

Be You. Be Wagamama. **RAD Award Winner**
Best Employer Brand

Wagamama UK were looking to define their EVP and deliver it both internally and externally before adapting the messaging for the Wagamama US launch in New York and Boston

Wagamama was about delivering an employer brand the company could live and breathe. From starting the internal focus groups and research, it was obvious that this company was unique and their people is what made it that way. From building the Employer Brand Toolkit to delivering world class internal and external communications.

We defined the way Wagamama speaks through its comms and content.

Through all of the research we found an employee proposition that allowed everyone to be who they wanted to be. A truly diverse, inclusive and original employer brand.

be you. be wagamama



we don't recruit robots, drones,
replicants or droids
just brilliant people

be you. be wagamama

a step-by-step guide to the
wagamama recruitment process



be you. be wagamama[★]

Tone of voice and imagery in action

**it's not just an application
it's making a connection**

**it's not just an application
it's getting to know each other**

**it's not just being
part of the business**

**it's about being
part of the team**

be honest:

with their team and themselves about their commitment to wagamama and the role they can play in our success

be brilliant:

at everything they do, whether they are serving our delicious japanese-inspired dishes, speaking to our customers or each other

be different:

our approach is different, our brand is different, so our people can be too. being different means setting ourselves apart: through our individuality, our commitment to high standards, our great teamwork

anti-cloning policy

wagamama doesn't recruit drones
we don't run our restaurants using robots
we don't turn our people into coffee-shop style clones
who you are matters
the way you are makes you different
we like different people
people who interest us
who've done interesting things
who can be themselves in front of customers

people who can
be honest, brilliant and different

there's nobody like you
that's why we like you



**it's not about
how we look
it's about
who we are**

what makes wagamama so unique? it's not just how we look, it's the way we do things. we're known for simple, stylish excellence, a passion for food and a sincere commitment to treating people as individuals. we're different people with diverse backgrounds but we share a lot too

it's important that we adopt a shared way of recruiting. by being consistent in how we approach recruitment, we'll consistently attract the right sort of people to join our teams and grow with us in the future



**it's not just about
recruitment
it's also about
evaluation**

notes taken during interview become a legal document. wagamama commits to keeping all handwritten notes for a minimum of six months in case of legal challenges over hiring decisions. so writing any inappropriate comments about a candidate such as 'stupid' or 'unattractive' could have serious legal consequences. even writing a comment such as 'big guy' or 'blonde lady', with the honest intention of helping you to remember who the candidate was, could be interpreted in a court of law as evidence of discrimination

all notes, including those of unsuccessful candidates, must be kept on file for period of 3 months in the restaurant then sent to head office to be disposed correctly. this is a legal requirement

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Recruitment and Employer Brand Toolkit



it's not just about recruitment it's also about evaluation

our recruitment process is designed to ensure that we attract the right people while reducing our overall recruitment costs. a critical part of the process is to ensure that once a candidate has successfully been recruited to join our teams, that the reality of working for wagamama matches the promises we made during the recruitment process. this will help to make sure that, when we recruit people, we also retain them

as a business, we should be proud of the hiring decisions we make and way we attract potential employees. the availability of skilled and talented people - not to mention people who share our values - is still limited. so we always need to deliver on our commitment of being an honest, brilliant and different place to work

to measure the success of our recruitment process:

- regional recruiters will do recruitment audits
- hiring managers will need to provide evidence that the process is being followed
- recruiters will work with hrtp to determine which managers need specific support with recruitment
- our measure of success will be a reduction of turnover in individual restaurants that need support
- each restaurant will fully utilise the online recruitment system, generating reports on time-to-hire, number of applications received per role and so on
- managers will keep a record of all interviews and trial shift notes
- successful candidates selection materials will be included in new employee staff files, highlighting a candidate's strengths and development needs
- we will increase awareness of importance of reducing turnover, through area meetings

what brilliant looks like - in wagamama

when we recruit in wagamama, at whatever level, we all need to clearly understand what brilliant looks like in the role and recruit against the same criteria

in order for wagamama to continue to function successfully, we need all of our staff to share a common set of values and skills. our values of being honest, brilliant and different define how we do things as a business

our team all share a passion and enthusiasm for what we do - it's part of what makes our restaurants great. the skills and abilities of our team are what ensures we deliver on our promise to our customers of combining fresh and nutritious food in elegant yet simple setting with helpful, friendly service that offers value for money. this combination of passion, enthusiasm and skill is what we need all new people to have in bucket loads and is what we need to assess all candidates against when we recruit. it's who we are and is part of the wagamama dna

wagamama dna

the suitability of the candidate, and their potential to successfully perform the role in wagamama is measured against the following criteria:

brand

we might behave a little differently, do things a little differently and experiment more but ultimately we must be wagamama. so when recruiting, does the candidate demonstrate our employee proposition of be you. be wagamama?

our food

it's at the heart of everything we do and is what makes us different. we are passionate about our food, we are committed to maintaining the highest standards of quality and freshness. does the candidate show an obvious passion and interest in our food?

our customers

our customers are the reason we do the brilliant things we do. we need to let them know we value each and every one of them every time they visit one of our restaurants. does the candidate demonstrate the natural ability to deliver helpful and friendly service to our customers, making them want to return to try more of our delicious dishes and spread the word about how brilliant our food is?

our people/teams

to achieve our ambitious goals and to continue to be the best at what we do, we need to explain how important it is that anyone who joins our team, is committed to being the best they can be. we all have a shared responsibility for the continued success of wagamama and when recruiting we only want people who can work as part of our brilliant teams

delivery of results

there's no point setting ourselves targets and goals if we do not commit to achieving these. every person in wagamama has clear objectives to be achieved. if they do not display 100% commitment to achieving these goals, there is no place in wagamama for them

in each position - the importance of each of the criteria will be determined by the role, but use these definitions below to get an understanding of what each criteria looks like in a candidate you are selecting for your team



it's not just recruitment it's engagement

finding talent

recruiting new people can be time-consuming, especially when you have plenty of other things to do. sometimes, it helps to think more carefully about where your ideal person might come from and what will attract them into the role. for example, don't rush to recruit externally. our brilliant training and career development means that we may already have the perfect candidate somewhere within our organisation

if you do need to recruit externally, we're fortunate to have a recognisable brand and lots of reasons for people to join us. don't forget, our referral programme might also help. it's a cost-effective way of recruiting and helps us to find candidates who already 'get' what it's like to work here. find out more from the hr team

if you do need to recruit externally, our structured recruitment process will help to ensure:

- we always select brilliant people to join our team
- every candidate is measured against the same criteria
- the business is protected against claims of discrimination
- we fill vacancies in the best possible timescales

be you. be wagamama^{*}

External Attraction UK and US

be part of the
noodle nation



recruiting restaurant managers, assistant managers, chefs and team members for a brand new restaurant launch in the flatiron district

new york people are wagamama people. creative, diverse, outgoing and with just the right amount of attitude. if you'd like to know more about joining one of the uk's most exciting casual dining concepts – and one of its coolest brands –

visit wagamama.com/jobs

be you nyc. be wagamama^{*}



for brilliant jobs at wagamama,
go to www.wagamama.com/jobs

scooters +
noodles



for more about scoodles,
visit www.dogbreedinfo.com/scoodle

recruiting drivers + dispatchers
excellent rates of pay

be you. be wagamama^{*}

do noodles + scooters make
scoodles? no. a scoodle is a
scottish poodle. what it actually adds
up to are brilliant opportunities

www.wagamama.com/jobs

it's like this crazy
english
japanese
architect designed
award winning
noodle
restaurant
where everybody queues
wtf?

recruiting for a brand new launch
in the flatiron district

wagamama is unique, creative, diverse, exciting and we don't
care what anybody else thinks. a lot like you, nyc

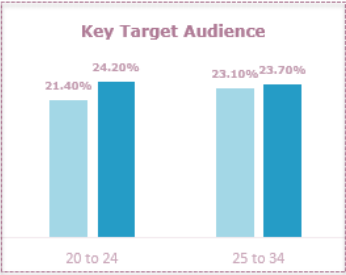
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External Perception/Competitor Research - NYC

- 16 - 34 year olds** make up a large proportion of the **273,900** employed in the NYC food service industry.
- Immigrant females are overrepresented** in service occupations in New York City, with **40%** working in these roles.
- Latin American groups** were also **overrepresented** in service occupations.
- The highest concentration of this foreign-born population were **based in areas of Queens and Brooklyn.**
- Native and bilingual **Spanish speakers** in the U.S. **total 52.6 million**, making the country second only to Mexico.
- 18.2%** of the **New York** population are Spanish speakers.
- Again the highest concentration of Spanish speakers are often based in parts of **Queens** and **The Bronx.**



Station and Subway Lines	Borough	Annual Ridership
1. Times Sq-42 St N Q R S 1 2 3 7 / 42 St A C E	Manhattan	65,948,730
2. Grand Central-42 St S 4 5 6 7	Manhattan	46,074,652
3. 34 St-Herald Sq D F M N Q R	Manhattan	39,285,568
4. 14 St-Union Sq L N Q R 4 5 6	Manhattan	35,677,468
5. 34 St-Penn Station 1 2 3	Manhattan	28,638,643
6. 34 St-Penn Station A C E	Manhattan	26,493,571
7. 59 St-Columbus Circle A B C D 1	Manhattan	23,566,961
8. Lexington Av N Q R / 59 St 4 5 6	Manhattan	21,557,198
9. 86 St 4 5 6	Manhattan	20,735,032
10. Lexington Av-53 St E M / 51 St 6	Manhattan	20,513,370



Company	EVP Focus	Healthcar e	Savings - 401k	Paid Vacation	Bonus	Free/Discounted Meals	Wellnes s
Chipotle	Celebrating the people. Career development	P	P	P	P	P	P Salaried staff only
The Little Beet	No EVP	P	P	P			
Shake Shack	Career development	P	P				P
Dos Caminos	Career Development	P	P	P		P	
Outback Steakhouse	Career development	P	P	P		P	
Olive Garden	Team - family	P	P	P		P	
Blue Smoke	Community	P	P	P		P	
McDonald's	Career development.	P	P	P		P	
Starbucks	Career development	P	P		P	P	
Pret a Manger	Being part of a team	P	P	P	P	P	