

YOUR
HR BLUEPRINT

***A 4-Phase Blueprint to Attracting,
Filtering, Inducting and Keeping A-Players***



Hi,

My name is Sean Finter. I help successful bars and restaurant operators who are stuck in 'survival mode' stabilize and scale their businesses.

I help them develop clear plans, install new best practice systems and leverage their hospitality businesses so that they make more money, while enjoying more meaning and freedom.

This short guide will show you how I work.

Here's why your business needs an HR blueprint:

If you haven't engineered a blueprint to drive your HR program, you (and your team) are no doubt wasting a lot of time sitting in interviews, speaking to the wrong people who you know ultimately will likely not make it in your business. In desperation, you hire them only to find they leave – or are forced out – a few weeks later, leaving to repeat the process like groundhog day.

Your Streamlined HR Blueprint

To create a streamlined HR Blueprint you need 4 essential pieces; firstly, your **Attract Strategy** that gets the attention of the RIGHT person. Next is your **Filter Strategy** that quickly separates the wheat from the chaff. Thirdly is your **Induct Strategy** that brings raw talent up to speed FAST and, finally, is your **Retention Strategy** that keeps great people 5X longer than the industry average.

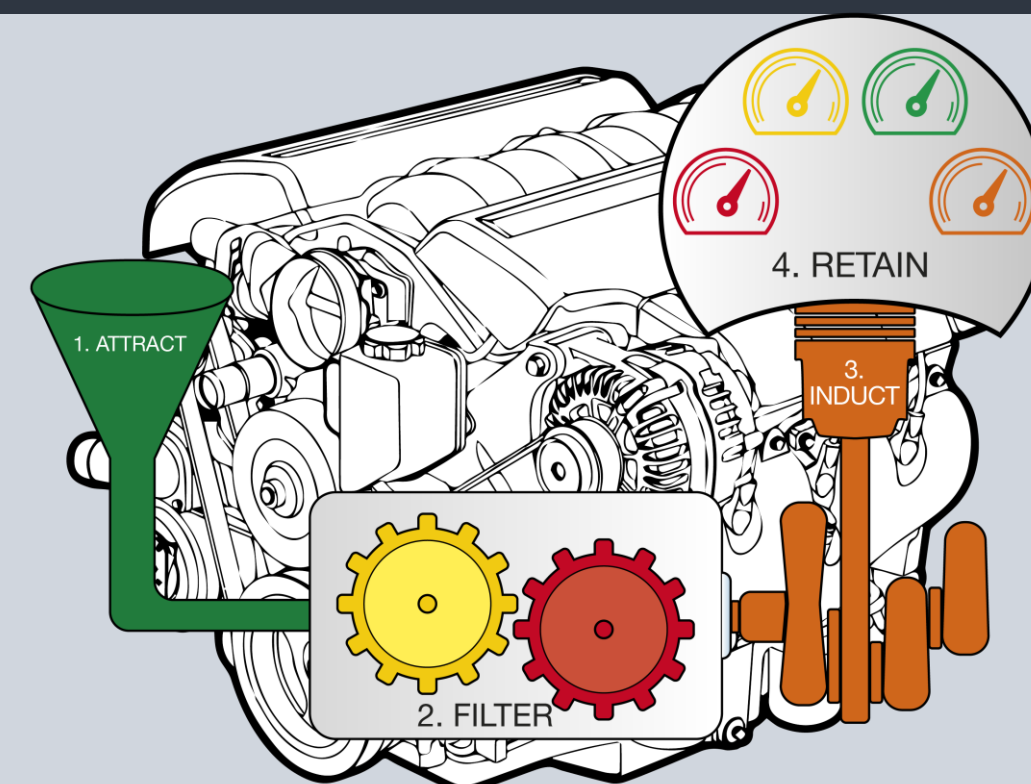
Get these right and your life gets a whole lot better.

With an HR blueprint installed into your business, you'll find yourself with more time to focus on other projects that excite you. You'll be confident that your team will stay strong because there is a rigorous, proven system that delivers qualified employees to your business – **without you doing all the work!**

Operators that have an HR Blueprint in place, find great quality people while their competitors are saying 'there's no good people out there'. They find that their existing teams become an integral part of the onboarding process, empowering them and increasing engagement by 50% or more. But, perhaps best of all, they now find themselves relieved from the burden of constantly having to fight 'people-problem' fires.

The key to creating more money, meaning and freedom in your life and business is to build systems that solve the big problems for you.

The follow few pages will give you a practical outline of how to get started reengineering your HR system.





1 Attract

***“Most job ads are
BLAH, BLAH,
BLAH.”***

To compete for talent in a busy marketplace, you can't afford NOT to stand out. Putting the standard job vacancy mumbo jumbo out there means you have no edge – and with no edge you are destined to be speaking to 20 X more poor fits to any 1 good fit for eternity.

But I wrote a great ad!

Sorry - great ads are not enough – you have to break the pattern.

Start with a Strong Headline e.g. Are you a Rockstar without a Stage? Read on..

Don't just speak to who this job is for – tell them who it's NOT for and why. Take a stand – BE HONEST (now there's an idea!)

You have to REPEL as well as Attract

Remember – you only want to spend time interviewing people who may actually cut-it. Don't waste time attracting those that will never fit your mould. Find the fit – not the masses.

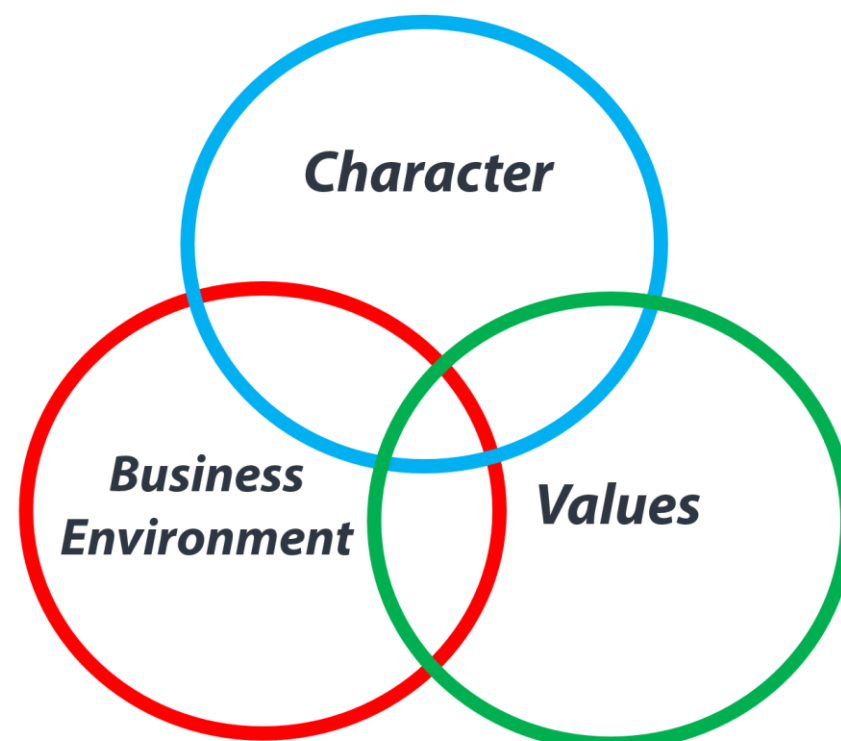


Reveal true character fast.

We've all made the mistake of hiring for experience only to find that the new hire not only didn't work out – but hurt the business (and team) in the process. Ouch.

You (and/ or your team) need to come to the party prepared with open questions that you ask to gauge their FIT with your organization (see pop-out). Do not waste time telling them all about your business - YOU are not the one being interviewed!

At minimum, create 5 Character questions, 5 Values questions and 5 Business Environment questions



The format of an interview makes it or breaks it.

The standard 1:1 interview dynamic is both awkward and, dare I say it...fake. The interviewee will not do anything to diminish their chances of getting the job so it's YOUR responsibility to flush out their true personality.

Group interviews are effective here – get your team involved and have them give their feedback on 'fit'. Also try out experiential interviews where the candidate has to DO something (e.g. cook a steak) – it makes is fun and helps you to see who is who.



3 Induct

'No point training, they just leave anyway....'

BULLS#@T! I know I'd much rather be served by someone who has been trained than by a well intentioned but incompetent novice.

That Latin root of the word *Corporation* is 'corp' or 'body'. This means that the 22-yr old that fronts your guests daily is the LIVING EMBODIMENT of your business. You'd hope he knew what he was doing...

The key is to create a smooth on-ramp for the new hire – the 1st few days are critical as this is when they form an impression on whether they can 'cruise' or will be constantly challenged to grow.

In many cases, it's the SOFT skills that require the most attention up-front as this is what MAKES or BREAKS a guests experience.

Implement a simple passport listing the critical skills to be learned over the first 30 days. Assign a mentor or specialist to each area and have them sign off once the skill has been demonstrated.

Make it the new team members responsibility to get sign-off from the mentors. Then map out a plan for the next 3 months/ 12 months so they see who they could become in your care.

Ask yourself: What will someone who works in your care for a year say about you in 20 years?



4 Retain



Keeping good staff is 10X easier than finding them!

While some attrition is normal – even good – having team members exit the business pre-maturely has a huge impact on productivity.

It is not enough to throw an annual staff party and hope for the best – you need a retention strategy that your leadership enact on a daily or weekly basis. Here are the 3 foundations to retention as used by the top 1% of our industry:

Purpose

Every great business needs a reason to exist – what's yours? Note: If you say 'to make money' you are WRONG! A great business provides value to others by meeting some emotional or physical need (and the better this is done the more money is made!)

Think about what you stand for, what drives you. Is it to connect community or create incredible taste experiences? Find a purpose your team can unite around.

Values

The values are those underpinning beliefs that we all have and which drive our behaviour. In a business, the values often come from the founder or managing partner – what are yours? Can you list them?

By identifying 3 – 5 values that are important to you – WRITING THEM DOWN – and then sharing with you team you are already in the top 10%. If you then start HIRING, COACHING and FIRING based on these – you are in the top 1%

Recognition

The biggest ongoing complaint staff have is that they are underappreciated by their managers:

Here are 3 simple levels of recognition:

1. Nightly praise for little things done RIGHT
2. Monthly reward for team member best standing for your values (dinner out)
3. Annual Peer to Peer awards night celebrating a team member nominated by staff.

Take-off!



Time to Build Your HR Blueprint!

You are already spending time on dealing with HR and it's related issues – is it not time to invest that time into designing a system that will free you up and maintain a team of A-Players?

How much time did you spend on your food or cocktail program last year? Isn't HR arguably even MORE important?

If you want help to install the HR system into your business, you can request to join our closed industry group:

www.facebook.com/businessofbars

In there you will find a network of bar and restaurant operators like yourself who are actively building their businesses.

Want to Acceler8 Your Progress Even Further?

Apply to join my exclusive coaching group, where I work with you personally to clarify your business goals and coach you to close the gap. I already do this with some of the worlds best bars – and you can be a part of this too.

Find out more...

Coaching group members

