



Hannah Wrixon

Get the Shifts

GOING FOR GROWTH PROFILE

NAME:

Hannah Wrixon

BUSINESS

Get the Shifts

POSITION

CEO

WHAT WE DO

Innovative and award-winning company based in Clare providing temporary staffing solutions for the hospitality industry.

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GetTheShifts

With a family background steeped in entrepreneurship, it is no surprise that Hannah Wrixon has been self employed for most of her life. Nor is it a surprise that Get the Shifts, her third business, is in the hospitality sector. Hospitality was an obvious business choice for Hannah. She had previously set up a successful childcare services business and was highly experienced in sourcing professional, quality staff for clients. But hospitality was in her family DNA - both her father and her grandmother had been involved in the bar and hotel business, and it was a world that Hannah was very familiar with. Hospitality was always there in the background as a possible avenue for a new business, and she was ready to seize the opportunity when she saw the need for a new staffing solution in the sector.

Get the Shifts was set up in 2016 to provide pre-screened, quality and experienced temporary staff to clients across the hospitality sector. Their tech centric staffing solution based on bespoke software and an easy-to-use app connecting people to hospitality work shifts in bars, restaurants, stadiums, festivals and other hospitality events, has proved hugely popular. With offices in Dublin and Shannon, the business has grown rapidly, and the company now employs eight people full-time as well as providing 1,500 staff 'Superstars' for clients throughout the country.

Hospitality sector clients need high quality staff for irregular shifts, but managing seasonal and irregular staff requirements presents unique challenges. From her own hospitality background, Hannah knew that the industry was ripe for disruption. Get the Shifts has quickly built a reputation for their innovative service that allows clients to browse and book workers including experienced bar staff, promotions and event staff, mixologists, baristas, kitchen porters, etc., when and where they need them.

A focus on quality of service has been at the core of Hannah's success in growing the business. Get the Shifts provides industry specific training to their Superstars, ensuring that clients get a high-quality worker for each shift. And the service provided includes a built-in rating system, which has proved critical to supporting workers build their professional skills while deepening the quality of service to clients. The success of this approach is clear - Get the Shifts's client base has grown to include the Intercontinental and Clayton Burlington Hotels, as well as many leading festivals including All Together Now, Longitude and Forbidden Fruit. The RDS, Thomond Park and Fota Resort are also clients. Public recognition has followed - in 2018 the company was named national winner of both the National Enterprise Awards and the All Star Business Award, and in 2019 was winner of the Best Emerging company in the SFA Awards. Network Ireland also named Hannah Businesswoman of the Year 2019.

Growing a business to this level of success also presents challenges, and this is where for Hannah, Going for Growth had such an impact. As with many new businesses, the day to day running of the company can often overshadow everything else, and strategic planning can get overlooked. According to Hannah, Going for Growth provided her with a perfect support environment at a crucial period for the business. "I found Going for Growth hugely beneficial in terms of helping me think strategically and really kept me focussed on the business. It was energising and so supportive to be with a group of women who were facing the same issues. It gave me the support to think through my ideas and work through the challenges in growing my business".

Today, the growth trajectory for Get the Shifts is very definitely upwards. While business in Ireland continues to grow, opportunities in the UK market are strong, with Brexit likely to lead to significant shortages in hospitality staff. In 2020, the company will open an office in Manchester to service this market.

