

ATTRACT PEOPLE NOT RESUMES

GET HYPERLOCAL

**WEAVE EMPATHY
INTO HIRING**

**DOCUMENT AND
SHARE PROOF OF
CULTURE**

**DELIVER YOUR EMPLOYER'S BRAND
EXPERIENCE TO ATTRACT AND KEEP
TALENT**



**FIX YOUR HIRING
TODAY!**

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WEAVE EMPATHY INTO **YOUR CULTURE**

Empathy is defined as having the ability to objectively sense others' feelings and perspectives, allowing for more relevant interactions to achieve goals, and practicing and showing care and willingness to help others.

A leader who understands empathy brings value to their team. He or she can uplift a company's culture. Any company with employees who feel valued is well on its way to maximizing success.



Our emotions and feelings cannot simply be left at the door as we cross the threshold of the workplace. Interacting with leaders, employees, colleagues, and clients with empathy acknowledges our differences. Who we are and how we feel need to be welcomed and encouraged at work and through our business.



EMPLOYEES OF EMPATHETIC CULTURE LEARN

- **NEW WAYS TO ASSESS THEMSELVES**
- **HOW TO INCORPORATE FEEDBACK**
- **COMPARE THEIR COMPETENCE TO WHAT'S REQUIRED FOR OTHER WORK**
- **IMPROVE THEIR READINESS FOR MORE ADVANCED POSITIONS**



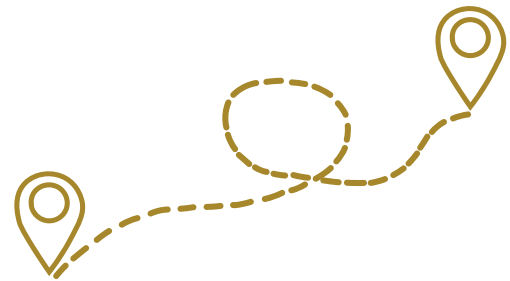
**“EMPATHY IS A CHOICE. IT’S A VULNERABLE CHOICE BECAUSE IN ORDER TO CONNECT WITH YOU, I HAVE TO CONNECT WITH SOMETHING IN MYSELF THAT KNOWS THAT FEELING.” -
BRENÉ BROWN**





OFFER CROSS-TRAINING FOR INTERNAL HIRES

NO PATH IS THE SAME



When you take a look at the career trajectories of our experienced panelists and other leaders in the industry, there are no two paths exactly the same. However, you will notice that those who stayed at one company the longest did so because they were continually given opportunities to grow.

INTERNAL HIRING DEBUNKS SCARCITY MINDSET

WHEN WE ACT FROM A POSITION OF A SCARCITY MINDSET IN HIRING, WE SABOTAGE RELATIONSHIPS WITH OUR MOST VALUABLE EMPLOYEES.

INTERNAL HIRING MAY CREATE NEW VACANCIES BUT WILL FILL OTHERS, IMPROVE RETENTION, AND ATTRACT NEW TALENT WHO WANTS TO GROW.

GET HYPERLOCAL FOR **COMMUNITY HIRING**



TAKE YOUR **EMPATHY** TO THE STREETS

HIT THE LOCAL STREETS AHEAD OF OPENING A PROPERTY IN A COMMUNITY. LITERALLY, WALK THE STREETS AND HAND OUT FLIERS, ASKING PEOPLE TO APPLY! THIS CREATES GOODWILL AND BUILDS RELATIONSHIPS.

CONSIDER

INTEGRATING THE CULTURE OF YOUR COMMUNITY INTO THE CULTURE OF YOUR LOCATION! SERVE WELCOME COOKIES BAKED BY A LOCAL BUSINESS, HIGHLIGHT A DIFFERENT LOCAL ARTIST IN YOUR LOBBY EVERY MONTH, AND BECOME PART OF THE LOCAL SCENE.

- **Hosting Local Events for free**
- **Work with local Influencers**
- **Provide Local Sponsorships**
- **Work towards local partnerships**

OTHER IDEAS



CONSIDER **NON -TRADITIONAL** CANDIDATES

EVEN NONTRADITIONAL CANDIDATES CAN BRING THE RIGHT SKILL SET IF NOT A DIFFERENT SKILL SET.

THEY HAVE SEEN AND BEEN THROUGH DIVERSITY THAT MOST OF US CAN NOT IMAGINE. THIS CAN HELP THEM GROW QUICKER, SHOW MORE EMPATHY AND UNDERSTAND CHALLENGES THAT OTHERS MAY NOT REALIZE. IT CAN PROVIDE A PATH TO GUEST SERVICE THAT MOST COMPANIES DO NOT HAVE.



TRANSPARENCY IS KEY IN ALL WE DO

TRANSPARENCY IS NOW A GIVEN. THE MARKET HAS LONG BEEN DEMANDING CLEAR REPORTING ON PAY, BENEFITS, CORPORATE SOCIAL RESPONSIBILITY, AND DIVERSITY, EQUITY, AND INCLUSION (DEI).

IT ALSO ALLOWS FOR THE FOLLOWING



A TRANSPARENT WORKPLACE NOURISHES A FEARLESS ENVIRONMENT, ENCOURAGING EMPLOYEES TO BE OPEN ABOUT THEIR IDEAS, CRITICISMS, ACHIEVEMENTS, AND MISTAKES.



TRANSPARENCY BARS MANAGERS FROM SHOWING FAVORITISM TO ANYONE. AS EVERY ESSENTIAL DATA WAS AVAILABLE FOR OTHERS TO SEE, THE SYSTEM FORCES MANAGERS TO SHOW FAIRNESS TO EVERY IDEA/PERSON.



TRANSPARENCY ENSURES HONEST FEEDBACK ABOUT PERSONAL SHORTCOMINGS. IT RESULTS IN IMPROVED SELF-AWARENESS. THE MORE WE ARE AWARE OF OUR OWN BIASES, MISTAKES, ABILITIES, AND EMOTIONAL STATES, THE MORE WE COULD EVOLVE OUR RELATIONSHIPS WITH OTHERS.

Definitions Diminish Drama

- Use data to make sure your pay is in line with the industry and your area
- Keep the talent you have from walking out, avoid losing candidates to your competition, and save money on unnecessarily overpaying
- Include a pay range with your job description
- 63% of employees prefer to work for a company that discloses pay (source: Glassdoor survey)



DOCUMENT AND SHARE PROOF OF CULTURE

Storytelling is an extremely effective tool in marketing. Applying the idea to the Recruitment Marketing strategy is key. To get in front of candidates and motivate them to take action, a company needs to share a story that grabs attention, makes a human connection, and communicates key culture.

WHAT TO SHARE?

- Employee Anniversary
- Welcome to the Team!
- We implemented this employee feedback...
- Letter from a Leader
- Behind the Scenes Photos
- Work with Me: Meet the Manager [for an open role]



DOCUMENT AND SHARE **PROOF** OF CULTURE

Equip employees with social media training, and content to share, and incentivize their participation in employer and employee branding programs.

ENCOURAGE THE **PERSONAL BRAND** FOR COMPANY GROWTH

- Increased ROI for social media engagement efforts: Employees with larger personal brands mean a bigger impact (and ROI) for your employee advocacy efforts in social media. Having a bigger reputation on social media helps establish your employees as thought leaders and trusted subject matter experts.
- Improved hiring process: Having employees with strong personal brands raises your company's profile as an employer. Social media engagement is not just limited to engaging with potential clients, your staff can also engage with potential employees. This can lower hiring and recruitment costs and increase the caliber of candidates applying for your open positions.
- Increased employee retention: Helping your employees with personal branding helps them grow within their own careers. The effort you spend helping your employees grow their brands on social media increases employee engagement at work – a proven factor in employee productivity and retention.



HIRE FOR PERSONALITY, TRAIN FOR SKILL

There are some skills that we can train, and some we can not. The ability to speak with people correctly and have the "Hospitality Mindset" is a must. This mindset is one that comes from service and enjoying people and customers.



Find the Hospitality Mindset:

Look for candidate experience in work AND the life of anticipating needs, being strategic, accountable, hyper-aware of details, and having a sense of ownership and providing someone a feeling about being there.

HIRE FOR PERSONALITY, TRAIN FOR SKILL

Employers are now compelled to pursue this skill gap in an exhausting effort to stay current with the constantly changing business environment. This forces talent managers to transition from static hiring which focuses only on perishable skills to dynamic hiring which seeks the intangible, nonperishable abilities that enable a business to outperform and stay ahead of its competitors.



**8 DYNAMIC SKILLS
THAT MAKE A
DIFFERENCE IN EVERY
ROLE.**

- **Creativity**
- **Curiosity**
- **Adaptability**
- **Collaborative**
- **Learner**
- **Process Thinker**
- **Inclusivity**
- **Change Agent**



COUNTER BIAS WITH RECRUITING SELECTIONS

Bias is human nature. According to Psychology Today, bias "is a tendency, inclination, or prejudice toward or against something or someone." As a survival feature, bias can be helpful, but in other contexts, it can cause a great deal of discriminatory harm to certain underrepresented groups.

Eliminating potential bias cues can build a more diverse, creative team who will ultimately improve service to your diverse base of guests.

ENGAGE IN BLIND RECRUITING

- **Neutralize your job descriptions so that they stand out on your preferred job boards.**
- **Standardize your interview questions to focus on the applicants' talents.**
- **Diversify your human resources team.**
- **Shift your company culture to promote DE&I practices.**
- **Encourage referrals from your diverse talent.**
- **Train employees about hiring bias and its effects.**
- **Anonymize job applications and résumés.**

COUNTER BIAS WITH RECRUITING SELECTIONS



HOW DO WE SET A GOOD GOAL AT THE BEGINNING OF THE YEAR?

Do a quick look- where are you missing the right candidates?

- Is it, women
- BIPOC (Black, Indigenous, and People of Color)
- ADEA (Age Discrimination in Employment)
- LGBTQIA+ candidates
- Creative candidates from non-hospitality backgrounds? (Artists, Actors, etc)

Create a plan and set a goal to increase these and break it out over 12 months

READY TO HEAR MORE?

**CONNECT WITH SNELLING HOSPITALITY
TO CONSULT ON YOUR HIRING PROCESS**



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