

THE CASTING CALL



Quality 'Casting' or recruitment, is critical to everything in hospitality show business.

Think of a typical theatre performance- the audience files in, the curtain goes up, the actors make their entrances and speak their lines. If each and every cast member, not to mention the writer, director, stagehands, customers, makeup artists, and lighting technicians, have prepared themselves and the theatre well, the audience enjoys the show and tells others about it.

However, despite the proven talents of individual members of the cast or the presence of an award-winning director or the skills of the backstage crew, the whole thing can be a magnificent flop if just one person fails to do a job on which everyone else depends.

Filling out your service cast with people who can star in their roles is the key to success. But casting for a restaurant show is far more involved and difficult than hiring just anybody to answer a phone, or take orders and deliver food.

To get the right kind of people for your own service repertoire, you have to know:

- The characteristics you are looking for
- How to attract and identify individuals that have the right characteristics

Attributes of a star performer

People orientated, enthusiastic, outgoing and confident are all words we can use to describe a potentially good performer.

People Orientated individuals enjoy entertaining guests and orchestrating everything, from a simple meal among friends, to an extravagant celebration. On the restaurant stage the applause might not just come from the tip, but the appreciation and gratitude guests express as they depart.

Outgoing and enthusiastic individuals love a live show. On the restaurant stage, each night is a performance. Like actors, the cast play many roles and wear many hats. In the same night, the cast act as informal hosts, masters of ceremonies, food and wine guides, salespersons and informal concierges.

Like actors, your cast has lines to rehearse, scenes to orchestrate and props to use.

Confidence is the result of many things. Star performers feel good about themselves and their ability to perform their role well.

Next months article 'The Screen Test' will help you with the interview and selection process.

THE CASTING CALL



About the author

Robert Duprey has over 22 years management and training experience in the Restaurant and Hotel industry. He started Lexington Interactive to provide eLearning specifically for the Restaurant & Hotel Industry. The company is developing a catalog of interactive hotel and restaurant training courses for the video game generation. Contact Robert at: robertduprey@lexingtoninteractive.com
www.lexingtoninteractive.com