

## Unit 202: Understand business success

### Handout 4: Careers

---

#### Interesting links and websites for career advice

Study.com:

<https://study.com/academy/lesson/communication-skills-in-the-hospitality-industry.html>

<https://study.com/academy/lesson/traits-behaviors-of-successful-hotel-lodging-leaders.html>

Indeed:

<https://www.indeed.com/career-advice/resumes-cover-letters/interpersonal-skills>

Career Addict:

<https://www.careeraddict.com/top-10-skills-needed-for-a-job-in-hospitality>

#### Onboarding best practice

##### Pre-boarding new hires effectively

The onboarding process needs to begin as soon as you know who's going to join the company, even before they start working so they have the chance to live the brand beforehand. It should have the following elements:

- **Orientation:** Send your employee a welcome letter that includes their schedule, tips, company information, dress code (you can even send the new hires the tag they will have to wear on their uniform) and other useful information.
- **Organisational chart:** Send an organisational chart to your new hires. That will help them to get familiar with faces, names and titles (who is who).
- **Introduce them to the team:** You can do that by sharing with the team their résumé (CV) and job descriptions. Let the new hires write a letter about themselves so every team member can see a little glimpse of their personality before they start.
- **Share their employee plan:** Here you should send them a detailed job description with their responsibilities and goals, which should be **SMART** (Smart, Measurable, Attainable, Realistic and Time-based).
- **Guest knowledge:** make sure your new hires know from where your guests are, their needs, behaviour and other relevant information. That way they will be able to offer the best experience possible to them from day one.
- **Branding:** align your new hires with your brand's personality. Communicate to them which is the tone and voice of the brand. How you want them to be perceived by the guests or if they have to say something specific.

- **Keep it open:** let them know they can contact you at any time in case they have any doubt, or they need help.

After doing that make their **first day** personal, prioritizing interpersonal relationships with colleagues since the first moment.

### The first day of onboarding training

The first day is very challenging. There are a lot of things to learn and a lot of details to take into consideration while interacting with a guest. Failing in one of those may end up giving the guest a bad experience. Hence giving them a bad first impression that will change the guest's perception of your company.

After introducing the new hires to everyone and doing all of the required paperwork, their respective manager should:

- Assign a **mentor** or a "buddy" to each of new hire. In doing that, they will ask questions that they wouldn't feel comfortable asking a manager. Additionally, they will start building a relationship of trust and respect.
- **Show them** the facilities and teach them what they need to know about policies or security.
- Give your new hires a **welcome gift**. It doesn't have to be something fancy, just a little something like a snack, a t-shirt or a coffee mug with your hotel's logo. That will make them feel welcomed and valued.
- Show your **enthusiasm** to your new hire. They have to know that you are excited and looking forward to work with them.
- Take them to **lunch** to the hotel's restaurant or the cafeteria so you have the chance to know each other more personally and experience the customer experience.

At the end of the day it is recommended that your new hires have a one-on-one meeting with their manager. That way you will know how they felt in their first day, help them solve any doubts, motivate and give them feedback.

### Team

Study.com articles on team building:

<https://study.com/academy/lesson/the-importance-of-team-building-in-the-hospitality-industry.html>

<https://study.com/academy/lesson/characteristics-of-effective-teams-examples-and-qualities.html>

The hospitality industry is dependent on the availability of disposable income and the people who drive it. The career options are limitless but also competitive. As a manager, you cannot afford to hire anyone who is not passionate about the industry or who is not career oriented.

That being said, here are six skills and characteristics hospitality employees should have to become successful in the industry:

- **They have a positive attitude:** One of the essential traits in the industry is in the name itself. Employees have to be hospitable to customers so that they can rely on them to satisfy their needs. A can-do or positive attitude can smooth ruffled feathers or disgruntled customers faster than a stoic disposition. A reward system will ensure that employees maintain this attitude and your customers remain satisfied even if they don't feel up to it.
- **They are committed:** Commitment determines success in the hospitality industry but maintaining it is not everyone's forte. Many employees may start out committed, but their enthusiasm eventually wanes if they realise that the field is not for them. Rather than risk bored employees, search for candidates who have a deep understanding of the industry and who can keep clients happy at all costs. Unenthusiastic workers never make it past entry level jobs while committed ones go the extra mile to ensure organisational success. They also make a point of serving customers in the best manner possible and are more enthusiastic during training sessions.
- **They have leadership skills:** In the hospitality industry, strong leadership skills set successful employees apart from those who are just in it for the money. The former are more productive and proactive which makes them valuable additions to any team. Most are able to handle complex plans and make contributions to them that can elevate customer experiences, reduce downtime and increase team morale. That is why most prolific managers in the industry start off as entry level employees who are not only proactive but who also demonstrate good leadership skills.
- **They are organised:** Individuals who are involved in the hospitality industry have to multitask and for that they need to be organised. They have to be capable of juggling multiple tasks at all levels and handle several responsibilities simultaneously. For instance, on a typical day, a manager may have to handle disgruntled guests, stand in for an AWOL server, put out a kitchen fire, aid an injured worker and all while maintaining a smile on his/her face. The work is fast paced which can be overwhelming if your employees are not organised.
- **They build and maintain connections:** One of the critical skills employees need to have in the hospitality industry is the ability to create and maintain a professional network. That is the best way to move your career forward in this industry and encourage customers to remain loyal patrons. Besides other professionals, this includes returning guests who make a significant portion of the income the business gets. Employees who can nurture those connections have higher chances of being promoted to management.
- **Strong problem-solving skills:** Hospitality employees have to be strong multi-taskers and that means solving problems as they come across them. Time is money in this industry especially when it comes to customer satisfaction. This includes creating innovative solutions for complex issues, identifying routine customer complaints and ensuring the solutions they implement are effective. They are also careful in ensuring they do not violate predetermined policies and procedures that are in place to protect the business. The more versatile they are, the faster and more effectively they can root out issues.

- **Food safety manager training:** Whether you are a manager or employee in a restaurant or resort, you need to maintain a safe food environment for your guests.