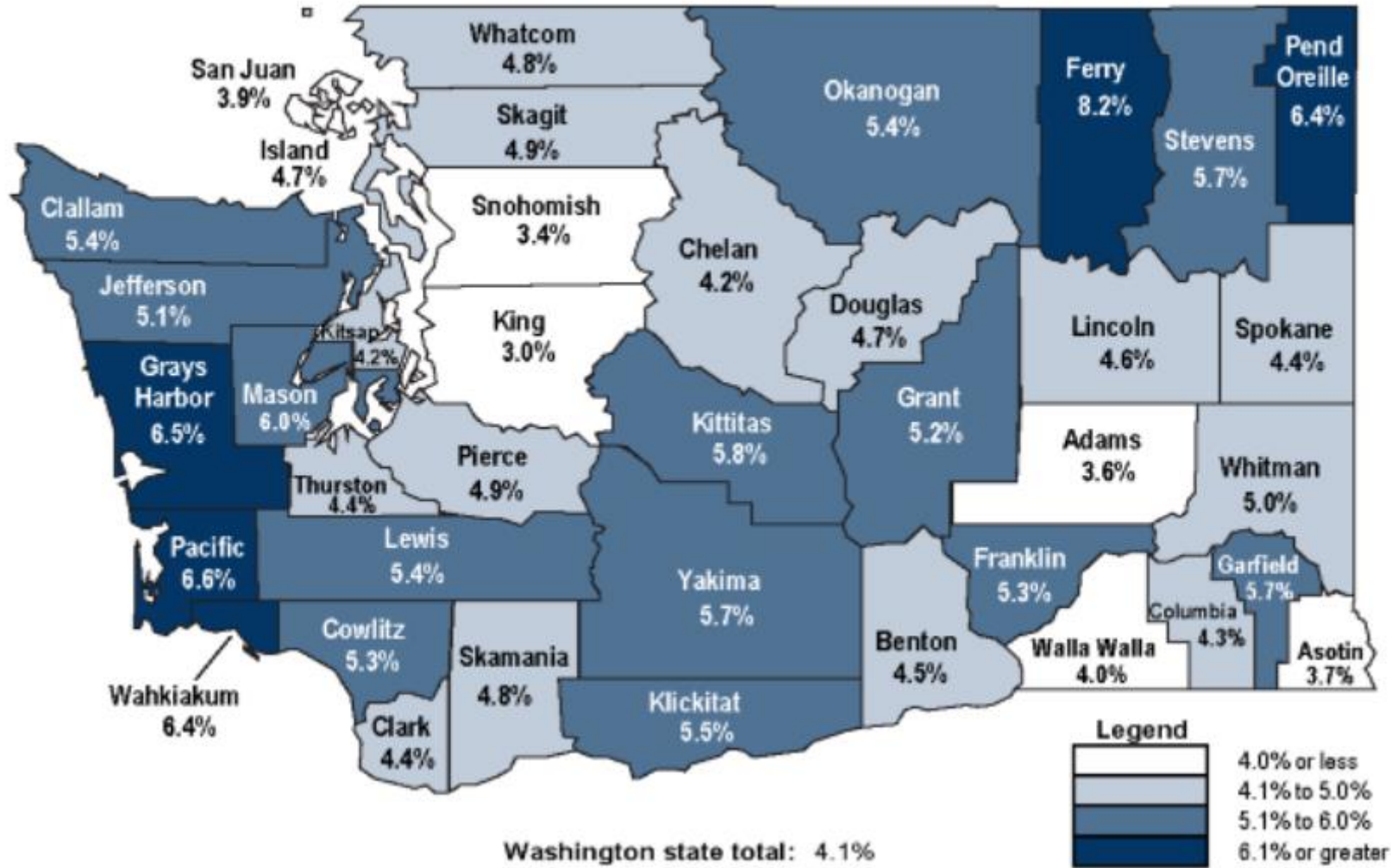


UNEMPLOYMENT RATES FOR 2022

(Seasonally adjusted)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Washington State												
2022	4.4%	4.3%	4.2%	4.1%	3.9%	3.8%	3.7%	3.7%				
2021	6.1%	6.1%	5.8%	5.7%	5.5%	5.4%	5.1%	5.1%	4.9%	5.0%	4.7%	4.5%
2020	3.9%	3.8%	5.3%	16.3%	12.5%	10.8%	10.8%	9.1%	8.3%	6.0%	6.0%	7.2%
2019	4.0%	4.5%	4.5%	4.4%	4.4%	4.3%	4.2%	4.2%	4.1%	4.0%	4.0%	4.0%
United States												
2022	4.0%	3.8%	3.6%	3.6%	3.6%	3.6%	3.5%	3.7%				
2021	6.3%	6.3%	6.0%	6.1%	5.8%	5.9%	5.4%	5.2%	4.8%	4.6%	4.2%	3.9%
2020	3.6%	3.5%	4.4%	14.7%	13.3%	11.1%	10.2%	8.4%	7.9%	6.9%	6.7%	6.7%
2019	4.0%	3.8%	3.8%	3.6%	3.6%	3.7%	3.7%	3.7%	3.5%	3.6%	3.5%	3.6%

August 2022 County unemployment rates, not seasonally adjusted



Washington's economy increased by 16,100 jobs in August, unemployment rate remained at 3.7%.



What happened to all the workers?

What happened to all the workers?

- They want to work from home or have a hybrid work schedule
- Flexibility
- They want to do “something different”
 - The “gig” economy is growing fast
- Looking for better wages
- Looking for work-life balance
- Having an employed spouse
- The aging workforce



Leisure and hospitality lost 833,000 workers in July 2022, but 1.1 million people were hired into the industry that same month. In fact, leisure and hospitality has maintained the highest hiring rate of all industries since November 2020 fluctuating between 7 to 9 percent. This is very high compared to the national hiring rate which has hovered recently around 4.2 percent.

~ U.S. Chamber of Commerce September 7, 2022



What are the toughest hiring challenges for 2022/2023?

Toughest Hiring Challenges for 2022

- **The Great Resignation**
 - Last year, almost 48 million workers quit their jobs, an annual record. The hiring rate is higher than the quits rate, indicating that most workers are moving to other jobs rather than quitting the labor force.
- **A Growing Divide**
 - Despite a record number of job openings and shortage of workers, employers continue to favor candidates with several years of experience and those who are available to work odd hours and willing to work on-site. Workers, on the other hand, are seeking higher salaries, more flexibility (including flexible schedules and remote work options) and safe work environments. About 55% of job seekers on ZipRecruiter are seeking jobs that allow them to work from home, citing workplace safety concerns and childcare or family care needs.
- **Great Changes and Great Expectations**
 - Job duties and work procedures in certain jobs and industries have changed considerably since pre-pandemic times. For example, to cope with staff shortages, some bars and night clubs have resorted to pre-mixing cocktails in batches to save time. This trend works against experienced bartenders
- **Retaining Top Performers**
 - At a time when hiring has become so difficult, employers should focus a bit more on retaining their good employees. This requires examining their corporate culture, compensation packages, perks and company policies from the perspective of retaining, rather than just attracting, employees.
- **Low Wages Turn Off Job Seekers**
 - The No. 1 reason businesses struggle to fill open jobs is that wages are too low, according to a [survey](#) of more than 3,000 hourly workers conducted by employer payment platform Branch. Fear of exposure to Covid-19 at work came in second with 46% of the vote.
 - Sixty-eight percent of the employees surveyed agreed that people can earn more from unemployment benefits and stimulus checks than from working for the retailers, hotels and restaurants that are desperate for workers.

Some estimates say as many as 47 million people in the US alone have left the workforce since the dawn of COVID. How did 8 million people just vanish?





So how do you recruit great employees and how do you keep them?

Focus on Retaining Your Best Employees

■ Conduct Stay interviews

- What do they need/ want?
 - Scheduling
 - Benefits
 - Training opportunities
 - Promotion opportunities
 - What are their toughest challenges?

■ Survey your employees

- What do they like/dislike about the company, their job?
- What are their toughest challenges?
- What would they keep/change?
- How would they rate management?

■ Assess your culture

- How would they rate management?
- How do they like working with one another?
- How can you show employee appreciation?
 - Employee of the month
- Create a culture to be proud of

■ Perks and Incentives

- Free meals and drinks
- Swag
- Tasting sessions
- Holiday parties

■ How can you offer flexibility?

- Think differently, if you can:
 - Two days off in a row
 - Rotate off Fridays and Saturdays





How Do You Recruit Great Employees?

- Job Ads:
 - Make them interesting!
 - Beginning Jan. 1, 2023, Washington state employers must include a "wage scale or salary range" along with information about benefits and other compensation in each posted job listing.
- Schedule their interview quickly:
 - Zoom vs in-person
- Conduct two-way interviews:
 - What is the candidate looking for:
 - Hours, schedule, wages, benefits,
 - What are their goals and ambitions?
 - What are they wanting/needing from their employer
 - Know what you want/need – be transparent
 - Look for someone who wants to serve; be of service.
- Involve your staff in the hiring process:
 - Have a two or three of your top performers interview with the candidate.
 - Have them share the good, the bad, and the challenges
- Have a strong employee referral program
 - Make it worth while....
- Flexible/ Rotating Schedule
 - A Friday and/or Saturday off once a month;
 - Three-day weekend one a month;

How Do You Recruit Great Employees?

■ Consider a changing your tipping policy:

- Tip added on to each bill
 - % is added on to each bill;
- No tipping policy
 - build it into your pricing;
 - Shared tipping pool

■ Put more focus on recruiting women;

- Flexible hours might be needed for family care reasons

■ What about hiring teenagers?

■ Increase wages and benefits

- What is your competition doing?
- What are your employees leaving for?

■ Celebrate success

- Make public guest compliments;
- Make public when employees do “the right thing”!

■ Create a “Best Place To Work”

- What does that look like for your employees?
- Invest in your employees
 - What does that look like?
 - Strong on-boarding program
 - Training and development opportunities
 - Is everyone training on “FAQ” your guests ask?

Have Questions?

As this presentation is pre-recorded, please feel free to reach out to Suzan Sturholm at her office. Her phone number is 425-248-4978. You can also email her at contactus@allthings-hr.com.



How Can We Be of Help?



All Things HR **“HR HELP DESK”**
Monday through Friday, 9am – 4pm
425-248-4978

Thank You for Attending!

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Something to Think About

A circular icon containing a blue double quote symbol, positioned on a dark grey horizontal bar.

*Hire an attitude,
not just experience
and qualification.*

GREG SAVAGE

A circular icon containing a blue double quote symbol, positioned on a dark grey horizontal bar.A small, circular logo with the letters "VB" in white, set against a blue background, located in the bottom right corner of the slide.