

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



# HUTCHINSON

RECRUITING | CONSULTING | MARKETING

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## BUILD, GUIDE AND INSPIRE YOUR DREAM TEAM

MAY 18, 2021





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## 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





A modern lounge with large windows overlooking a lake and trees. The room features a large white sofa on the left and a grey sofa on the right, both with white cushions. A long wooden coffee table is in the center. The floor is light-colored wood. The windows are floor-to-ceiling, providing a clear view of a blue lake and green trees under a blue sky. A white pillar is visible on the left side of the room.

WHERE ARE WE WITH HIRING?

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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?

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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

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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

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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:

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FSA MEMBERS WE HAVE  
EACH OTHER!

