



# Market Your Business - Attract and Retain Staff

Marc Thornton  
DTA Marketing



# Marc Thornton

DTA Marketing – 27 years  
4 multinational companies

Trainer, marketer, mentor & coach



# Agenda

## Objectives

- 1 Recognise challenges facing recruitment in our industry
  - Assess current recruitment strategies
  - Devise an Employee Recruitment Plan
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## Objectives

- 4 Devise an Employee Retention Plan
  - 5 Use all marketing tools available
  - 6 Learn more about Marketing
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# **Need to do !**

- **Assess current techniques and staff churn**
  - **Identify your current image / brand**
  - **Review best practice in the industry**
  - **What is your 'tone of voice'**
  - **Set your marketing objectives and goals for staff attraction and retention**
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# **Need to do !**

- **What do you wish to achieve?**
  - **What activities should be in your Employee Recruitment / Retention Plans**
  - **Explore marketing tools that can be used effectively e.g. website, social media**
  - **Staff motivation ideas to attract/ retain and encourage staff to work harder**
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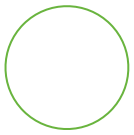
# What is Marketing?



*Marketing covers many areas*

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# What is Marketing?

**“Identifying and anticipating customer needs and wants and matching them with products or services at a profit”**

**or**

**“Common Sense”**

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**SO - what are you doing to retain staff?**

**Actions .....**



# Challenges

## Retaining .....

What are we good at ?

What are we not so good at ?

KPI's ...????

- Staff turnover
  - Length of stay
  - Courses
  - Promotions
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# Money Is Nice, But It's Not Enough to Motivate Employees

Is that true ?

Money attracts but does it keep?

How long does money motivate?

Tips ////....instant – how it is shared ...

Is money everything ?

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# Money

## Tips

Salary

Bonus

Quarterly

Appraisal – with € and without €





# Motivator

Retention techniques

# **What motivates staff**

**Recognition**

**Responsibility**

**Challenging work**

**Personal growth**

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# Retention techniques

- **Celebrate achievements**
  - **Inform staff - money matters too**
  - **Give responsibility**
  - **Training and development**
  - **Fun**
  - **Listen**
  - **Record and recall**
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# **Retention techniques**

**Show off staff skill**

**Appraisals**

**Staff charity cause**

**Workplace tidy**

**Employee of the month – how**

**Reciprocal arrangements**

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# Retention techniques

**Help get tips – training / share fairly**

**Instead of money - time off**

**Finish early**

**“Surprise and Delight”**

**Brainstorm together**

**Focus on future - reassure**

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# **Programmes**

**Sports & Social**

**Wellness Programme**

**MDP**

**Employees vote ....**

**Community support days**

**Staff Focus Groups**

**Incentive schemes**

**Advice - pensions, loans, insurance**

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**Heart**

**Put the Heart in Business !**



**So what are you going to do now?**

## **Staff Retention Programme.....**

What are the headers?

What actions have you done?

What are you GOING TO DO?



# **How share this information / successes**

**What should you share**

**How do you share it**



# **Use Marketing tools to show what you do**

**Social media**

**Website – section**

**Internally - notice boards**

**Use staff in marketing material**

**Posters internally**

**Flyer**

**Handout at interviews**

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# Why Work For Superquinn



## Company History

Feargal Quinn opened his first shop in 1960, and so began a progression that has led to Superquinn owning nineteen large shops and nine Shopping Centres. Our presence is mainly located in the Dublin area but we are expanding nationally with shops in Kilkenny, Carlow, Clonmel, Dundalk, Waterford, and most recently, Limerick.

## Company Mission

**“To be a world class team renowned for excellence in fresh food and customer service.”**

Superquinn is dedicated to the highest standards of customer service.

by keeping close to the customers' needs through consumer panels in every store. Services such as playhouses for customers' children, bag packing, rainy day umbrella service and the removal of sweets from checkouts are examples of initiatives that demonstrate the company is truly consumer-led. Superquinn is recognised throughout Ireland as a company that understands and responds to the customer.





Superquinn is dedicated to its store management and staff. Responsibility and authority reside with staff at the point of contact with customers. The company encourages, trains and rewards staff to profitably serve the customer with food of the highest quality and with a level of service that will generate loyalty.



## Our Story

Queen of Tarts opened its doors for the first time in 1998. Sisters Regina and Yvonne Fallon trained as pastry chefs in New York City in the 1990s, returning home to Ireland to establish and run their own café. They knew what they wanted: to create a homely and welcoming space which offered the best breakfasts and weekend brunch in Dublin, the tastiest lunches – and the finest cakes, scones and brownies in the business. Not to mention, of course, the most sublime savoury and sweet tarts too!

Queen of Tarts quickly established an iconic reputation – and today, sixteen years on, it's still flourishing. Everything is baked and prepared fresh on the premises; and Yvonne and Regina still use only the best ingredients – Lavazza coffee beans in their coffee machines, Callebaut fine Belgian chocolate in their chocolate fudge cake and muffins, and of course the freshest Bramley's Irish apples in their apple crumbles. The home-baked buttermilk brown breads are still moist and flavoursome, the soups are lovingly made daily – and the fabulous cakes and signature tarts still draw customers from far and wide. And now, a perfectly judged wine list is another reason to drop by.

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# Show off staff



# Attracting talent

## Challenges

Other companies

Industry perception

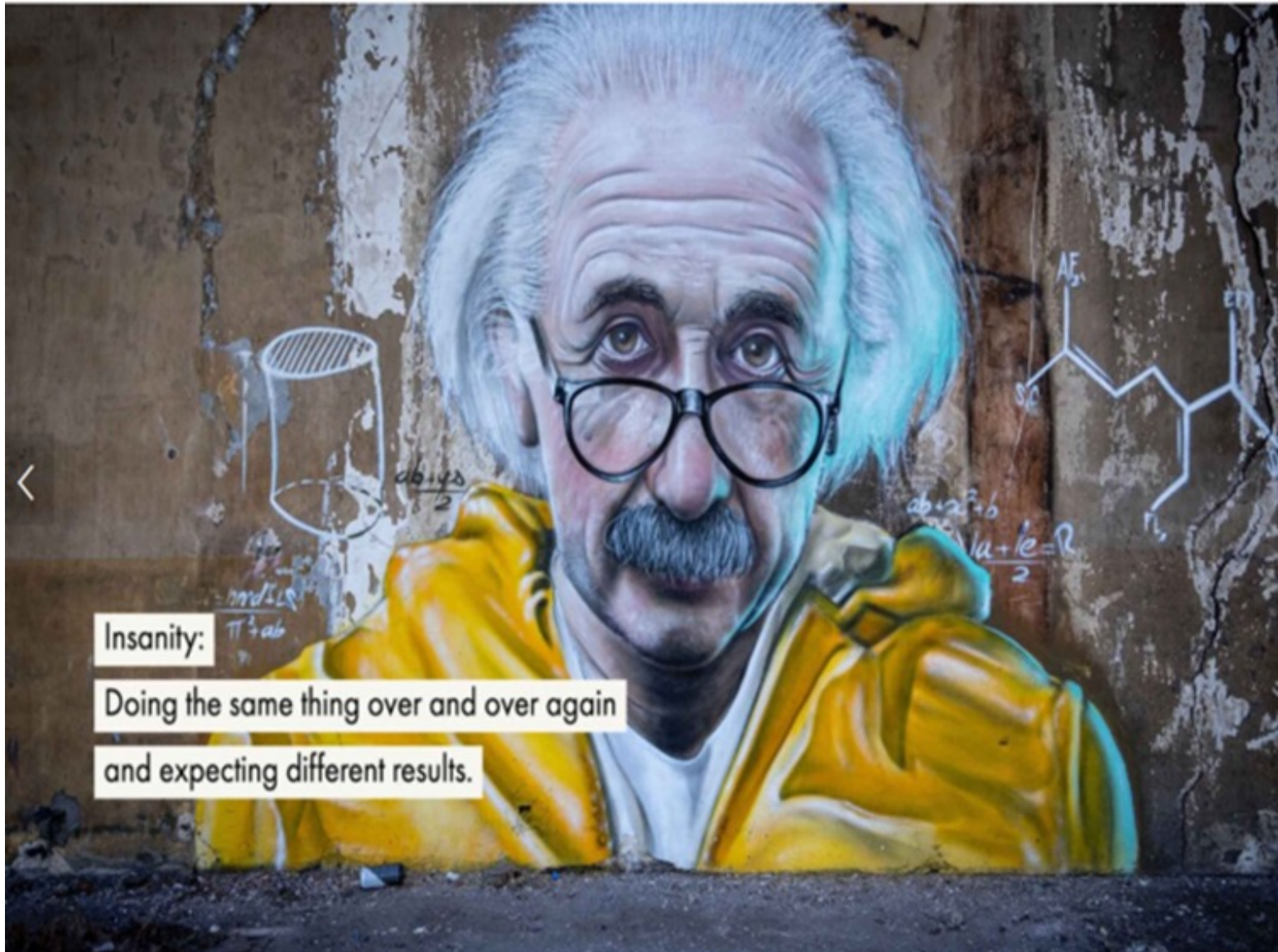
**91 % of Millennials expect to change job every 2 years**

**16% of initial salary (cost of employing a new staff) on €10 ph  
= €3,650.00**

**Recruit yourself - hidden costs**

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Insanity:

Doing the same thing over and over again  
and expecting different results.

# **Employer brand – ask yourself**

**What is yours**

**What do potential staff see**

**Where do they look**

**Do an audit of your company**

**What does Google say ??**



# **Attract - where – short and medium term**

**Local schools – career talk / work experience**

**Open day - show around, staff engagement**

**Press engagement**

**Careers**

**Engage with Restaurant Association of Ireland  
and industry bodies like IHF and IHI**

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# **Market Yourself**

**Focus on recruitment as well as lovely food**

**Career page on website – always on lookout**

**Staff testimonials**

**Staff in social media – success stories**

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**What image do you want to show ???**

**What impression do you want to convey ?**

**How will you show that ????** Use marketing tools

**FUN - great place to work**

**1<sup>ST</sup> IMPRESSIONS VITAL**

**Have you won awards?**

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# **When you get interest**

**Interview process - fast / respond**

**Easy application**

**What do you give out at interview ( they may have several interviews elsewhere)**





**“PEOPLE BUY FROM THOSE THEY  
KNOW, LIKE AND TRUST”**





# Poster





# Social media advert



**KNIGHTSBROOK HOTEL, SPA & GOLF RESORT**  
**RECRUITMENT OPEN**  
**EVENING**

**THURSDAY 26TH MAY 4PM-8PM**

**RECRUITMENT OPPORTUNITIES**  
Food and Beverage Staff  
Restaurant Staff  
Bar Staff  
Receptionists  
Accommodation Assistants  
Chefs

**Experience is preferred but not essential as training will be provided.**

**If you are interested in joining our team here in Knightsbrook Hotel, Spa & Golf Resort, drop by on the date and time above with your CV for a chat with our team. No appointment needed!**

# Why choose us?

**3 core words – “Pillars”**

**Have you a staff referral scheme and reward?**



**What is expected - avoid poor recruiting**



**CUSTOMER CARE** STANDARDS

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# TRAINING

**What do you offer?**

**Flexible about ?**

**System for staff training ..**



# Skills Audit

			Mary	Tom	Elaine
Customer Service	engage				
	2 min check				
	complaint handling				
	reading customers				
	upselling				
	Greeting & Seating				
	locals and habits				
	sports on TV				
Appearance	uniform				
	HACCP				
	neat and tidy appearance				
	cloth				
Team work	helping others				
	arrive early				
	pace of work				



## **Actions – suggestions**

Recognise challenges facing recruitment in our industry

Assess current recruitment strategies

Devise an Employee Recruitment Plan

Devise an Employee Retention Plan

Use all marketing tools available





# Thank You

Marc Thornton

