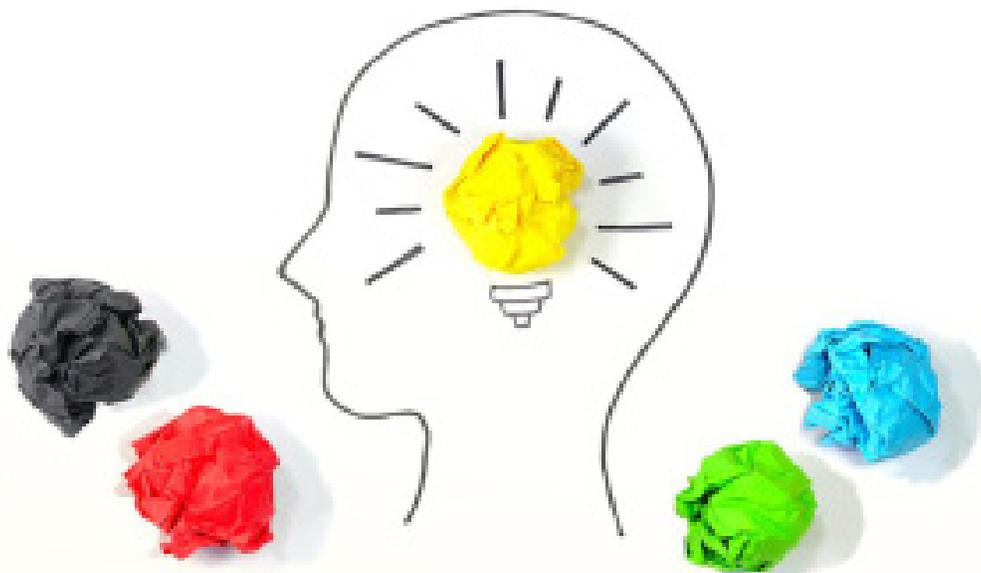


TWELVE TIPS & TRICKS TO WIN THE TALENT GOLD RUSH IN THIS TIME OF LOW UNEMPLOYMENT



Fastrack**nboard**



Twelve Tips and Tricks To Win The Talent Gold Rush In This Time of Low Unemployment

A gold rush is a new discovery of gold— in this economy of low unemployment we're coming to realize that talent is like gold. Major gold rushes (for the mineral version) took place in the 19th century in Australia, New Zealand, Brazil, Canada, South Africa and the United States.

In the United States there is another gold rush taking place. And, this one is for a more rare and precious form of gold, talented people. Interesting to note is that gold rushes (for the mineral) were typically marked by a general buoyant feeling of a "free-for-all" in income mobility, in which any single individual might become abundantly wealthy almost instantly (from "gold rush" on wikipedia).

In the United States the national unemployment rate remained at 3.7% this month, according to the Bureau of Labor Statistics. If you want to win the gold rush for talent, consider the following tips:

- 1- Brand your restaurant as unique and trendy. Then transfer that branding to your job postings as much as possible. When you are ready give your job postings their own internal brand that makes people see how fun and exciting it is to make the magic happen in your restaurant.
- 2- Continually troll for new talent with a candidate card that asks just a few questions including their cellphone and email. When a job opens up send them an invite to complete the job application.
- 3- Systemize recruiting with a centralized job hub. Everyone completes the same job application on the same system whether they started online or offline. That way all the job applications are in one location, on line, and can be accessed by the hiring manager for the location they applied to. See the FastrackOnboard employee onboarding system information, below, to get the recruiting module free of charge.
- 4- WIIFM ("What's in it for me")- Provide clear explanations in job postings talk about what's in it for the new hire to be hired and become part of your team. In addition to the paycheck emphasize things like the fun work environment, teamwork experience, and a life-long career in hospitality.
- 5- Use your Job Hub card for recruiting. Place them on counters and give them to customers with their checks.





- 6- Promote your restaurant's jobs in places where you recruited your current employees and where future employees might hang out, like their school, the grocery store, community center, high school, or college career center.
- 7- Analytics. Keep track of where employees come from and discover which locations are most successful at sending long-term employees. Make an effort to focus on the avenues of recruiting that yield the best long-term results in talented and retained employees.
- 8- Profile each job. What type of person is needed to do the work well? Use this profile to guide development of a specific strategy to locate qualified and interested candidates for each position. Key is to use this profile to write the job posting and talk up the softer benefits of the job.
- 9- Send a letter to each applicant in the US Mail and invite them to take their family to the restaurant using a promo. According to data from the U.S. Postal Service, 98% of people check their mail on a daily basis.
- 10- Interview each person as if they were the best possible candidate. You are also being interviewed and the first impression will travel around the job market and community. Impress people when they interview.
- 11- Always be recruiting and extend that recruiting mentality to your managers and front-line team. Give recruiting card to all and create an incentive for successful team referrals.
- 12- Promote your Referral Program to Customers. Make it known that any customer that refers a candidate for a job gets a free meal when they're hired. Put it on the card.
- 13- Tout your restaurant on video as a great place to eat, work, and create a career. And, be sure to post the audio as a podcast because this medium is literally becoming more important every day.

The gold rush for talent is in full swing in this economy of low unemployment. We'll all be more successful at recruiting when we've accepted and adapted to the gold rush of talent. When we're treating our employees and potential new hires like the precious gold that they truly are, then we'll be equipped to win the talent gold rush in this time of low unemployment.

This article was written by Michael Lancey, MBA, EA, CHAE

President and Founder of FastrackOnboard; the employee onboarding system built for restaurants and fast growing businesses:



For a free tour of the onboarding system:

- Call Toll-free: (888) 288-9506
- Text: (206)930-8004
- Email: MLancey@FastrackOnboard.com

Visit to the website to learn more about FastrackOnboard

<https://www.FastrackOnboard.com> or call (888)288-9506 and get the White Paper “The Seven Best Practices for Recruiting and Hiring Compliance Success.”

FastrackOnboardMakes recruiting and hiring a fast, easy and reliable process including:

- Job Hub. Free.
- Centralized Job Application for all recruiting. Free.
- Applicant tracking system reports. Free.
- YourEmployee Handbook and Policy Sign-offs. Free.
- Rules engine for Labor Compliance.
- I-9, Management of I-9 signatures
- W-4 and other local government forms
- Admin in a Multi-Entity Multi-Location Dashboard.
- Recruit, Hire, Train online.
- Messaging tools to support all users.
- Document management.
- And more...

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