

CASE STUDY



BENEFITS & COMPENSATION



SCHEDULING & FLEXIBILITY



PROFESSIONAL DEVELOPMENT



WORK SUPPORT & RESOURCES



FINANCIAL WELLNESS

BUILDING SUCCESS THROUGH CAREER LADDERS

The hospitality industry is known for having a sizable pool of low wage staff. They are essential to the business, however with compensation hovering around minimum wage, many workers struggle to cover their basic expenses. The stress that comes with not being able to afford essentials—not to mention an emergency medical bill or car repair—spills over into the workplace, effecting productivity, morale, and retention.

Landmark Hospitality, a company known for its fine dining, excellent service, and flawless events, wanted to change these industry norms. They offer a high-end experience for their customers and believe it's essential to treat staff with the same level of attention. For Landmark to live up to its credo—of seeing the humanity in all their employees—the company focused on the needs of their lowest paid workers. Leadership launched a program designed to give every employee the opportunity to learn and grow professionally. As a result, the company has experienced improved productivity, higher quality of service and morale, and lower staff turnover.

Here are some of the key principles that made the program a success:

Draw a roadmap. Establishing a career ladder structure gives employees direction and motivation for advancement. It lays out the skills and responsibilities needed to master a position, as well as what the employer expects for advancement. When an employee begins a position at Landmark Hospitality, they are stepping into a career path. The company policy states that entry level jobs, like dishwashers, are temporary and employees can anticipate a progression into a better paying and more-skilled position.

Provide resources. As a company committed to the ongoing education of their workforce, Landmark Hospitality strives to provide all employees with the tools and resources needed to advance their knowledge and careers. Safety and technical training are provided on a regular basis and leadership development programs help managers become more effective leaders. In 2019, employees benefited from an average of 20 hours of training per person.

Establish mentorships. To ensure each employee has the best chance at success at Landmark, the company developed a mentor program. The program pairs emerging talent with seasoned staff to enhance leadership skills and business acumen. Each relationship is customized to make for a successful experience with both the mentee and mentor. The hands-on experience allows for talent growth, which is crucial to the hospitality industry. This program enables employees to continue to develop their skills and ensures that critical knowledge is shared throughout the organization.

COMPANY INFORMATION

Landmark Hospitality is a multivenue hospitality organization specializing in catered functions from weddings to corporate events throughout New Jersey and Pennsylvania. Landmark's workforce is comprised of 720 full-time and 200 part-time employees.