

# RENARD NEWS BULLETINS: THE FUTURE OF RECRUITMENT HOLOGRAMS ... SALARY SURVEYS ... AND THE GREATEST STAFF SHORTAGE EVER

- Interview by Hologram with Renard... is on the horizon! What is a hologram, you ask?
- How do you do a Salary Survey in a pandemic? You don't, but we will try.
- Now, do you believe me? After the worst year in the *history* of the *hospitality industry*, now we *have the greatest staff shortage* in our history as well.... I told you so...



I hope my note finds you and your family safe and employed. Even though life and work may not be where you would like them to be... on the sunny side... we are here to learn, evolve and excel for the days ahead

At Renard, we are dedicated to lending a helping hand to as many of our friends, applicants, and clients as we possibly can. We are, therefore, embarking on a revolutionary development that will enhance our ability to assist you in a way no one else can... We're excited to announce that our executive candidate profiles will soon be enhanced with human holograms. But what is this exactly?

Holograms are digital versions of people that are viewed through your smartphone or computer, using augmented reality. This presents as a virtual person, who stands and talks to you in your own space, and

in real-time. Holograms have become extremely well known after being featured in movies such as Star Wars and Iron Man!

We're working with our partner, Nextech AR Solutions, to set up a hologram interview APP where our clients will be able to find employ talent through virtual reality for talent solutions. This is far better than Zoom as it's more realistic, as an interviewer can see a full-sized interviewee rather than someone sitting behind a desk.

Another way of describing it , a hologram it is a photographic technic that records light and then presents it in a way that appears three-dimensional literally as a live person standing and talking to you in real-time. More information on Holograms... next month. Stay in touch!

### How do you do a Salary Survey in a "pandemic"? You don't, but we will try!

The hospitality industry is buoyant, but our high resilience relies heavily on our ability to prepare for anything from a hurricane, pandemic, act of terrorism, etc. No one can predict the next significant disruption. If they could, we would be taking steps now to prepare for any turmoil.

In our 2022 salary surveys that we are now formulating, we explore some of the disruptors that are at the top of our minds and then, give you salary assessments we feel are precise for the next 12 months. Are we sure? No, but after 51 years in hospitality recruitment and having gone through every major global crisis you can name...Sars, 9/11, recessions (several in fact), Bird Flu, and all else, we know where it all ends.

Our analyses will show the next 12 months from vaccine distribution to the new normal. Since there isn't enough movement globally and enough changes to be able to prepare suitable comparable and transactions for every region. At this juncture the only exceptions seem to be in North America where the USA and Canada are back to a new normal, which will be a model for the rest of the world. Once you leave the Caribbean, the USA, and Canada most counties are still bogged down with the pandemic and are not moving enough to be able to do a accurate compensation study. The exceptions are the UK, Oman, and Saudi. The UAE and Qatar seem to be OK, but not an enormous amount of movement yet. Therefore, when we do our micro salary survey, it will only be on locations that at this stage have returned to some type of normalcy.

We will distribute complimentary reports to all our clients, followers, and friends. These reviews will include the appropriate expected compensation studies and what you may have to pay to hire or keep your crucial employees. The studies are for hotels, casinos, serviced residences, private and public clubs, and spas.

Now, do you believe me... I don't want to say, "I told you so", but where have all the staff gone?

Nine months ago, we predicted that there would be the worst staff shortages our industry has ever faced and now it has come to a pass. Why?

The reasons include countless seasoned hospitality professionals have taken the opportunity because of Covid to retire or change industries. Those who are currently employed fear moving to a new opportunity due to the instability and fear of "the next wave". Many are just relocating to their home to spend more time with their family and parents. The pandemic has taught us we are not indestructible.

There are numerous individuals who are also hesitant to accept a role with the requirement to relocate. Truthfully, people are still uneasy with the thought of moving miles away from their family and/or are fearful of posing a risk to their health. Whereas, others simply do not feel as if it is the right time to work.

Throughout the pandemic, the industry has persisted in developing new properties and businesses. Despite the continued presence of the terrors surrounding COVID-19, developments and constructions have continued to operate. Take a look at the Olympics in Tokyo and now Dubai Expo and next year the World Cup in Qatar.

Today, globally they continue to build hotels and restaurants and are not concerned about staffing. In the past, it was easy; ....place an ad or ask the head office to find you people or a company transfer; Not anymore!

The result will be as if for the last two years the world stopped growing fruit and vegetables and then everyone wondered, why was there a shortage; and why have the prices gone up?

Renard International has survived for 51 years in Hospitality Recruitment, absorbing all that mother nature and mankind could throw at us... (boy, do we have stories) simultaneously, taking care of everyone that we could.

If you have an inquiry or require assistance, don't be a stranger! Write to me personally or set up a voice call or zoom meeting. I am always available to reasonably help...