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July 6, 2021



Will the End of Expanded Unemployment Really Fix the Hiring Crisis?

In the wake of COVID-19, restaurants are going to need to evaluate the entire labor picture. From the rise of remote work to wage rates, COVID-19 safety, and the possibility of workers fleeing to other sectors, there are myriad factors driving the industry's labor shortage. Yet one topic continues to

provoke fiery debate over others, dividing camps, and recalibrating long-held beliefs about what it means to work in a restaurant.

Is the labor concern today the government's doing? In other terms, did officials incentivize people to stay home by extending the \$300 weekly unemployment boost through the beginning of September, as outlined in President Joe Biden's \$1.9 trillion American Rescue Plan? That, coupled with stimulus checks, has, according to some, kept employees sidelined.

Source: QSR, Danny Klein

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9 Best Employer Branding Examples For Hospitality Businesses

A great employer brand is an outward expression of the internal culture of an organization. With the industry growing rapidly and competition for employees getting fiercer, hospitality companies need to find ways to stand out in the crowd and differentiate themselves from their competitors.



Source: Harver, authored by Heather Bates

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Your Gen Z Workforce

Most of the youngest generation of employees have attention spans of about eight seconds, with approximately 11 percent of them having been diagnosed with ADHD.

In combination with their young age, this means that most of them don't understand the meaning of long-term employment. They act as free agents, seeking opportunities to appeal to them in the

moment. But there are some things you can do to not only attract Gen Z workers, but to retain them.

Source: Gordon Food Service, authored by Ken Wasco

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How to Hire Better Employees During Reopening

Deciding on whether to hire (or pass) on a job candidate is one of the most important decisions you make.

The difference between making a good or on is huge in terms of your team's morale, employee problems, guest service, and even your own sanity.

There is no substitute for a thorough, probing interview to give you lots of information with which to make a more intelligent hiring decision.



Source: RestaurantOwner.com, authored by Jim Laube

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Tips on Free or Low Cost Ways to Reward Employees



Spot Awards – When you see employees do something right, give them a (small dollar amount) gift card on the spot. Consider personalizing with an employee survey during initial onboarding to find out if a gas card, favorite coffee shop or fast food gift card would be most favored. Even though it might be just \$5-10, that personal touch will go a long way!

Brand Name Kudos – Give employees a “branded” treat expressing appreciation, such as Life Savers, Kudos bars, 100 Grand bars, Take 5, etc.

Source: Wisconsin Restaurant Association

Upcoming Webinar

“Generation Z: Manager's Survival Guide”

July 12 @ 9:00 am

Presented by Steve Bench, Generational Consulting, LLC

Just when we were starting to understand the Millennial mindset, Generation Z has arrived! With the Boomers heading into retirement, Generation X will be left to manage an empowered generation of young professionals with a new set of attitudes and expectations about work-life balance.



This session will compare Millennials and Gen Z, teaching you what you need to know to make meaningful connections with Gen Z, creating a happy and highly functioning team.

This complimentary webinar is open to ALL foodservice and hospitality professionals. Pre-registration is required!

Register Today!



Hear from a Peer

This video, shot almost two years ago with restaurant owners Glenda, Maggie and Amanda, is an important reminder about the power of mentoring young workers and tells a great restaurant industry success story.

Your INDUSTRY. Your ASSOCIATION. Your COMMUNITY.

Have a question for the Wisconsin Restaurant Association team? Not a WRA member and interested in learning more? Feel free to reach out!

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