



54TH ANNUAL IFA LEGAL SYMPOSIUM



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INTERNATIONAL FRANCHISE ASSOCIATION



Creative Approaches to the Labor Shortage

- Increasing compensation
- Improving benefits
- Accommodating employees' lifestyles
- Enhancing the work environment
- Adopting new hiring methods and hiring targets



Increasing compensation

- Hiking base pay
- Offering sign-on bonuses
- Scheduling frequent wage increases
- Creating new incentive pay opportunities
- Shifting some variable pay to guaranteed base pay



Improving benefits

- Extending current health insurance offerings to more employees
- Reducing employees' monthly premiums by accepting a higher share of the total cost
- Adding (or shifting to) creative new health insurance options, like telemedicine-only plans



Accommodating employees' lifestyles

- Allowing flexible hours and/or Work From Home
- Contributing to the cost of childcare or providing on-site childcare
- Providing educational cost reimbursement programs for employees pursuing a career path
- Structuring and communicating clear career paths / promotional opportunities for those interesting in growing with the company



Enhancing the work environment

- Adding fun factors into the workspace
 - Onsite entertainment
 - Gamification of routine tasks
 - Catered food
 - Nicer office space
- Prioritizing employee engagement and employee listening efforts



Adopting new hiring methods and targets

- Making greater use of part-time employees
- Investing in apprenticeship/internship programs
- Eliminating disqualifiers from the employee selection process
- Recruiting non-traditional candidates
- Automating frontline tasks where possible



Concluding thoughts

- None of the 20 approaches discussed above is right for every employer
- Each of them creates new opportunities, but also creates new risks
- Maneuvering through this new minefield will require skill, sensitivity, and good legal counsel!