



BUILD YOUR BRAND. STRENGTHEN YOUR TEAM. INCREASE YOUR PROFITS.



THE **HIRE** ATTITUDE™

ATTRACT, TRAIN, AND RETAIN TOP TALENT



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DISCLAIMER

Using the information in this session may get you the restaurant and life you really want.



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WHAT IS THE REAL PROBLEM?

Ask yourself this question:

***Is there a war **FOR** talent or a
war **WITH** talent?***

Does This Story Sound Familiar?

A line cook just gave their notice. Time to put out an ad for a replacement. Again. Then, a bartender comes and tells you that they are going to the new restaurant to work. Another help wanted ad. Does it seem like a revolving door at your restaurant? Well, you are not alone. Quite a few restaurants have similar issues. The thing is that this common scenario can be mitigated by implementing a simple shift in mindset and action. Develop a new attitude about how you hire, train, recruit, and retain people.

POPEYES

LOUISIANA KITCHEN

Due to release of tax refunds, we have no staff available, and will be closed until further notice.

Please visit one of our nearby locations
4009 Airport Blvd or 1966 Government St

We apologize for any inconvenience.

WE ARE CLOSED TODAY
(FEB. 16TH)
DUE TO EMPLOYEE SHORTAGE

PLEASE VISIT US AT
VIETNAM EXPRESS

Due to lack of kitchen staff, our **kitchen** will be closing at 9 pm and we will be closing on Sundays until further notice. We

The bar will remain open until 10pm and we will have chips, salsa, & guacamole available
Mon-Sat.



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DONALD BURNS

THE RESTAURANT COACH™

“The Definitive List of Restaurant Experts” - Toast

“The Top 23 Restaurant Experts to Follow” - Typsy

“The Ultimate Restaurant Coach” - Foodable

Author of...

Your Restaurant Sucks!

Your Restaurant **STILL Sucks!**

Outstanding Mindset



WHAT IS THE **HIRE** ATTITUDE™

It is exactly what it sounds like. It is your attitude about hiring.

As an industry we have held tight to out dated mindsets that keep us in a never ending version of Groundhog Day!

That is not smart business. You need to rethink how you think about hiring.





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OUTDATED MINDSETS

CARROTS & STICKS

BREAK EM' DOWN & BUILD THEM UP



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THE 7 CORE PRINCIPLES

Change your mind, change your restaurant.

These are the new beliefs you must adopt if you want attract and keep better talent.

CREATE A WORLD CLASS CULTURE

HIRE FOR PERSONALITY & DESIRE

MAKE IT HARD TO JOIN THE TEAM

ALWAYS BE TRAINING

ALWAYS BE RECRUITING

CREATE OPPORTUNITIES

APPRECIATE, REWARD, AND ACKNOWLEDGE



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HIRING ON DEMAND DOESN'T WORK.

ARE YOU TIRED OF THE SAME OLD STORY?



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THE REAL COST OF TURNOVER.

IT'S MORE THAN YOU THINK .



TURNOVER COSTS

Here are some costs you might overlook.

Turnover is an expense that you can control and reduce , if you take **action and manage it.**

RECRUITING 20%

SELECTION 11%

TRAINING 14%

PRODUCTIVITY LOSS 52%

ADMIN 3%



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**\$5,864 per hourly
employee**

**THE AVERAGE FULL SERVICE
RESTAURANT COULD BE LOSING
\$146,000 ANNUALLY**



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CHANGE STARTS WITH THE LEADER.

THAT MEANS YOU.





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THE BAD NEWS...

YOUR RESTAURANT IS A REFLECTION OF YOU.

THE GOOD NEWS...

YOU CAN CHANGE THAT STARTING TODAY.



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CREATE A WORLD CLASS CULTURE.

CULTURE IS A BEACON TO ATTRACT TALENT.



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YOUR RESTAURANT IS NOT SPECIAL

LET ME EXPLAIN...

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CULTURE IS THE DIFFERENCE

DO YOU HAVE A CULTURE THAT ATTRACTS TOP TALENT?



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WHERE DOES CULTURE START?

KNOWING AND LIVING YOUR CORE VALUES



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CULTURE MIRRORS THE WORDS YOU USE

WATCH THE THINGS YOU SAY.



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CUSTOMER OR GUEST

STAFF OR TEAM

MANAGER OR LEADER

NO PROBLEM OR MY PLEASURE



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HIRE FOR PERSONALITY AND DESIRE.

SKILLS ARE NOT THE MOST IMPORTANT TRAIT.



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MAKE IT HARD TO JOIN THE TEAM.

**YOU WANT NEW TEAM MEMBERS TO FEEL THEY
EARN A SPOT. IT'S KINDA LIKE DATING...**



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ALWAYS BE TRAINING

**DO YOU HAVE A TRAINING CULTURE OR A
LEARNING CULTURE?**



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STOP BEING TRIBAL

HAVE YOU EVER HEARD A GOOD JOKE?



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ONBOARDING MATTERS

**DON'T GET ME ALL EXICTED AND THEN
DROP THE BALL!**

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ALWAYS BE RECRUITING

REMEMBER THAT HIRING ON DEMAND DOESN'T WORK.



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BONUS: WHY JOB ADS DON'T WORK!

WHAT ARE YOU LOOKING FOR?



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Line Cook:

Must be able to work in a high volume environment. Prior line cook experience required. Must be able to work night, weekends and holidays. \$10 an hour.

Server:

Maintain good personal appearance at all times; wear proper uniform and name tag as prescribed by hotel. Keep correct numerical sequence of all checks issued to you. Verify the accuracy on all checks for prices, taxes, and tips. Greet all arriving guests at your station in a pleasant manner, making them feel welcome. Ensure that all newly seated guests receive immediate attention and that their orders are taken promptly and courteously. Be sure that your guests are not being neglected at any time.



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WHAT ARE YOU REALLY OFFERING?

ARE YOU OFFERING ME A JOB OR A CAREER?

Looking for a career that you can grow in?

Want to learn people skills that can elevate your life?

Want to learn how to be successful?

We are now taking application to join our hospitality training program.

We have opening in Culinary, Guest Services, Beverage, and Operations Teams.

What You'll Learn:

- How to conquer time management
- Improve verbal & non-verbal communication skills
- Understand the essence of hospitality and guest services
- Increased organizational skills
- Learn to build rapport and influence
- Enhance your ability to think quickly



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CREATE OPPORTUNITIES

PEOPLE NEED A CHANCE TO GROW.



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YOU BETTER HAVE A PLAN

OR YOUR RETENTION WILL SUFFER



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APPRECIATE, REWARD, AND ACKNOWLEDGE

PEOPLE NEED TO FEEL APPRECIATED.



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THE TWO MOST POWERFUL WORDS EVER

THANK YOU



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PULLING IT ALL TOGETHER

BUILDING A TEAM IS MORE ABOUT THE RIGHT PEOPLE.



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QUESTIONS AND ANSWERS

What questions do you have for me?



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ATTRACT, TRAIN, AND RETAIN

BUILDING A CULTURE THAT DRAWS PEOPLE TO
WORK FOR YOUR BRAND



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WANT THE WORKBOOK?

EMAIL ME AT:

donald@therestaurantcoach.com

WWW.THERESTAURANTCOACH.COM

LET'S CONNECT.



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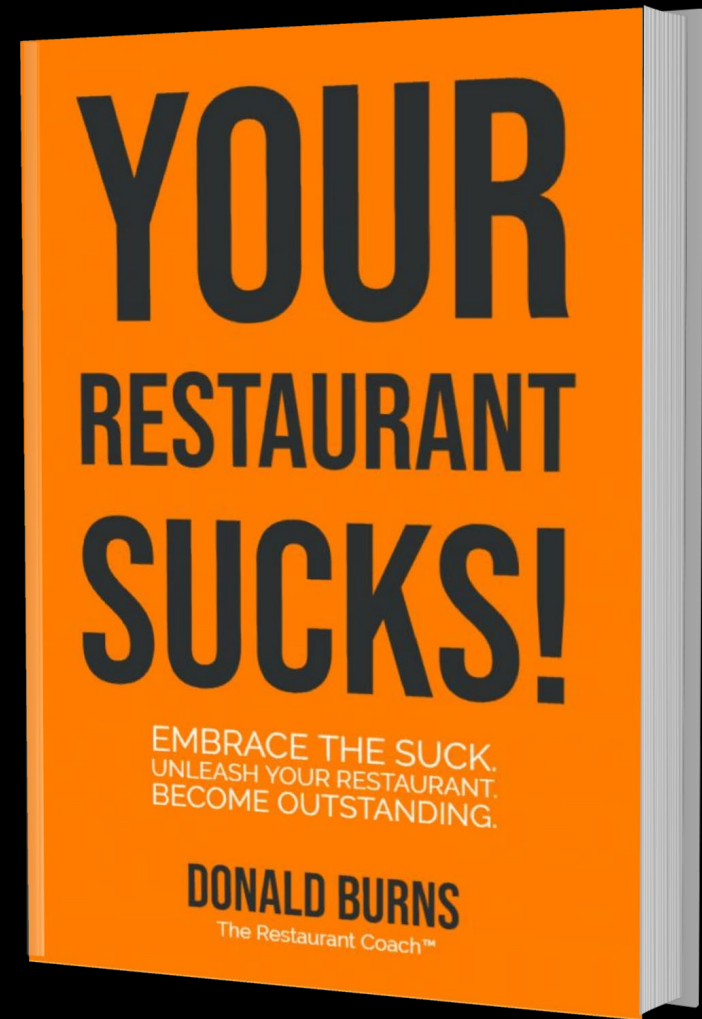
WANT MORE?

Join The Restaurant Coach™ Nation Facebook Group

THE RESTAURANT COACH™
NATION
mediocrity sucks

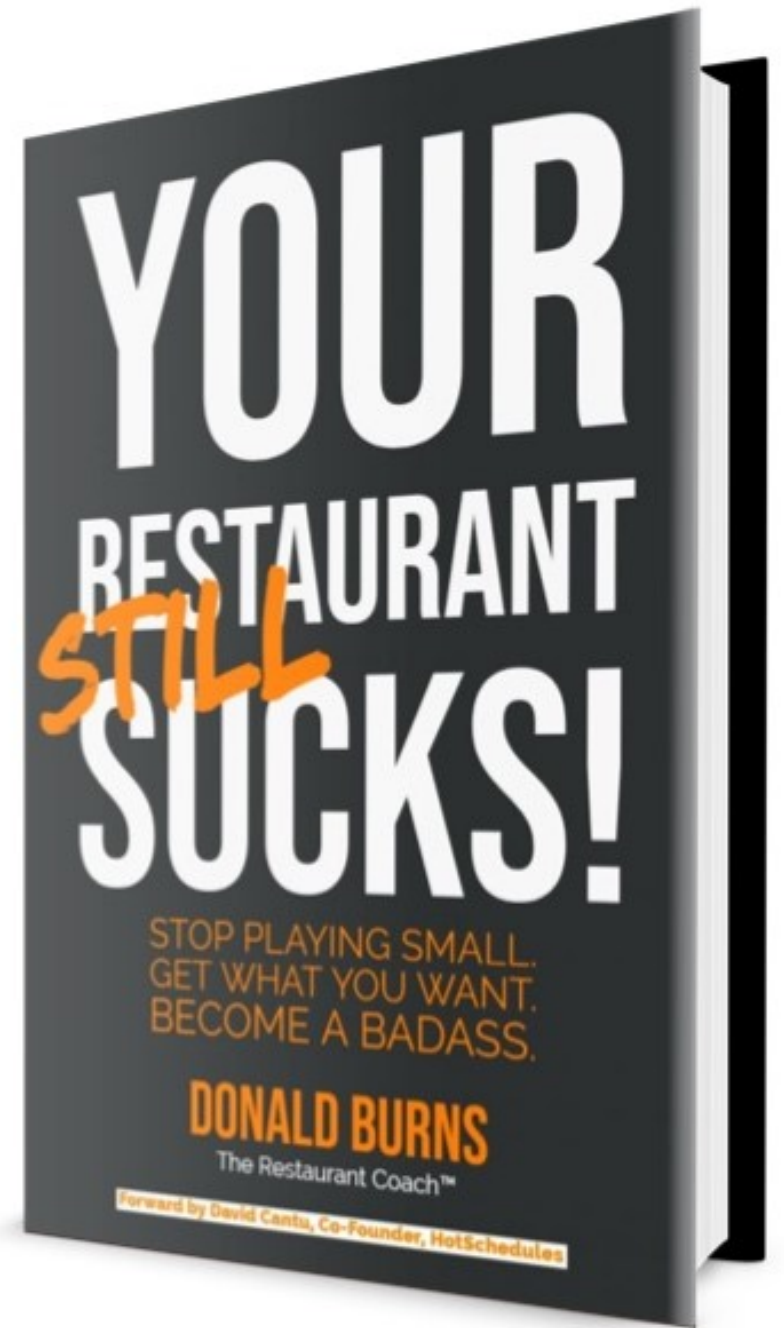


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**NEW BOOK!
BECAUSE BEING
AVERAGE **STILL** SUCKS.**





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THANK YOU.

**Restaurant get better when you hire, train
and retain better people.**

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