

# Fresh Perspectives on Team Member Engagement from CHART's First Time Attendees

At our recent Hospitality Training Conference, CHART 98 in Nashville, we welcomed more than 100 First Time Attendees, and invited them to weigh in on a variety of topics. Here are some tips they shared to drive team member engagement.



## What are you and/or your company doing around team member engagement?

- Metric = free week pay for each team member (hourly bonus)
- Hometown hero – nominated based on performance and guest survey/feedback
- Team conference
- Sign on bonus after 30 days. Can earn up to \$1,000 in 6 months
- Top performers go to annual company business meeting
- Increase benefits
- First 5 days training mapped out; 30/60/90 day check ins
- Training focus – to managers – who “can’t keep”
- Referral bonus 90 day - \$500/\$1,000
- College free for corporate employees; 20% franchise
- Training programs = college credits
- Game/contests for bartenders
- Engagement surveys each quarter. Leadership listens
- Wellness programs
- Tuition reimbursement for college classes
- Team uniforms
- Drive-thru bingo for team and guests
- Reconstructed orientation
  - **V**isualize your future
  - **I**nspire guest experience
  - **B**elong
  - **E**nergize each other
- Anonymous focus group (mgrs.) to get feedback to improve quality of life. Leadership is not allowed to attend
- Introduced social media platform for team
- Created a training identity “Jose Train-o”
- Meet each morning for focus of the day; video it to share to cluster app
- High touch – team members who go above and beyond are recognized weekly
- Service suitcase series – additional training that is not job specific
- Professional development
- Surveys
- GM Development (trickles down)
- Train team to “tell the story” of wine/liquor to share with guest

