Beefsteak

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**Company Profile and Business Model**

Beefsteak is a company that is committed to offering healthy food in a manner that is fast and convenient. The company aims to bring to light the unsung power of vegetables (Real Time Cases, n.d.). Hence, it is different from all the other fast food companies in that it will mainly deal with the provision of healthy food options. Additionally, it uses vegetables as its centerpiece in the variety of food options that are offered. That is different from many of the fast-food restaurants which use meat as the base in their offerings. Additionally, there is a significant emphasis on ensuring that the food which is offered at Beefsteak is created by a chef, given that it infuses a personal touch. That is different from the food that is offered by other fast-food restaurants, which is made by corporations. In many cases, people will eat vegetables just because they have to do it. Even so, Jose Andres wanted to show that eating vegetables does not have to be a burden, and there are many fun ways of doing it. In addition to that, Jose wanted to show there are endless possibilities that come with vegetables, given they will change from one season to the other.

In assessing Beefsteak, the organization did not want to be labeled as just another vegan restaurant. Such a description would be very restrictive, and it could not capture the mission behind the company's establishment. That being the case, the business model which was conceived by Jose Andres is referred to as “fast-casual.” In this case, the main food that would be offered is vegetables. To create a casual feel in the restaurant, Beefsteak has gone to the extent of painting animated vegetables all around the restaurant. In that way, the clients would be excited to eat vegetables. According to Jose, Americans are often willing to eat vegetables; it is just a matter of how they are packaged.

**Recruiting Strategy.**

As Beefsteak strives to offer exceptional food and services, it is necessary to put in place the right recruiting strategy. Notably, the employees who are hired by the company must not only be competent but also follow the organizational culture. That being the case, recruiting will be done using the three sequential stages (Cascio & Aguinis, 2018). The first stage is sourcing and it will involve generating a pool of talent where the employees will be selected from. In this situation, the recruiter must actively look for highly qualified candidates to ensure the provision of high-quality services. At this stage, there will be a collection of data on different candidates, after which only the qualifying candidates will be called for an interview. There are different methods that can be used when sourcing for candidates, for example, the utilization of social media campaigns and referrals.

The second stage in the recruiting process is referred to as assessment. It will involve the evaluation of the skills and expertise of candidates who have applied for the job. Different ways can be used in assessing the candidates, for example, including a test in the application process. Also, there is the use of interviews to assess the suitability of the candidate. During the interview, there is a need to ask precise questions to assess the compatibility of the candidate with the organizational culture at Beefsteak. For instance, why does the candidate want to work for Beefsteak? What would be the most interesting thing working for Beefsteak? During the interviews, it is also essential to assess the body language of candidates as it will give insight into the manner that they are likely to conduct themselves in case they are hired.

The third stage is employing, which entails moving the selected candidate to their new position in the company. At this stage, Beefsteak will inform the selected individual about the requirements needed to settle in their position. For example, their personal information and different government documents. In addition to that, the manager will perform an orientation on the new candidates. That will help in familiarizing them with the different processes in the organization. The manager needs to give the new employees a chance to ask questions on any issues which are not clear.

**Diversity, Contemporary Capital Topics, and Predictive Analysis**

During the recruitment process, it is vital to pay attention to the aspect of diversity, given it will ensure Beefsteak cultivates an excellent organizational culture. Also, diversity will be a source of competitive advantage for the Beefsteak brand. Moreover, with a significant emphasis on diversity, the company will attract top talent for the job. That will have a positive impact on the levels of engagement and productivity in the organization. In addition to the above, there are contemporary human capital topics that will influence the hiring process. For example, the use of varying technological innovations in hiring. As well, another contemporary human capital topic is artificial intelligence. For instance, there has been a rise in the adoption of automated payment systems, leading to the loss of some jobs. Beefsteak should assure the new employees that their jobs are secure despite the new technological advancements

As well, it essential for Beefsteak to make use of predictive analysis during hiring (Dq India, 2015). In this situation, it will be advisable to collect data on different candidates during the recruitment process. Such data will be used in predicting which candidate is likely to stay with the company for a more extended period. Besides that, it will assist in predicting which candidate will have the highest level of productivity.

**The Selection Strategy**

It is also essential for Beefsteak to have a selection strategy not only for the staff members but also for the managers. After the completion of the interview process, the hiring managers will discuss the suitability of each candidate. It will involve assessing the candidates and determining if they would be the right fit for the job. The manager will then assign a score to each of the candidates. Finally, the candidate with the highest score will be given a call and informed of their selection. Those who have not been selected will also be informed in the same way.

**Conclusion**

In summary, the hiring process at Beefsteak has a significant impact on the performance of the organization. Therefore, it is vital to ascertain that it uses the three sequential stages to ensure a selection of the most qualified candidate. In addition to that, it is crucial to ascertain that the hiring process is in touch with contemporary human capital topics. That will ensure the candidates can work in the current environment. Lastly, it is vital to have the right selection strategy to guarantee the long term success of Beefsteak.

References

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