

TALENT LIFECYCLE

12 Ways to Invest in Employee Development at Your Hotel



93%

of CEOs who introduced
upskilling programs
saw an increase in
talent retention

WHY INVEST IN EMPLOYEE DEVELOPMENT?



Improve employee
retention



Respond faster
to change



Increase employee
engagement



Boost productivity
and bottom line

12 WAYS TO INVEST IN EMPLOYEE DEVELOPMENT AT YOUR HOTEL:

LEADERSHIP & DEVELOPMENT

- 1 Provide mentorship incentives and rewards**
 - Encourage senior staff to mentor junior staff and new hires through rewards or incentives.
- 2 Invest in coaching for leaders across levels**
 - Provide both one on-one and group coaching to promote leadership in both senior and junior staff.
- 3 Provide leadership training via e-learning and classroom sessions**
 - Find online courses with relevant curriculum offerings and sponsor those courses for staff.

LEARNING AND UPSKILLING

- 4 Provide internal rotational work opportunities**
 - Allow workers to cross train on various positions.
- 5 Sponsor employee attendance of industry seminars**
 - Sponsor and provide time off for staff in key roles so they can attend professional development events.
- 6 Invest in hospitality certifications for staff**
 - Work with educational institutions or training organizations to offer relevant certifications to staff. **Example:** becoming a Certified Hotel General Manager or Certified in Housekeeping through TourismHR, or obtaining a degree or diploma in Hospitality and Tourism Programs through educational institutions.
- 7 Leverage free online courses**
 - Use Mass Open Online Courses, sites such as Coursera, to provide free access to training materials for workers in relevant areas.
- 8 Conduct monthly knowledge sharing sessions between staff**
 - Have one staff member lead a session and share their learnings on a work-related topic.

FORMALIZE CAREER PATHS & PROGRESSION

- 9 Develop career roadmaps**
 - A clear roadmap for career progression helps to link promotions to learning initiatives.
- 10 Link career roadmaps to performance management**
 - Linking development to performance management allows supervisors to help workers identify their strengths and set goals.
- 11 Provide learning and upskilling opportunities that are tied to promotions**
 - You can enable an employee's growth by having them identify other positions they are interested in and providing training to achieve promotion into those positions.
- 12 Leverage workforce development financial support**
 - Use provincial programs to get financial support for training to address workforce skills gaps. **Example:** New Horizons for Seniors, North Vancouver Island Aboriginal Training Society training programs, and Canada-Ontario Job Grant Training Grants.

CONDITIONS FOR SUCCESS:

- Align business and development goals
- Create management-endorsed development plans
- Invest in development resources for your staff and consider external support for best adoption

You can find more information on how to attract and retain employees in [HAC's Hotel Workforce Action Plan](#).

CHECK OUT HAC'S OTHER RESOURCES
FOR MORE WORKFORCE IDEAS

www.HotelAssociation.ca