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May 2, 2023

What is the Outlook for Insurance in the Restaurant Industry in 2023

What is the 2023 outlook for insurance in the restaurant and hospitality business?

Global Top 5 hospitality insurance brokerage Hub International in Wisconsin is sharing their insight.



It all comes down to profitability, vitality and resilience.

Improving profitability, supporting the vitality of employees, and building a more resilient future.

Economic and social headwinds demand proactive risk management. Costs are escalating due to inflation and claims. Recession predictions, inflation, supply chain disruption, and new COVID viral strains continue to challenge businesses every day.

Employees want an increase in pay and better benefits. And hospitality management needs to keep an eye on the bottom line.

Source: HUB International

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6 Marketers-Turned-CEOs Share How They Made it to the C-Suite



Restaurant marketers bring to leadership a guest-first mindset, a certain fearlessness and an understanding that brand essence can include butt-burning sauce.

The road to the C-suite may often travel through the

marketing department, but if there's one thing marketers-turned-CEOs bring to the table, it's a focus on the customer.

The guest-first mindset was a recurring theme during the CEOs in the Hot Seat session at the Restaurant Leadership Conference in Phoenix on Tuesday, when six chain restaurant leaders shared their take on the need to lead holistically.

All of the CEOs had moved from marketing into leadership—which doesn't necessarily guarantee their CMOs are happy to see them at the watercooler.

Read the full article for some tidbits from their rapid-fire conversations with Chris Keating, executive vice president of conferences for Winsight Media, and Peter Romeo, Restaurant Business editor-at-large and vice president of content innovation.

Source: Lisa Jennings, Restaurant Business

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Stress Management for Leaders, Improved Mental Health for the Workplace

In times of enduring uncertainty, managers can be the greatest ally to their team's mental health – or one of their greatest stressors.

Often, the difference is a leader's ability to manage their own stress. While managers are typically focused on results, they must prioritize their own wellbeing to support their team's mental health and performance when the stakes are highest.



April is [Stress Awareness Month](#) and it's more relevant this year than ever. Amid recession

fears and stubborn inflation, workplace stress reached an all-time high in 2022, a [Gallup State of the Global Workplace report](#) found. More broadly, around three quarters of American adults said they have experienced health impacts due to stress in a 2022 study conducted by the [American Psychiatric Association](#), including headaches, fatigue, anxiety, and depression.

The stress felt by managers can cascade to employees, impacting wellbeing, retention, and performance. Harvard Business Review finds managers can trigger anxiety in their employees through unusual or erratic actions, emotional volatility, excessive pessimism, and ignoring people's emotions. Managers that withdraw or are more "hot-headed" have teams that are [62%](#) more likely to leave their jobs and [56%](#) more likely to stop participating.

Source: Caren Staglin, Forbes

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Why Keep Trying to Motivate People When You Can't

"You can't motivate someone else — motivation is an inside job" is a widely accepted leadership axiom. So why do managers keep trying to motivate people from the outside in? Why do they attempt to manipulate

behavior by incentivizing goals with tangible and intangible rewards? Why do they praise, hand out tokens and award badges to drive good behavior, hoping to perpetuate it?

And when leaders run out of carrots (or people get tired of them), why resort to the stick? Why apply pressure, instill fear and make threats (often without realizing that's what they're doing)?

If you can relate to the questions above, you are not alone. Leaders often whisper the truth of their experience to me — they know these [traditional tactics](#) aren't effective for motivating people.

Susan Fowler, CEO of Mojo Movements, proposes two answers to why you might continue relying on the same tactics even when your lived experience shows you they fall apart in the long run and impede creativity and well-being (and more) in the short run.

Check out this good read!

Source: Susan Fowler, SmartBrief

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21 Social Media Recruiting Statistics You Need to Know

The way companies hire and recruit top talent has evolved, and it can be challenging for companies to stand out among better-known brands that catch candidates' immediate interest.

Social media recruiting is a way to level the playing field though.



Social platforms give your company the opportunity to increase its visibility, expand its reach, and connect with qualified candidates.

Just think about it: [4.62 billion people use social media](#) — that's more than half the world's population. And when it comes to recruiting, you need to go where the people are.

To see just how powerful social media can be for recruiting, let's take a look at the stats on how it performs, as well as how employees outside of HR can [amplify](#) results.

Source: Todd Junsman, EveryoneSocial

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Serve the Health Needs of the People That Serve Us

Restaurant staff bring so much comfort to their customers, yet many may struggle with mental health issues. May is Mental Health Awareness month, a topic that thankfully has moved to the forefront of a lot of industry conversations in recent years. Now more than ever, mental healthcare is a top priority for job-seekers. But providing health insurance is expensive. Seeing a doctor is expensive. And if you don't have a primary care physician, where do you even start?!

HealthiestYou by Teladoc was developed to help employers provide their team members with a truly affordable option to receive the care that they need and deserve. A healthier



workforce will positively impact your entire operation. And it will help you attract and retain the best team members. For only \$9 per employee per month, your employees can have access to unlimited mental healthcare visits for themselves and their household with no co-payments or additional fees. In addition to mental

healthcare, Teladoc also provides 24/7 virtual visits for things like dermatology, neck and back pain, nutrition, general medicine needs and expert medical services.

Teladoc’s personalized approach to primary care means you will help your employees receive a tailored experience to help them achieve their overall health goals. Consider taking this first step to lead your team to healthier and happier living. And then start seeing how this new employee benefit gives you the edge over other employers in your community!

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