



Christine Trippi



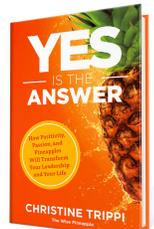
R & R Recruiting & Retention
JUICY TIDBITS TO TAKEAWAY

SWEET CULTURES | SWEET OPERATIONS | SWEET RESULTS

IT'S VIKING TIME!

Thank you for joining me for some R & R, Recruiting and Retention!
I hope you are feeling the Viking in you!

As promised, here are your *juicy* workshop takeaways to help you
Be Confident, Be Empowered, and Lead from the Heart!



Click to purchase

TED TALKS

JUICY PODCASTS

Here are a few of my favorite TED Talks & Podcasts to empower you!

- Amy Cuddy on Power Posing: <https://bit.ly/1gENuLB>
- Brené Brown on Vulnerability: <https://bit.ly/1lJtLD1>
- Shawn Achor on Happiness: <https://bit.ly/2Osa0FF>
- Simon Sinek on Finding Your Why: <https://bit.ly/1w2ZyO5>
- 100 Days of Rejection: <https://bit.ly/3cV52dN>

- BUSINESS DONE DIFFERENTLY W/JESSE COLE
- AMAZING BUSINESS RADIO W/SHEP HYKEN
- ENTRE LEADERSHIP
- AMPLIFY YOUR MIND W/RICKY KALMON
- UNLOCKING US W/BRENE BROWN
- WORK LIFE W/ADAM GRANT

MY FAVORITE QUOTE: "A YEAR FROM NOW, YOU'LL BE GLAD YOU STARTED TODAY!" - Karen Lamb

FOLLOWING PAGES

- INTERVIEW QUESTIONNAIRE
- LOW/NO COST RECOGNITION IDEAS
- SHOW UP BINGO
- Pineapple Pro Tips: 33 Tidbits to R & R
- CHRISTINE'S ONE SHEET - Thanks for sharing!

YOU'RE A WISE PINEAPPLE

Lastly, I've added you to my Wise Wednesday list!

What does that mean? Each Wednesday, you will receive juicy pineapple tidbits to inspire and help you reach your goals, as well as insider access to announcements to be the first to know! Note: if you still feel that coconut vibe and any of the above is not for you, you can opt-out anytime by clicking the link on the bottom of the email.



Pineapple Pro Tip

Wear Your Crown – Recruiting Best Practices



Staffing has become the new pandemic! Here are a few of my top Pineapple Tidbits for R & R, Recruiting and Retention. I want to thank Brian Bisoni, Marlon Dean, Karen Kretschmer, Stephany Leary, and Matthew Sanders for collaborating with me on these ideas.

Recruiting and Retention is everyone's responsibility. Whether your hotel has an H.R. manager, Recruiter, or 3rd party provider, such as People Scout, everyone needs to ***Be Confident, Empowered, and Lead from the Heart*** to help recruit and create the best team possible. The people we work with are like our family, and we all have a vested interest in creating a great work culture.

BE CONFIDENT:

1. Use I like your service cards. Make it a commitment to A.B.R. (always be recruiting). Anytime you receive excellent service while in your community, pass out an I like your service card. Even if that associate isn't looking for opportunities, you're still going to make their day!
2. Ensure you have an updated wage survey from your area and be confident that you are competitively compensating. Additionally, when discussing opportunities with candidates paint the whole picture, what are their total rewards with benefits, vacation, life insurance, meal programs, etc. Sometimes .50 an hour may look better, but not after considering the comprehensive package.
3. Ensure advertised job titles make sense to the candidate, not the hotel! Candidates might not know what a Bistro or Guest Service Expert is, but they will search Front Desk, Server, Barista. Combine words that will reach the most expansive candidate pool.
4. Gen Z and Y check at least three reviews before making a purchase. Same with jobs. What do your reviews look like on Glassdoor or other review sites? Would they buy? Have you asked your team to post a review?
5. Don't disposition applicants based on the rate of pay they put on their application. Many applicants aren't sure what to put, so they aim high, "just in case."
6. If your hotel is hosting a job fair for another company, make sure you are also advertising that you accept applications and have on-the-spot interview.
7. When interviewing, talk about total rewards. \$15 an hour might sound enticing; however, when you explain, it's \$25 hour when you include benefits, life insurance, etc.
8. How many times has a candidate walked in looking for a job, and we send them away with an email where they can go online to fill out an application? Ensure everyone on your team knows that if anyone walks in, do not let them leave! Be committed to doing an on-the-spot interview. Have an interview questionnaire ready and waiting so that you are confident and ready to go at a moment's notice.
9. Work with Community Based Organizations or Government Based Organizations (CBO/GBOs) such as Dept. of Rehab, Social Service, Refugee Services, and Veteran's services.

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10. *Yes Is the Answer!!* Build relationships and volunteer at a CBO/GBO to assist with:

- Mock interviews
- Interviewing workshops
- Sitting down with their job seekers to give them insight into the hospitality industry.
- Job Explorations within the hotel

BE EMPOWERED:

11. Have a CBO/GBO mixer at your hotel to build relationships and keep you top of mind.

12. Send out weekly or biweekly job lists to the local CBO/GBOs.

13. Build relationships with local colleges and high schools

- Invite the hospitality program students for a visit to learn more about hospitality. Keep those relationships building to be top of mind. (Side note: I began my career at 17 while in the high school work program. Don't judge an associate by their age.)
- Volunteer to go into the class to speak to the students.

14. Build relationships with all the local H.R. leaders. Ask them to refer candidate overflow to you.

15. Sadly, it seems a retail chain closes each month. Turn these lemons into lemonade! Take a trip to the mall and hand out flyers, post signs, or host a job fair for them.

16. Can seniors save hospitality? Reach out to your local retirement communities! Today's seniors are vaccinated, social, and love travel benefits!

17. What are the friction points for your associates? Is transportation lacking? What benefits can you add that are more valuable than money? Providing transportation or food program might be the key!

18. If you're not getting an applicate flow, ask your current team, "If you needed to go look for a job right now, where would you look?" Often our provider is posting in areas that are not attracting the right candidates for the job. For example, many housekeepers may not be looking on Glassdoor or HCareers for employment; maybe they would look at a local grocery store, Facebook group, or community paper.

19. Many Gen Z & Y applicants are looking for experiences. If you're a management company, it's a great idea to create a traveling task force position where applicants can see the world while providing great value to your company.

20. Are 3rd party resources not working for you? Have you tried calling Merry Maids or other personal or commercial cleaning services? You might be able to recruit them too!

Pineapple Pro Tip

Wear Your Crown – Recruiting Best Practices



21. Host a community job fair or host a job fair for friends and family of your associates. If your associates are great, they probably hang around great people. Let them know even if your friend or family member is simply learning more about the industry, this is for them. Have leaders on hand to discuss one on one.
22. Host a night of engagement event for leaders in the market looking to grow their careers can come, network, and have facetime with higher-level leaders.
23. Stay out of the whirlwind! Operations might pull you away from reviewing your candidate list; however, if staffing is your top priority, commit to reviewing the candidate list before you begin responding to all those emails. Candidates first, then whirlwind.
24. Here is some real out of the box thinking from Brian. He has set up an SMS shortcode for texting. A plan such as this can run you about \$25 a month, and an example plan is Simpletexting.com. He has created flyers, signs, and window clings to place in CBO/GBO, stores, libraries, etc. that say with a text tjobs to 555555; he then instantly gets a message from a job seeker. He then calls them back within 10 minutes and does his phone assessment. If they pass that, he immediately sets up an interview. If it goes well, they have the candidate officially apply and can offer a job contingent on the background and drug screening.
25. Speed is key. The labor market is tight and if you're taking too long to get back to a candidate, they may choose to go with the first offer.
26. If you have multiple candidates, you might want to have them come in shadow, see a real picture of the position, and what is expected to ensure this is the job they see themselves in.

LEAD FROM THE HEART:

27. RETENTION! The last thing you want to do is lose anyone on your team! TODAY, reach out to each associate and tell them how grateful you are to have them on the team. Send a text, email, video, card, or best, go find them and tell them in person!
28. People buy on emotion and justify with logic. How are you making your interviewees feel when they arrive? Is it all about you, or do you make it about them?
29. Even if you are fully staffed, with Heart, A.B.R. (always be recruiting) your next open position is around the corner. If you can't hire, you know someone who is hiring.
30. First, a statistic for you: The average cost of replacing an employee is between **16 and 20%** of that employee's salary ([source](#)) **15\$ = \$6240!** Consider offering a sign-on bonus. We often have a referral bonus; however, it is much more impactful to incentivize the candidate! For example, offer a \$100 sign on bonus, then at six months \$200, and at one year \$300! People LOVE to reach these milestones and will stay to reach them. Once they have hit a year, they are much more likely to continue with the company.

Pineapple Pro Tip

Wear Your Crown – Recruiting Best Practices



31. Have a PURPOSE! Share your companies' mission and what charity your company champions. Candidates want more than just a job; they want a purpose larger than punching a clock.
32. Use your social media platforms to promote and have your team share on their social media pages. Additionally, recognize your current team and show your followers what a great place your hotel is to work.
33. Differentiate yourself from all their other interviews! Be on time, make them feel comfortable interviewing in a comfortable location, maybe on a walk or outside. Bring them a refreshment (surprise and delight!) When they leave, send them a text thanking them for their time. Remember they are interviewing YOU as much as you are interviewing THEM.

Let me know what you think of these ideas and If you implement any ideas, share your progress and let us know if it is helping your organization create awareness and accountability.

#twptidbits #yesistheanswer

I hope this helps your team to have *Sweet Hospitality, Sweet Cultures, and Sweet Results!*

Pineapple Pro Tip

Sweet No/Low-Cost Appreciation Ideas

1. Put 10 pennies in your pocket. Each time you recognize someone, remove a penny. The goal is to have no pennies left at the end of the day. (Or use lotto tickets instead and give them to the people you recognize.)
2. Send someone a group card with <https://www.kudoboard.com/>. It's AWESOME!!
3. Have lunch or coffee with an associate to find out their story, goals, and dreams. Find how you can help them achieve those goals.
4. Create a High Five Board where associates can trace and cut out their hand and write a shout-out for another team member.
5. Create a social media post about your team or associate and why they make your team AWESOME! Make sure to tag them, so all their friends see how much they are appreciated!
6. Set up special mentor time to help associates reach their goals or learn something new.
7. Create a "spotlight" board in the associate areas and highlight a new associate each month.
8. Here's a real Sweet idea ... Send snail mail. It is so rare, which makes it all the more fun to receive!
9. I Meme it! Use a free meme creator and catch your staff off guard by creating a funny, personalized meme about them. Create a poster and hang it or send them out via email.
10. Create a Motivational Mascot! Find a fun trophy, stuffed animal, or figurine that represents awesomeness! Each day, the associate who has it gets to display with pride and then give it to another *Cracker Jack* to keep for the day!
11. The ever-loved Potluck! Everyone can show off their cooking chops and have some fun together without breaking the bank! Create a cookbook from everyone's recipes.
12. Fresh and Juicy! Create Free Pass coupons! Work from home, skip a meeting, leave one hour early, etc.
13. Share what you have! Do you have a garden to share fruits and veggies, a skill you can teach either in person or via video.
14. One person's trash is another person's treasure! Gather things you don't need any longer? Bring it in and host an auction with pretend money or by asking trivia or work-related questions; what is the GUEST model.
15. Be thoughtful! Find an article about something that interests the person you are appreciating! Let them know you saw this and thought of them. I love your unique passions!
16. Picnic time! Set up some fun outdoor games and either provide lunch or have everyone bring one, and host a picnic together. Make room for a little fun and play some games!
17. Yes Is the Answer! Share a book that you have and would like to pass on! Add a note of why you think this person would enjoy it and what they mean to you!
18. Be Sweet! Bake your team some homemade treats!
19. Race to the finish line! Schedule an appreciation run/walk. Cheer each other on and share thanks for what they do! Create homemade shirts with individual accomplishments.

20. *Wear a Crown and Lead from the Heart*: This idea is the bomb.com! Each holiday season, I sent a letter addressed to the family of my associate. The letter thanked them for sharing their family member with us, and I detailed their accomplishments from the year. I would include pictures, customer comments, achievements, sales wins, and how valuable they are to our team. I would create a file for each associate, and throughout the year, add positive information. This is an intentional investment of your team—and it takes focus and time; however, let me tell you, the appreciation the ENTIRE family feels is second to none. I even recall one of my bellmen leaving me a tear-filled voicemail the day his family received their letter—and that, is *Leading from the Heart*!

INTERVIEW QUESTIONNAIRE



CANDIDATE NAME:

DATE:

POSITION:

1. Tell me about yourself:
2. Why do you want to work at our hotel?
3. Tell me about a time you went the extra mile?
4. What will your past supervisor tell me about your attendance?
5. What did you like best/least about your last position?
 - Best:
 - Least:
6. Give me an example of a time you had a concern with a customer/manager and how did you resolve it.
7. What is your greatest:
 - Strength:
 - Opportunity:
8. Have you ever won any awards for service, academics, or performance? Tell me about it.
9. Tell me about a time you implemented something to make your job/service better. What did you learn?
10. Tell me why you are the best candidate for this position?
11. _____
12. _____

Do you have a reliable form of transportation?

Are you looking for:

- Full time
- Part time

What is your availability?

- M T W TH F S S
- Holidays
- Weekends
- Morning
- Evening
- Overnight

Have you ever been convicted of a crime?

Yes No

Off-limits:

Race
Age
Religion
Color
Place of birth
Disability
Marital status
Children



MTNI

TBNT

Pineapple Pro Tip

Wear Your Crown – Show-Up BINGO

Are you struggling with associate call-offs? Here's an idea that can help create awareness to the impact call-offs have on the organization and co-workers. This program lets associates **Be Empowered** by encouraging each other to SHOW-UP, being supportive, and by working together to cover shifts rather than call-off. All associates can play Show-Up BINGO.

The basic rules of Show-Up BINGO:

- Create a bulletin board area that is easily accessible for all associates.
- The leadership team announces a base jackpot prize (usually somewhere between \$25 and \$100 depending on the budget).
- Post a BINGO card for each associate on the bulletin board. Also, add a spot to log each BINGO number drawn and the amount of the daily cash pot.
- At the beginning or end of each day, pull a BINGO number. Associates mark off the matching numbers on their cards daily.
- Each day there are no call-offs, add a dollar to the pot. When an associate gets a bingo, S/he wins, and the game starts over.
- If an associate calls-off, then the game is done and starts over. The pot is set back to the beginning, and you can post new cards.

Alternate option: Rather than add one dollar each day, the winner can randomly pick an undisclosed bonus amount that can be anything from \$10-\$100 bonus on top of the pot.

Resources:

BINGO Cards:

https://www.amazon.com/dp/B07C4MHFQC/ref=cm_sw_em_r_mt_dp_U_5D7nDbPM92YAA

BINGO Wheel:

https://www.amazon.com/dp/B01AAXASBM/ref=cm_sw_em_r_mt_dp_U_dF7nDbZ440WYD

Let me know what you think of this idea and If you implement this program, share your progress and let us know if it is helping your organization to create awareness and accountability. #wisewednesday #pineappleprotips

I hope this helps your team to have **Sweet Results!**



Christine Trippi



- SPEAKER
- HOTEL CONSULTANT
- AUTHOR
- TEAM WORKSHOPS

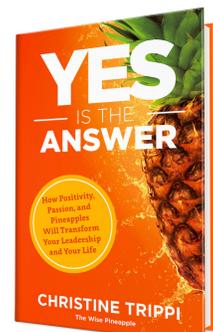
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SWEET CULTURES | SWEET OPERATIONS | SWEET RESULTS

CHRISTINE TRIPPI

Is an award-winning hotelier, author of the bestselling book *Yes Is the Answer*, and Chief Energy Officer at The Wise Pineapple. Christine helps leaders and organizations deliver *Sweet Operations*, *Sweet Cultures*, and *Sweet Results*! She has enjoyed more than 30 years in the industry, helping struggling hotels THRIVE. Her mission is to change the world one **YES** at a time.

General Manager of the Year | Hotel of the Year | Best Place to Work



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KEYNOTES

Let your leaders experience the energy and passion Christine brings to *Sweet Hospitality* with this interactive keynote! Designed from the big ideas in her book, *Yes Is the Answer*. This presentation teaches participants how they can be confident, empowered, and lead from the heart, while learning the secret sauce to always say **YES!**

WORKSHOPS

- YES IS THE ANSWER
- CULTURE & COACHING
- L.O.V.E. YOUR CUSTOMERS
- YES! SALES
- CREATIVITY & INNOVATION
- ENERGIZE YOUR ON-BOARDING
- AND MORE!

YES! VIRTUAL AND IN-PERSON



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Trippi: Hospitality Is Everyone's Business

