



# Employee Labour Shortages

Monte Johnson

## Navigating Labour Shortages:

- **Plan Ahead** - Connect to a platform to seamlessly connect to top talent and schedule your timely responses.
- **Know your Brand** - What is your why? Define what you are about to attract and retain the right talent. How do you tell your story?
- **Connect** - In a shortage market, establish your interest and let your brand, team, and culture stand out.
- **Satisfy your Audience** - If you want the top talent, think about what you can offer.

## Monte Johnson's 5 Ways to Overcome Employee Shortages:

1. Identify your company values. Ask yourself: why should someone come to work for you?
2. What benefits does your workplace offer? Consider healthcare, paid time off, flexible scheduling, vacation, paid sick leave and paid time off, bonuses, and incentive programs.
3. Model yourself after companies in your space that do this well.
4. Expand your application model so that you meet future employees where they're at. Put all your lines in the water!
5. Get some support to make the hiring process smooth and effective.

## Summary:

- Unemployment levels rise to record levels across the country, but many sectors are hit with labour shortages. Learn more about why the labour shortage is happening and how to overcome it in your business.
- Employee dissatisfaction leads to work shortages. Here are some of the most common symptoms:
- Misalignment with values—businesses aren't taking active steps to assess and re-think their culture and brand position in the marketplace.
- Many companies are lagging behind inflation. It's time to step up and adjust wage plans.
- Students fill the gap and return to school at the end of August.
- COVID has changed the food and beverage industry, so many are trying to find solid ground as we establish a new normal.
- Baby Boomers are retiring, and Gen Z's may be short in work experience. Additionally, they want different things from work.

## Ask the Expert:

### What is the state of labour shortages, and what does it mean for employers?

**Monte Johnson:** There are more financial needs out there, so people are more likely to look for a job, to look for opportunities, but they're still being very selective. And where I see the need or the greatest need is for restaurants to identify what their values are, what their mission is, why someone should come to work for them.

### What emerging trends stand out to you?

**MJ:** I read once that Gen Z applicants are not interested in working for a company that does not have a technology-based application system. For the most part, Gen Z.s only want to work for a company that's technology-minded. And I get that. If [a company] was operating off of paper and pen for applications, then they might be lacking in other areas as well. They might not be forward-thinking enough regarding their values.

### What are some other benefits to consider?

**MJ:** I think that there should be some consideration for covering phone usage, phone plans, and whether or not they're providing the phone themselves. I think it's worth visiting because we expect or there's that expectation of instantaneous communication. I think it's consistent with figuring out a way to compensate them or to take that into consideration in their pay structure. Managers can go a day or half a day without looking at emails, and yet when they get a text, they respond to that. The open rates on text are in the 90s compared to emails.

### You mention that company merchandise can serve as an employee brand conversion strategy. Can you tell us a little bit more about that?

**MJ:** Sure, well, the merchandise piece is interesting because in my travels to some of the stores, there were a couple of times where I would see ex-employees come in and they had gotten better offers to work in different positions at other companies, but they were still sporting the Colonel swag. They still had the hoodie or maybe a long sleeve t-shirt or a ball cap. And I think that people - some of them - take pride in where they work; they want a t-shirt in a really cool colour or a ball cap. Some employees would pay money out of their pocket for something that they saw in a catalogue, a KFC apparel catalogue, and they loved wearing that. And you better believe they wore it as often as they could, especially if they were working the drive-thru. So, I often thought, why are we not taking steps to offer a discount or to say, 'hey, for the last weekend of every month, you can purchase your KFC swag for 50% off, and we'll cover the other because first of all, you want them wearing the gear, you want them looking nice and presentable, but we knew too, it was going to take another four weeks for the product to come in. So, we knew we had them engaged for at least the next four weeks, and chances are if they were proud enough, they became a longer-term employee.



**You told me a story about an area manager whose father was also in the hospitality industry. He had an interesting piece of wisdom. Could you tell me more about that?**

**MJ:** The person who told me that was someone whose father was in the restaurant business. And his father told him, “three months will get you three years,” and this was dozens of years ago. So now, with inflation, that three years really means more like one year. There are times when people will just walk off the job. They will just leave and not say a thing, or they might not show up the next day.

That ties into a trend we have seen in ghosting. We’ve been hearing a lot from employers that people are not showing up to interviews or not coming to the first day of their shift.

**MJ:** You know, there are so many different variations. The problem is that now a lot of times, people will no-show interviews. They’re in love with the notion of having a job, but the responsibility and the work that it takes to maintain it are two different things.

**What do you see as the biggest challenge in the hiring model?**

**MJ:** Well, part of the problem here, too, is that if someone were to apply online, then depending on how it’s synced with their operating system, they may receive that application the same day. But if a manager isn’t replying promptly, they may see that application tomorrow but not respond to that application until the next day. You’re still two days past the time that the impulse to fill out the application hit them, and they may have either changed their minds, or chances are, they might have already found another job. And sometimes that’s their response too: “Hey, sorry, I already found a job. I’m good.”

We’ve seen that with job seekers on our platform, the employers that are responding the same day and setting up interviews, for you know, that day, the next day, we’re seeing a very strong hire rate. And people who are waiting a couple of weeks, you know someone looking for a minimum wage job isn’t going to be waiting two weeks to hear back from you. They’re wanting to start something this week.

And how do you ensure that you are in the best position to attract and retain the top talent to drive your business efforts forward? The answer lies in the sweet spot between human connection and technology. With the help of an innovative and thoughtful platform, you can leverage technology to increase efficiency without sacrificing what’s essential—human connection.







### Who is Monte Johnson?

**Monte Johnson** is passionate about solving big problems in new ways. Monte led the team at MLJ Ventures Consulting in an initiative to build a culinary recipe database which automated kitchen production and maximized profits for \$12M food service business. As well, Monte developed two off-premise catering concepts from the ground up, including Taco Mojo in Denver, which became an affordable and choice disruptor to the wedding catering space. At KFC Brand for Southwest KFC, Monte focused on solving the recent shortage in staffing for restaurants by implementing an applicant engagement tool to help restaurants hire faster, better, and smarter.

**Interested to learn  
more about how to  
*manage your hiring  
process?***

FindWRK helps companies hire workers faster. The platform provides access to an easy-to-search pool of job-seekers who have the right skills, experience, and certifications for your business. No job posting needed.

Search for workers based on your job criteria, ping a shortlist of candidates to gauge interest, and connect with mutually-interested candidates immediately.



**Learn more with**

**Matt Parkin**, Business Development Lead  
[matt@findwrk.com](mailto:matt@findwrk.com)

[Book a meeting](#)

