How to survive the Kent Care Worker Shortage Pandemic

Neil Eastwood
Author, Saving Social Care
Have you got Symptoms?
Treatment Plan

1. Who you recruit
2. Where you look
3. How hard it is to reach you
4. Your welcome and culture
Ask "Why care?"
62.5% Vs 25.6%
What is the motivation of an active job seeker?
Are we all one-trick pony recruiters?
Where are applicants coming from?

94% Job boards

6% Other Stuff
Where do starters come from?

60% From Job boards

40% from Other Stuff
Who stayed 12 months?

20% from Job boards

94% from Other Stuff
Online recruitment is biased to youth
Personal connections REALLY matter to find the best care staff.
Refer-a-friend is the most powerful source of quality care staff Worldwide
Why?
Stalk your Good Leavers
Ask Interviewees
Where is there goodwill?

THANK YOU
<table>
<thead>
<tr>
<th>Care connection</th>
<th>Strong connection</th>
<th>Deep connection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word of mouth</td>
<td>Ex-employees</td>
<td>Refer-a-friend</td>
</tr>
<tr>
<td>Partner orgs</td>
<td>Applicants</td>
<td>Clients’ families</td>
</tr>
<tr>
<td>Family Carers</td>
<td>Suppliers</td>
<td>Board/Trustees</td>
</tr>
<tr>
<td>Faith-based</td>
<td></td>
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<tr>
<td>Cause-related</td>
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<td>Cause-related</td>
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</tbody>
</table>
Did I apply to you?

What is the job again?

I will definitely be there on Tuesday at 2.
Where to post?

Local Jobs Pages (using a personal account)

On your own feed

Targeted Advertising
How to respond?
My Recruitment Sourcing Strategy

- Job boards
- Community Outreach and word of mouth
- Employee and network connections
- Facebook
Making it easier to apply
PERSONAL DETAILS

Title
- None -

Surname

Forenames

E-mail address

Date of birth
Day Month Year

NI Number

House number / Building name

Street
Page 1 of 5

* denotes mandatory field

All Personal Details

- First Name
- Surname
- Email Address
- Retype Email Address
- Mobile Number

Other Contact Number
- Address

- Postcode

- Where did you see this vacancy?

Please attach your CV
Source: The Caregiver crisis has begun 2017
Are your interviewers too keen?

<table>
<thead>
<tr>
<th></th>
<th>Sue</th>
<th>Michelle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>17</td>
<td>37</td>
</tr>
<tr>
<td>%</td>
<td>100%</td>
<td>73%</td>
</tr>
<tr>
<td>%</td>
<td>24%</td>
<td>60%</td>
</tr>
<tr>
<td>%</td>
<td>12%</td>
<td>45%</td>
</tr>
</tbody>
</table>
Better On-boarding
When do leavers leave?
Why do care staff intend to leave?

**Personal Factors**
- Age
- Location
- Family commitments
- Health
- Motivation

**Organisational Factors**
- Organisational support
- Pay satisfaction
- Career opportunities
- Working conditions
- Training
- Communication
- Appreciation and recognition

**Relationships**
- Residents
- Colleagues
- Supervisor
- Leadership
- Family/Home
Welcome
Are your new starters an inconvenience?

17% said a friendly smile or helpful colleague would have stopped them leaving.
Expectation Management
Structured On-boarding Programme = 58% more likely to stay 3 years
THIS SPACE RESERVED FOR: New Starter
Peer Mentoring
A) Agency spend eliminated within 6 months

B) Staff retention up from 51% to 70% in first 3 months
Long term retention
Career Pathways – an alternative view

- Stay on the frontline
- Move away from the frontline
Appreciation or Recognition?
Long Service Leave
Impact of soft skills on staff turnover

Supervisor Turnover

2007: 32%
2009: 15%

Carer Turnover

2007: 40%
2009: 25%
Nursing Home Leadership Styles

'Shareholder' 14%  
'Consultative Autocrat' or 'Autocrat' 55%  
'Consensus' 31%

Source: The Gerontologist 2009 Donoghue and Castle
Staff Loss with a Shareholder leader

5x

4x
Follow these steps and you’ll be inoculated
Sign up for a year’s worth of free recruitment tips and buy a 23%-off signed book...

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“I am impressed by both the content and style of Neil’s book”

Sir David Behan CBE, Chief Executive CQC