

The whole time you
thought you were
not enough, you were
overqualified.



BUILD, GUIDE AND INSPIRE YOUR
DREAM TEAM

MAY 18, 2021



HUTCHINSON

RECRUITING | CONSULTING | MARKETING

STATE OF THE SPA INDUSTRY



Hotels are reopening!

4.6 million jobs to fill by year end

More than 50% added to hospitality and recreation

An “historic workforce challenge” making hiring difficult

Most hotels are booked solid through summer and beyond



WHERE ARE WE WITH HIRING?

GMs, Director of
Engineering, Chef/Sous,
F&B Director/Manager,
Housekeeping and Spa
next!
On the MOVE! Resumes!



THE DIFFICULTY IN HIRING FEE FOR
SERVICE STAFF IS OVERWHELMING

WHAT CAN YOU DO?



WHY ARE THEY DISGRUNTLED?

LACK OF TRUE BENEFITS

NO INSURANCE FOR PART TIME WORK

SCHEDULING OBLIGATIONS VS. FULL CONTROL

INTERVIEW PROCESS IS TOO LONG.

LACK OF COHESION IN WAGES



HOW CAN YOU FIND MASSAGE THERAPISTS AND ESTHETICIANS?

SHORTEN THE HIRING PROCESS TO LESS THAN 6 DAYS TOTAL!.

INTERVIEW ON THE SPOT WITH TEST OUTS

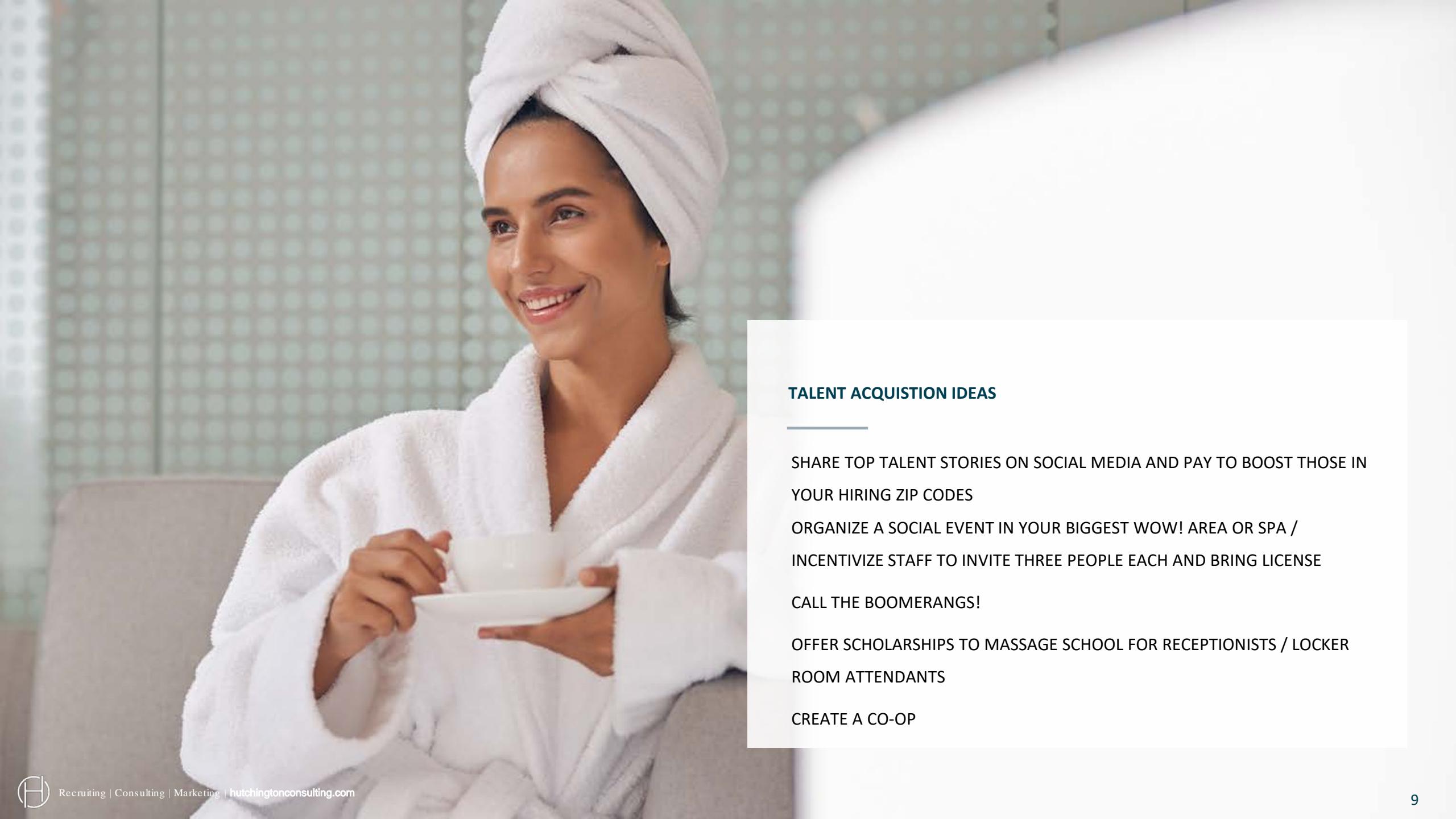
HEALTH BENEFITS FOR PART TIME STAFF

TALENT ACQUISITION IDEAS

50% OF ALL MASSAGE THERAPY POSITIONS ARE UNFILLED! CRITICAL LEVELS

START SOME BIOHACKING SERVICES NOW!





TALENT ACQUISITION IDEAS

SHARE TOP TALENT STORIES ON SOCIAL MEDIA AND PAY TO BOOST THOSE IN YOUR HIRING ZIP CODES

ORGANIZE A SOCIAL EVENT IN YOUR BIGGEST WOW! AREA OR SPA / INCENTIVIZE STAFF TO INVITE THREE PEOPLE EACH AND BRING LICENSE CALL THE BOOMERANGS!

OFFER SCHOLARSHIPS TO MASSAGE SCHOOL FOR RECEPTIONISTS / LOCKER ROOM ATTENDANTS

CREATE A CO-OP

THE SCIENTIFIC BENEFITS OF HOLDING HANDS

HELPS CONNECT US

REDUCES PAIN

LOWERS BLOOD PRESSURE / RELIEVES STRESS

FIGHTS FEAR

CREATES A SENSE OF SECURITY

MAKES US FEEL RESPECTED PSYCHOLOGICALLY.

BONDS US



REMEMBER:

FSA MEMBERS WE HAVE
EACH OTHER!

