

**INVESTOR IN PEOPLE
CASE STUDY:
LAS IGUANAS**



LAS IGUANAS COOKS UP A TREAT FOR CUSTOMERS AND STAFF

Las Iguanas has created a strong corporate identity based on excellence by investing time, energy and money on in-house training and staff development.



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The company's careful positioning in the marketplace makes it one of the most aspirational career launch pads in the catering industry – and diners love coming back.

Las Iguanas, the Latin American restaurant and bar concept, has 11 restaurants across Bristol, Cardiff, Birmingham, Bath, Sheffield, Leicester, Nottingham, Leeds, Brighton and London. It continues to expand.

The company has been acknowledged as an Investor in People (IiP) in recognition of its management style, best practice knowledge sharing, delivery and investment in staff.

Management has created a friendly, warm and professional atmosphere where colleagues thrive.

“We know that recruitment and retention of fantastic people is fundamental to our commercial growth,” said Eren Ali, Las Iguanas' Managing Director.

“We make sure we recruit people that share our passion for what we do, and are committed to investing time and resource in training and developing them so that they are not only great at their jobs but can also look forward to a long, rewarding career.

“The IiP Standard really helps us to focus on key objectives along the way and gives us a great benchmark against which to measure our progress.”

The culture of the company is supportive and encouraging. There is a huge emphasis on developing staff in-house and career progression can be rapid.

Investor in People Assessor Richard Sloane said: “The most striking evidence of the culture of the company can be found in their ‘Guide to Living Latin Life’ which is a booklet describing to all staff how to treat customers.”

The guide contains a unique organisation chart which really focuses the mind on what is important to the restaurant. “The chart is headed by The Guests supported by line chefs, waiting staff and at the bottom are the directors supporting all functions – absolutely brilliant,” Richard stated. General managers are usually groomed for promotion from existing positions which is extremely effective in retaining the company's ethos, values and culture. Managers have benefited from training in people management as well as effective approaches to financial aspects of the business such as budgeting. As a result their attention is focused on the direct connection between bottom line profit, company expansion and their own advancement.

Las Iguanas places great emphasis on its training programme and invests heavily in it. This has helped the organisation improve retention rates and morale is high across all departments including part-time staff.

Richard Sloane commented: “The company is going through a period of expansion and acquisition. Despite this the ethos and spirit of Investors in People is still alive and well.”

“People want to join Las Iguanas because of the training and development opportunities and the support that staff receives from management.”

“Commitment to developing staff is outstanding within the company. The philosophy of the company is one of support to all employees and encouragement to succeed. There are substantial opportunities for in-house promotion. People have every encouragement to develop and grow.”

Background information

Investors in People is all about recognising that people are at the heart of organisations. Getting the best out of staff has a direct impact on the success of organisations.

The Investors in People accreditation helps organisations identify and implement proven methods to help staff achieve organisational objectives. Thousands of organisations across the South West continue to recognise the value delivered by Investing in People today.

Quality South West are the Investors in People Assessment & Recognition Centre for the South West. Contact our Advisory Team on (01452) 413641 to find out more.