

Staff Retention Plan?

Getting Millennials Engaged

So how do you retain staff? Do you have a plan? Or is it like most people's retirement plan, non-existent?

With millennials expected to make up over 50% of the workforce by 2020, it is important to have a look at what needs to change for the workforce to succeed.



Restaurateurs have been asking how to retain the millennial workforce. Since traditional methods do not work anymore like benefits, the occasional drink, and/or a Christmas party. That begs the question, what motivates millennials?

Based on previous studies millennials consider the number one priority to be work/life balance. This means they do not want to have to be at the office from 9am-5pm, but would rather have it be based on the amount of work done. This does not work in a restaurant as you must have the staff present during service. The phone may be the leverage needed instead of some of the new strategies implemented by other industries to improve staff retention.

THE PHONE! Instead of traditional methods of enticing millennials to stay, what if their phone bill was paid for? If they stay for 3 months with no absences or lates, they receive a gig of data. The amount that is spent on providing the traditional sort of incentives or the cost on staff turnover, could be better spent on specific measures directed at the heart of the millennials. Since old ways are not working, it is on the restaurateurs to make a change.

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Training, growth, and movement within the company are also key. Although it is not possible for every restaurant to offer movement within the company, training can be provided anywhere, in any industry. Continuous growth allows people to keep interest in the job for longer. Millennials are not looking for the cookie cutter solutions but are looking for more individual attention. In my experience, spending an hour with an employee on the first day goes a long way. Simple things that are of very low cost should be part of your retention plan.

A staff retention plan starts right at the interview process with rules and expectations laid out. An employee handbook should be given to every employee. Next is scheduling. Scheduling has always been important for restaurants; however, it is even more crucial now. Providing sufficient training regardless if it is for a seasonal worker or a year-round employee will in the very least keep your customers coming back. Although more effort should be placed on year-round employees for training and growth within the company, the seasonal employees can hurt your business just the same.

Spending time with everyone and knowing what motivates and drives them is the number one retention tool. The owner or at least the general manager for the establishment should focus on more individual based retention plans. Finding out what is important for each worker will allow for a more targeted and successful retention plan.

These are just a few ways to increase your retention rate in an industry that is perceived to be transient. There are many other solutions that can be implemented at a very low cost. Just like planning an event, planning staff retention is important to increased levels of success.

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