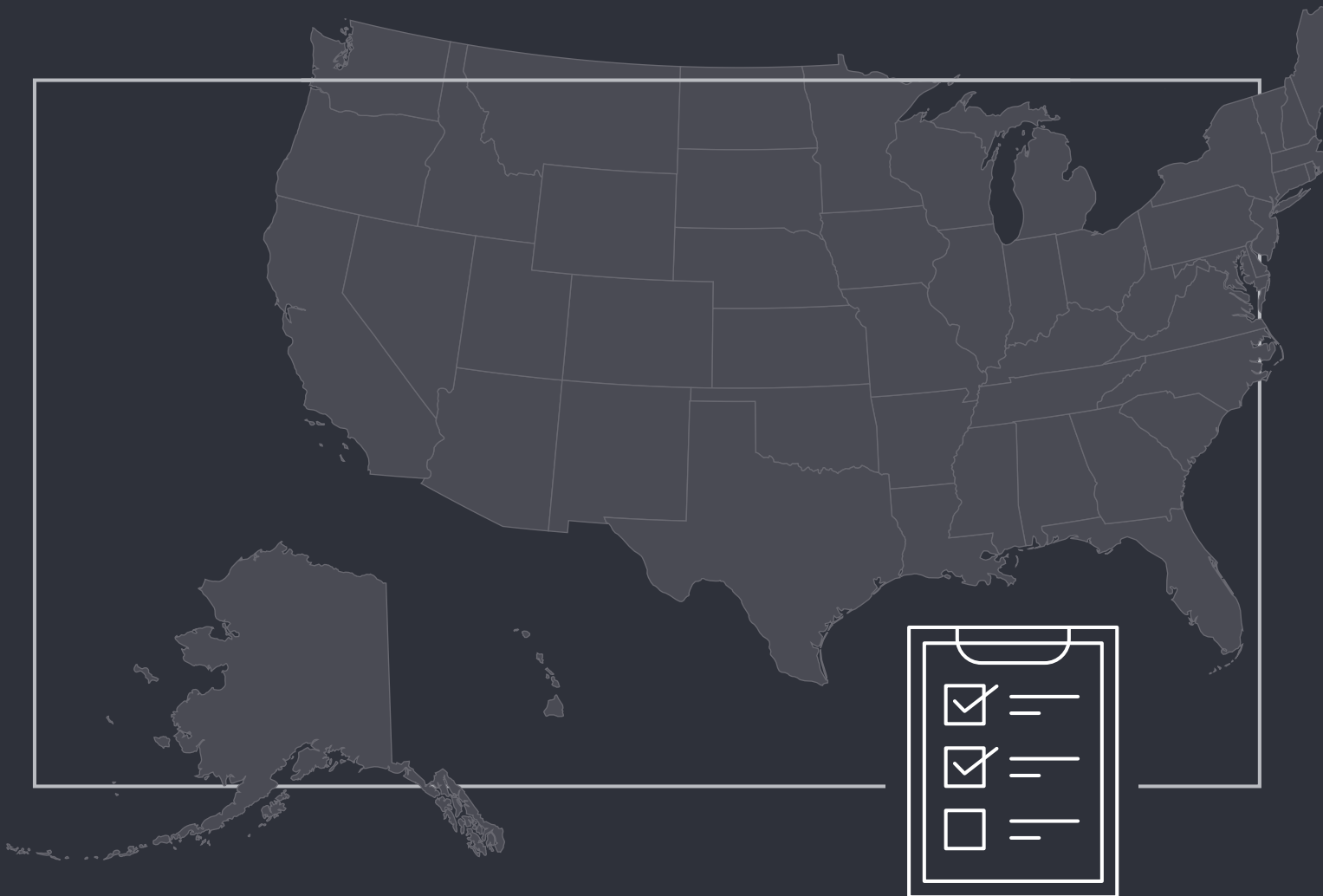


Hiring & Retention Strategies for 2022





Continue to Offer Competitive Pay and Benefits

Higher wages and better benefits, once viewed as differentiators, are now becoming table stakes for restaurant employers. Those that don't offer them stand little chance of competing with employers from outside industries, along with the growing share of restaurants that do offer them.

Streamline Menus and Processes

How do restaurants afford higher wages and better benefits? The first step is making their offerings more efficient. Can their menu be streamlined to produce higher margins and less waste? Can they implement technology to automate manual tasks, reducing how many staff hours they need to operate? A little efficiency goes a long way in wages and benefits.

Explore Each and Every New Revenue Stream

After making what they already offer more efficient, restaurants should expand to offer more things. Emerging sources of passive or high-margin revenue like [direct online ordering](#), [automated marketing](#), [digital loyalty programs](#) and [online merch stores](#) can supplement a restaurant's existing business model and free up money for workers.



Provide Clear Career Paths & Training

As restaurant workers receive better “hard” benefits like insurance and leave, they also want better “soft” benefits like career planning and training. In fact, hospitality job seekers say that career growth opportunities are the [most important information](#) in a job description. Establishing a culture that promotes from within helps retention and word-of-mouth referrals.

Attempt to Re-Hire “Boomerang” Employees

After implementing the strategies above, restaurant operators should reach out to former employees who left on good terms. These “boomerang” employees require less training, and if the restaurant’s new workplace addresses issues that led to their departure, they may be open to returning. [The Food Institute](#) provides more advice on how to approach this tactic.

Collaborate With Other Restaurant Owners

The restaurant industry has always been one where business owners prop each other up despite competing for share of wallet. Now, they share a collective purpose of keeping workers from fleeing to other industries. As new workplace strategies emerge in the coming months, sharing, listening and learning from other restaurant owners will prove important.