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Improving Employee Benefits Engagement Through Communications

Restaurant staff and management can't engage with benefits they don't know about - or understand how to use. Yet communications and engagement with benefits can

often be an afterthought to a restaurant business' overall strategy – even when the ultimate goal is to drive quality employee experiences. Here are some tips on how to develop a strong communications strategy to enhance an EB program.



Source: *The Hub*

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How to Incentivize Restaurant Staffing During the Holidays

The sooner a restaurant begins the recruitment process, the better its chances of finding quality candidates.

As nearly all restaurant operators compete in a narrow labor pool for holiday help, now is the time to create a strategy to stand out from the competition.

Despite the concerns over an economic slowdown and increased inflation, Deloitte's U.S. economic forecaster, Daniel Bachman, anticipates an increase in spending on consumer services, such as restaurants, in the November to January timeframe.

Knowing this increase in sales could be temporary, seasonal help might be the key to a successful holiday season. Operators, however, are having difficulty filling unprecedented numbers of open positions due to a general industry labor shortage. As cited by the [National Restaurant Association](#), no other industry has a longer road to reach a full employment recovery, as many restaurants continue to compete for labor.

In this employee's market, restaurants might need to work a little harder than in years past to attract good seasonal help. The goal of a profitable quarter can be achievable for operators who creatively incentivize workers into their restaurant this holiday season.

Source: Restaurant365

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Can the Labor Shortage Bring Out the Best in

Restaurants?

Regional operators are shifting from decision of desperation, brought on by the labor crisis, to envision a whole new silver linings playbook.

Take everything you thought you knew about labor management, all those work ethic rules that were once sacred, and burn 'em at the stake. Now, the employee holds all the cards.

Customer service, brand integrity, menu consistency—all are subject to the whims and attitudes of employees. And those mediocre employees that would have been fired after their second no-show? You're texting them to find out what it takes to make them stay: More money? Flex schedules? Benefits and perks?

Desperate times produce decisions of desperation—and that's never a good thing for business strategies. The labor shortage has impacted restaurant operations in every market, every segment, every daypart—and done so to greater detriment than the supply chain disruptions, inflationary food prices, or restrictive pandemic protocols.

Source: Connie Gentry, QSR

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How a Restaurant Closing Checklist Benefits Your Business





As a bar or restaurant owner, you know that your night isn't over when the last customer leaves. When the door closes and the lights come back up in the dining area and bar, there are still tasks to complete before the night is truly done.

To expedite the process of wrapping up for the night, restaurant and bar owners can turn to a closing checklist

that outlines tasks to be completed by front-of-house staff, back-of-house staff, and management. Restaurant closing checklists split tasks among employees to make sure that the night is wrapped up promptly and thoroughly.

Closing checklists will vary for each establishment; cafes and quick-service restaurants will probably have different needs at the end of a day. Items you find on a closing checklist might include but are by no means limited to the complete list found in the complete article.

Source: Society Insurance Blog

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Restaurants Find the Secret to a Healthier Workplace is Already on the Payroll

Training workers to notice warning signs and be a proactive peer resource is gaining steam post-pandemic. But modeling healthy behavior may be the best place to start.

Frank Pace Jr. stayed in San Francisco after graduating from the California Culinary Academy in the mid-1990s, cooking his way up in some of the city's best restaurants. He was also partying hard.

“I was working in an industry that’s a form of celebration. You’re making people feel good and you want to feel good, too,” said Pace. “Cooks go to bars after work, stay late and you’re celebrating. Then, you wake up one day and you have an addiction.”



Eight years later, Pace knew it was time to stop drinking and using drugs. The then-sous chef left San Francisco in 2002, heading home to Vermont to try to kick the habit on his own. Six years later, he was still struggling with substance abuse when he got a lead on a rehab center in New Hampshire and took the plunge.

A celebratory atmosphere and ready access to alcohol and drugs aren’t all that make restaurants fertile ground for a habit—the stresses of running a kitchen and the long hours add fuel, too. And front-of-house employees aren’t immune, either.

“Addiction doesn’t play favorites,” said Pace. “Managers and servers are just as susceptible.”

Source: Patricia Cobe, Restaurant Business

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How to Keep Talent Past the First Three Days

Three tips for making an impression right away.

Employee turnover in restaurants remains at record-high levels, even as the industry recovers from the pandemic. According to Black Box Intelligence, hourly workers are



turning over at 173% annually in limited-service restaurants and 121% in full-service restaurants. These turnover rates have held steady (plus or minus a few points) for the past several quarters, and there's no sign of industry-wide improvement in the near future.

In the past it was widely understood that the first 90 days of employment was the most critical time to focus on hourly worker retention. As the pandemic applied pressure to the labor market, restaurants began to shift their focus to the employee's first 30 days. During the "Great Resignation," employees were job hopping for higher wages or leaving the restaurant industry altogether in favor of more stable industries, even more pressure on retention.

Source: John Poulos, Nation's Restaurant News

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