

## WORKSHOP

### Retaining and Motivating Staff

Examples of best practice  
outside the big chains

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A few  
facts and figures

Employees in the hotel and catering  
industry in europe

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## App. 7.800.000 employees in the industry in Europe

### SOME FACTS ABOUT THE WORKFORCE:

- \* majority of female employees
- \* age group 15-34 above average of all industries
- \* more then 50 % below 34 in UK – DN – SW – FI – NL
- \* less then 10 % above 50
- \* more “second job” employees then other industries
- \* 40 % employees with low skill levels
- \* 10 % employees with higher education



Work in the industry

What it is *supposed* to be like

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*Of course not in your Country / Company*

## What they say about working in the Hotels and Restaurants

### PERCEPTION OR TRUTH?

- \* long working hours
- \* little free time
- \* working on weekends

- \* little income
- \* cheap labor
- \* not enough for a full time job

- \* it's about serving others - being a servant
- \* not much qualification needed
- \* If you can't get anywhere somewhere else

- \* hard working environment (heat etc.)
- \* tough working environment (leadership, language)

## Motivation

-  
*Is money everything ???*

## Not the BIG BANG - The “Herzberg” theory

### BASIC FACTORS

Payment, Leadership,  
Environment, Safety .....

Getting worse

leads to  
DISSATISFACTION

Getting better

leads to  
NOT BEING DISSATISFIED

### MOTIVATORS / SATISFACTORS

Recognition, responsibility, career,  
personal development .....

Getting worse

leads to  
DISSATISFACTION / DEMOTIVATION

Getting better

leads to  
MOTIVATION AND SATISFACTION



# Managementstyle

(Leadership ??)

Is good management *motivating* ???

## Team oriented Leadership (TOL)

The management style of today !?

### BASIS for TOL

Delegation of task's and responsibilities.

Independent execution of task's and responsibility.

Is successful and leads to motivation but **REQUIRES:**

- 1 Qualification
- 2 Responsibility and work ethics
- 3 Time to communicate

Front of the House / Reception

Kitchen

Service

Housekeeping



# Retaining and Motivating

(What can we do / is done ?)

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Examples from outside the big chains

## Areas to address:

New employees: basic philosophy - choosing - employing - extras

The working hours: shifts - influence - days off - extra hours

Tasks and Duties additional duties - tasks in other departments

The culture: communication - socials - interdepartmental

Information and Targets: flow of information - setting targets

Qualification and pay: Seminars / Education - profit related wages

Add on's: staff discount - "done well" - extras

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# Thanks for participating



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