checklist: making the most of peak seasons with seasonal

employees.





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before peak season

The secret to successfully managing your peak season lies in strategically planning your seasonal workforce well in advance of the busy period.

identify your peak season needs

Examine historical and forecasted sales/production data as well as work schedules to determine:

- orders or projects with peak season deliverables
- most demanding positions during the peak season
- jobs that can be done with minimal training (non-critical workplaces)
- jobs that require more training in order to be productive (critical and semi-critical workplaces)
- availability of your own perm employees during this period
- availability of flex workers in your talent pool to work extra hours during peak season
- the amount of training needed for individuals to become productive in the required job roles

learn from past experiences with temporary workers

If you've worked with seasonal or temporary workers before, the successes and failures should inform your strategy. Ask yourself:

- is it more cost-effective to hire workers with more qualifications or provide extra training to new and existing employees?
- what personality traits and soft skills help seasonal workers succeed?

- is it worthwhile to expand the search to other groups, such as students and international talent, among others?
- how early should you start hiring seasonal workers?

pro tip:

Avoid training seasonal workers during the peak season as this can hamper productivity. Instead, make sure to onboard them well in advance so that they can integrate into the team and contribute effectively once the busy period begins.

make operational preparations in advance

An influx of seasonal workers comes with a new set of business demands. Prepare your operations for a smooth transition by:

- adjusting the work schedule to allow for training time and integration of the new workers
- ordering personal protective equipment (PPE), work clothes and other equipment needed to perform the job
- setting-up additional workstations
- anticipating administrative tasks, including the arrangement and distribution of access badges, adding additional users to your workforce scheduling tool and providing PPE to new employees



pro tip:

Using a workforce scheduling tool can significantly improve your communication with both seasonal and perm employees. However, it is crucial to effectively integrate it into your operations to ensure that all stakeholders know how to make the most of it.

hire and onboard your seasonal workforce

With the ongoing global labor shortage, hiring seasonal workers has become more challenging. It is crucial to initiate this process ahead of time. To broaden your search and expand your talent pool, consider these strategies:

- partner with a talent company that has experience in large-volume staffing and managing seasonal peaks
- collaborate with university career centers or job centers to access new talent pools
- advertise on a job board outside of your industry to reach workers with transferable skills
- set clear expectations regarding the expected availability during standard working days and hours throughout the week; additionally, discuss the possibility of working extra hours if necessary and the protocol for reporting absences.
- explain the workplace basics, such as break times, time cards and work schedules
- cover safety procedures for each job
- aim to onboard new hires before the peak season begins - so you have enough time to train them on the job and get them productive

during peak season

It's now time to seize peak season momentum. Let's look at what you can do to sustain business success in the midst of this hectic period.

engage and manage your seasonal workforce

Set clear expectations and provide timely feedback:

- show appreciation for everyone's hard work
- provide feedback to the employees you've hired for peak seasons
- encourage seasonal employees to bring forward ideas, ask questions and speak up if something isn't working
- ensure your perm staff
 acknowledges the importance of
 seasonal workers to your business's
 success
- find ways to integrate seasonal employees into your company's culture Seasonal employees often feel separate from the rest of the workforce.

 Integrating them into the fabric of the company can increase performance, productivity, loyalty and morale. Some ways to bring seasonal workers into your company culture are:
 - create social opportunities where seasonal and permanent workers can mix
 - assign a permanent employee "buddy" to offer guidance and support
 - organise team-building activities to foster relationships
 - invite seasonal employees to participate in company celebrations and traditions



after peak season

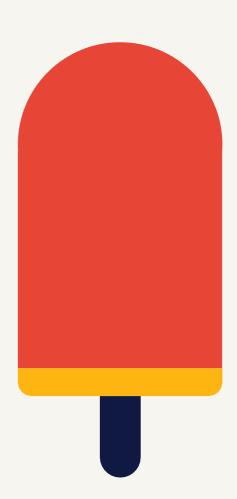
Assess what went well and what needs improvement for next year. Write down your plans while they're still fresh in your mind to optimise your workforce for future success.

- evaluate seasonal worker performance
 Asses performance to identify strengths,
 weaknesses and areas for improvement:
 - conduct performance reviews or evaluations for each seasonal employee
 - recognise and appreciate exceptional performance
 - identify areas where additional training or support could have improved outcomes
 - document feedback and observations for future reference
- gather feedback from seasonal workers
 Collect valuable insights to improve
 future planning:
 - conduct surveys or feedback sessions to gather input and suggestions
 - actively listen to their feedback, address concerns and consider suggestions
 - use feedback to refine seasonal workforce planning
- retain top performers

Hiring seasonal employees offers a valuable opportunity to evaluate their skills and select the top candidates for long-term employment.

 if feasible, consider transitioning seasonal workers, that match your future workforce needs, into permanent positions

- offer incentives or bonuses for outstanding performance
- maintain contact with seasonal workers throughout the year
- analyse and document lessons learned Reflect on the peak season experience to improve future workforce planning:
 - identify successes and areas for improvement in managing the seasonal workforce
 - document key challenges and how they were addressed
 - analyse the impact of your seasonal workforce planning strategy on the overall business performance
 - incorporate your insights into future planning efforts





Following this comprehensive checklist will help you effectively plan for peak season, optimise your seasonal workforce and achieve success for your business.

If you need support in hiring and managing a seasonal workforce, contact Randstad today.



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