



[How to Attract and Keep Talented, Productive Employees](#)

“Give them the training, resources and encouragement to do their job well and then empower them to do it. When we don't train our staff properly, we're telling them that how *they perform isn't important*. And, if we don't think it's important, why should they?” - Donald Cooper

Ben Carroll of [Applejack Hospitality](#) also shares that while recruitment strategies are important, it is working on culture, training, and development that guarantees staff retention, and staff retention means less time and money spent on recruitment.

On the training side of things we run a group internal cocktail competition, the 6 finalist battle it out at an event held at one of our venues with great prizes up for grabs (Trips to Melbourne, Booze etc). The cocktail bartenders work with the groups bars manager (Lachlan Sturrock) to help create the perfectly balanced drink whilst also having to name it and price it to ensure it has the correct GP. We run these comps *quarterly* and have *invite down industry celebrity* to assist with the judging. As you would imagine the *benefits of the competition are fantastic*, so good that we are looking at starting up something similar for the chefs, like a 'mystery box' competition. From the roots up there is training and development strategies in place for every single position within the company.

74. Do regular staff reviews

You will always find something to improve in your team individually or as a whole by doing regular employee evaluation. Set management priorities and predetermined references to evaluate as this will help your team deliver excellent service consistently.



[Successful Performance Appraisal System by Cognology](#)