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Solutions On Staffing



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14 Smart Ideas for Building a Strong Employer Brand That Attracts Top Talent

Marketing professionals are well aware of how crucial good branding is for a company when it comes to enticing and keeping customers.

Your human resources team knows a strong brand can have an additional benefit: attracting top talent to join your team—and keeping them for the long term.

Source: *Forbes Human Resources Council*

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Resources to Build Your Perfect Team

Creating a stellar culture, offering employee benefits like health coverage, developing reward systems, encouraging flexible work schedules and supporting higher wages than industry standards are all ways to keep your best employees happy and loyal. Labor costs associated with recruiting, training and onboarding employees in a business can ratchet up quickly.

Most Influential Factors for Applying to a Restaurant

- #1 General reputation of restaurant as a place to work
- #2 Positive recommendation from a friend or family member
- #3 Paid on the job training
- #4 Positive experience eating at the restaurant
- #5 Employee review website (i.e. Glassdoor Review)

Remember How They Find You

Keep applying easy

Your current workers are your best ads & recruiters

Keep up your reputation across all channels

Source: National Restaurant Association Educational Foundation

Source: *Wisconsin Restaurant Association*

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Managing Your Multigenerational Restaurant Food Service Staff

Today's restaurant workforce likely includes everyone from a 58-year-old supervisor to a 41-year-old chef to a 30-something dining-room server.

And don't forget those who bus tables and expedite food orders. They're just 20. As new generations enter the workforce, it's important to build relationships that capitalize on diverse skills.

Source: Gordon Food Service Contributors

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Why Being a Self-Serving Leader is so Dangerous

Good leadership is focused on others, but self-serving leadership undermines that principle to focus on the ego and the symptoms can take hold and begin damaging your leadership before you're even aware. Be on guard against these signs so you can recognize them in yourself before they take root and grow...

Source: Lolly Daskal



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WRA Member Benefit: Provide Your Team With Unlimited Virtual Health Visits

- Unlimited virtual visits for mental health and medical
- Just \$7/month/employee
- No copay
- No health insurance requirement



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