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*The Three R's
Relevance,
Recruitment and
Retention*

Chef to Chef

A Club+Resort *Chef*
CONFERENCE

**THE THREE R'S
RELEVANCE, RECRUITMENT, AND RETENTION
A NEW PERSPECTIVE ON OUR CHALLENGES
AND THE NEED FOR CHANGE**

Presented By:

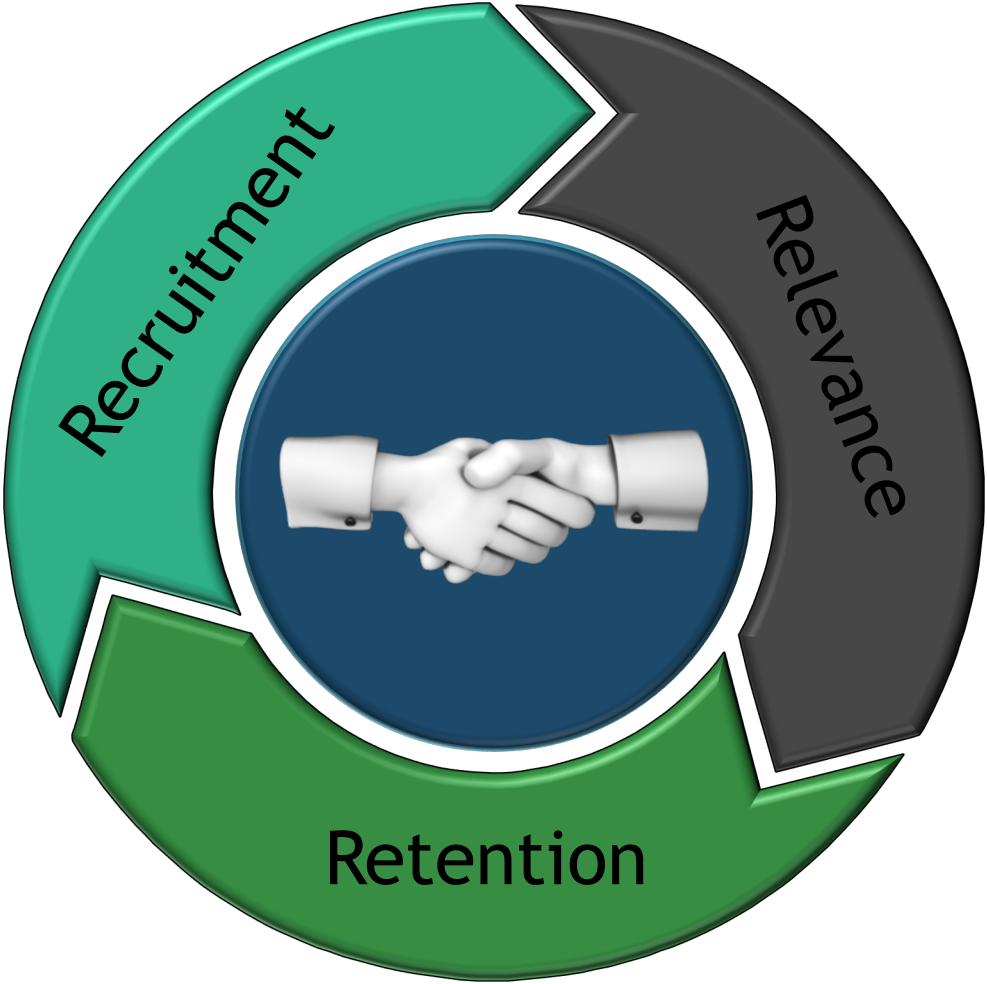
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What is Quality of Life?

Most people believe that “quality of life” is defined by the amount of time you have away from your job

If each of the three R's are given proper attention they will work together to promote each other





RELEVANCE

- Relevance plays a key role in both recruitment and retention
- Current food trends are important but IT'S NOT ALL ABOUT THE FOOD!
- The look of today's Chef



Recruiting Challenges

- Cost of Culinary School vs. Starting Wages
- Perception of the industry
- Accessibility of operation
- Seasonality of operation
- Facilities appeal
- Benefits offered
- Local Competition
- Local Labor Pool



The Real Recruiting Challenges?

- Public perception of #chefslife
- Little to no prospect of life quality
- Physical and mental health of Chefs and cooks alike
- Failure to focus on the decreasing population of people interested in this path
- Primitive leadership tactics



How do we attract applicants?

In a competitive market you need to sell yourself as the best employment option



What makes us the best option?

- Quality of life
- Work environment and culture
- Education and career development
- Involvement in the community/Character
- Non-Traditional Benefits

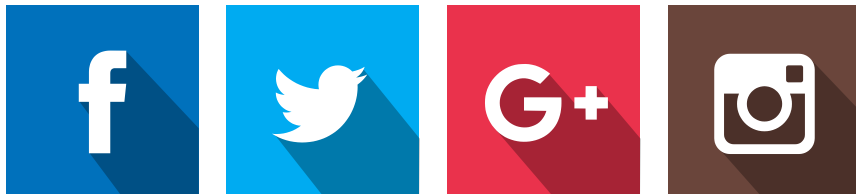
Recruitment Strategies

- ▶ Traditional Methods i.e. Attending Job Fairs, Internet postings, International Internship Programs
- ▶ Getting involved in the community
 - Volunteer at local soup kitchens/homeless shelters
 - Salvation Army Bell ringing
 - Local benefit events
 - Local employment programs
- ▶ Get involved with local Culinary School Programs



Recruitment Strategies

- Donate food to local Police, Fire, and Rescue Squads for the Holidays
- Social Media
- Adjust your application screening philosophy



Retention

COMMUNICATION

01 REGULAR MEETINGS

Weekly Sous Chef Meeting; Daily Pre Shift Meetings

15 minute feedback session- Empathy

03 ONE ON ONE COMMUNICATION

GET TO KNOW YOUR TEAM 02

Be a family all of the time, not just at lunch

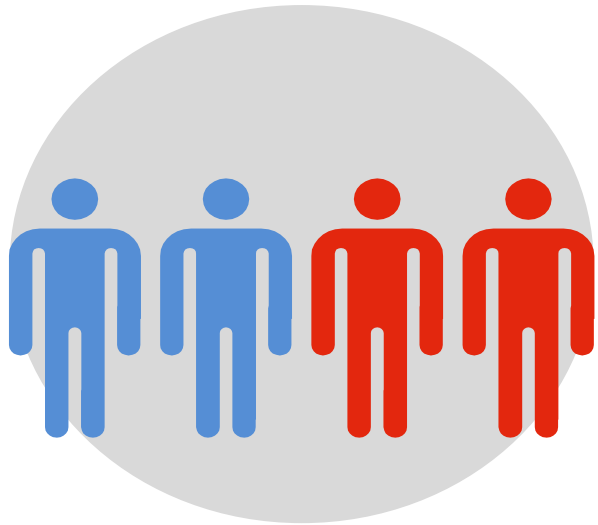
End of Shift Logs Emailed Out to All Chefs

DIGITAL COMMUNICATION 04

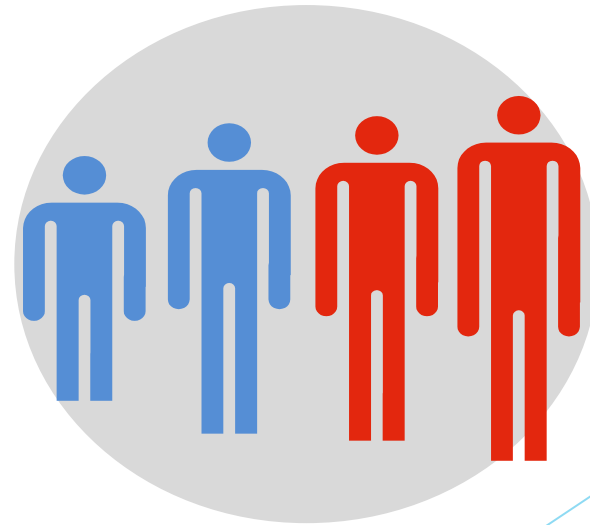
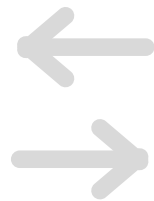


Empower Your Team!

- Menu Writing
- Solicit feedback and ideas
- Decision Making
- Give them a purpose and give them credit



Using People



Developing People

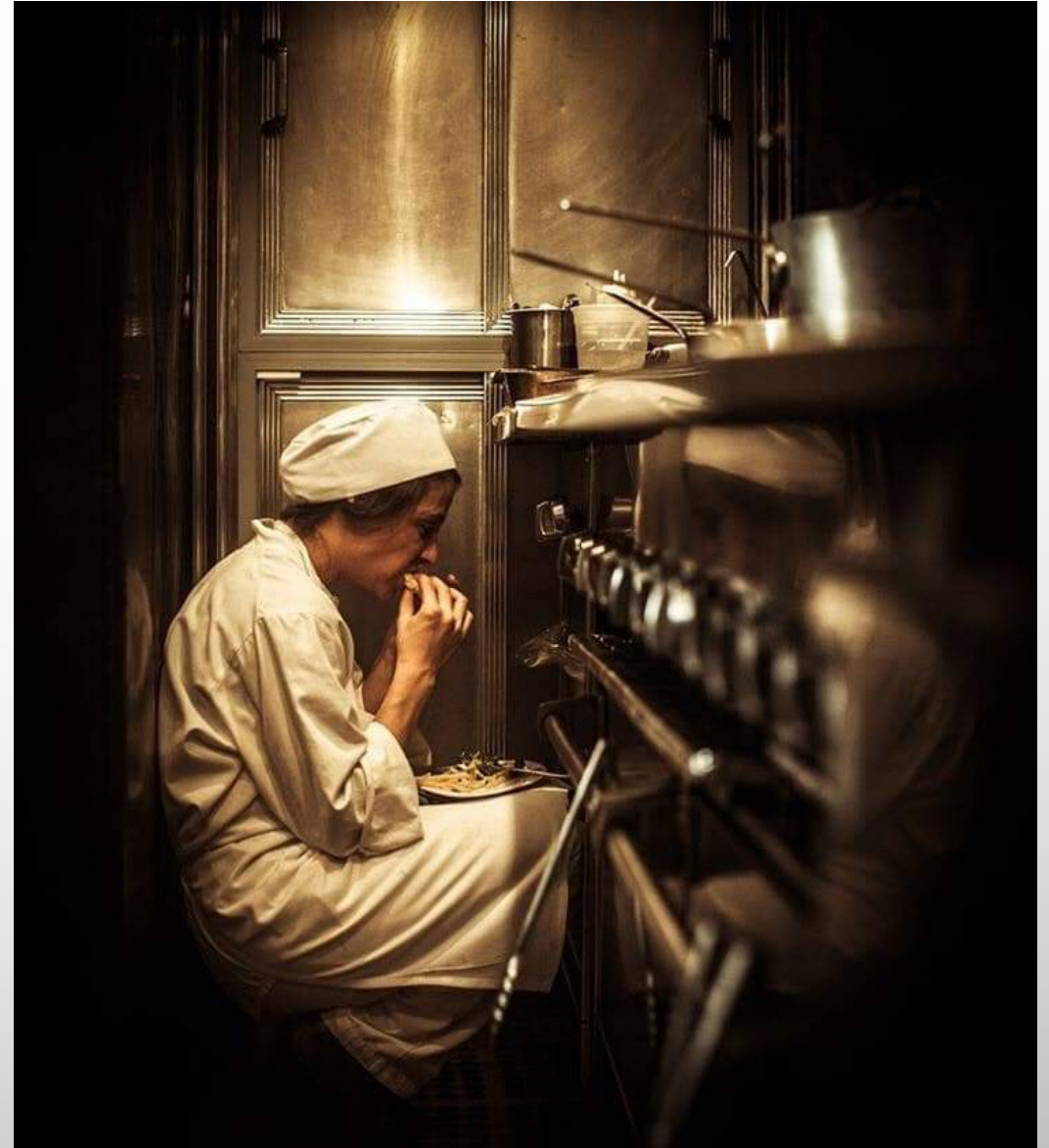
Mental Health & Self Awareness

- My Recent Revelation
- How stress affects performance
- Our Message to the next generation



FOOD FOR THOUGHT

This picture really hit home with me. I cook over 1k plates a week for people to enjoy dinner with their families and friends. and this is how i usually eat dinner. like this or hunched over a garbage can. So if you have a chef in your life keep this picture in mind. and maybe cook them a meal, sit down with them and have a nice dinner. something like this may seem small to others but it means a lot to people like us.



Thank You

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