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Insights for Building *Effective Multicultural Teams during COVID-19*

In these challenging times, the diversity of our workforce is a strength. Therefore we must understand their experiences during COVID-19 in order to be culturally responsive to their needs. People of color may have greater concerns for safety, guest interactions, health and wellbeing, and job security than do their non-minority teammates.

Today's multigenerational and multicultural workplace requires culturally sensitive coaching techniques and practices to effectively engage workers and guests. This webinar will provide employers with insights to the cultural identity, experiences and beliefs that today's workers bring to the workplace given COVID-19. This information will help improve cross cultural communications, employee engagement and retention.

**TUESDAY, MAY 19, 2020
2:00-3:00 PM ET**

ATTENDEES WILL LEARN TO:

- Cultural insights and specific recommendations for foodservice and lodging professionals on how to best lead multicultural employees to better serve the guest and communities in which you operate given the challenges brought by COVID-19.
- Insights and behaviors of an inclusive leader.
- How to coach younger, more multicultural talent in ways that make them more promotion ready.
- Insights on coaching with authenticity to help managers support team members and demonstrate respect and equitable treatment.
- Review of real-life scenarios that may play out during the re-opening process.

AUDIENCE:

Employers, directors, area managers, general managers and assistants.

BROUGHT TO YOU BY:  

HOSPITALITY SECTOR REGISTERED APPRENTICESHIP PROGRAM

The National Restaurant Association Educational Foundation (NRAEF) and the American Hotel & Lodging Association Foundation (AHLAF), Hospitality Sector Registered Apprenticeship program, partners with employers to provide restaurant and foodservice employees the opportunity to advance their careers and move into higher-paying management positions. Funded by the U.S. Department of Labor (USDOL), apprenticeship is a “win-win” for both the employee and his or her company. Benefits include reduced turnover increased productivity and improved employee satisfaction.



GERRY FERNANDEZ
PRESIDENT & FOUNDER

Gerry Fernandez is the founder and president of the Multicultural Foodservice & Hospitality Alliance (MFHA), a non-profit organization on the cutting edge of Cultural Intelligence practices for the food and hospitality industries.

With over 35 years of experience in the industry, Fernandez has held leadership and operational roles with several well-known companies including General Mills, The Waldorf Astoria Hotel, Hemenway's Seafood Grill & Oyster Bar and The Capital Grille, now owned by Darden.

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