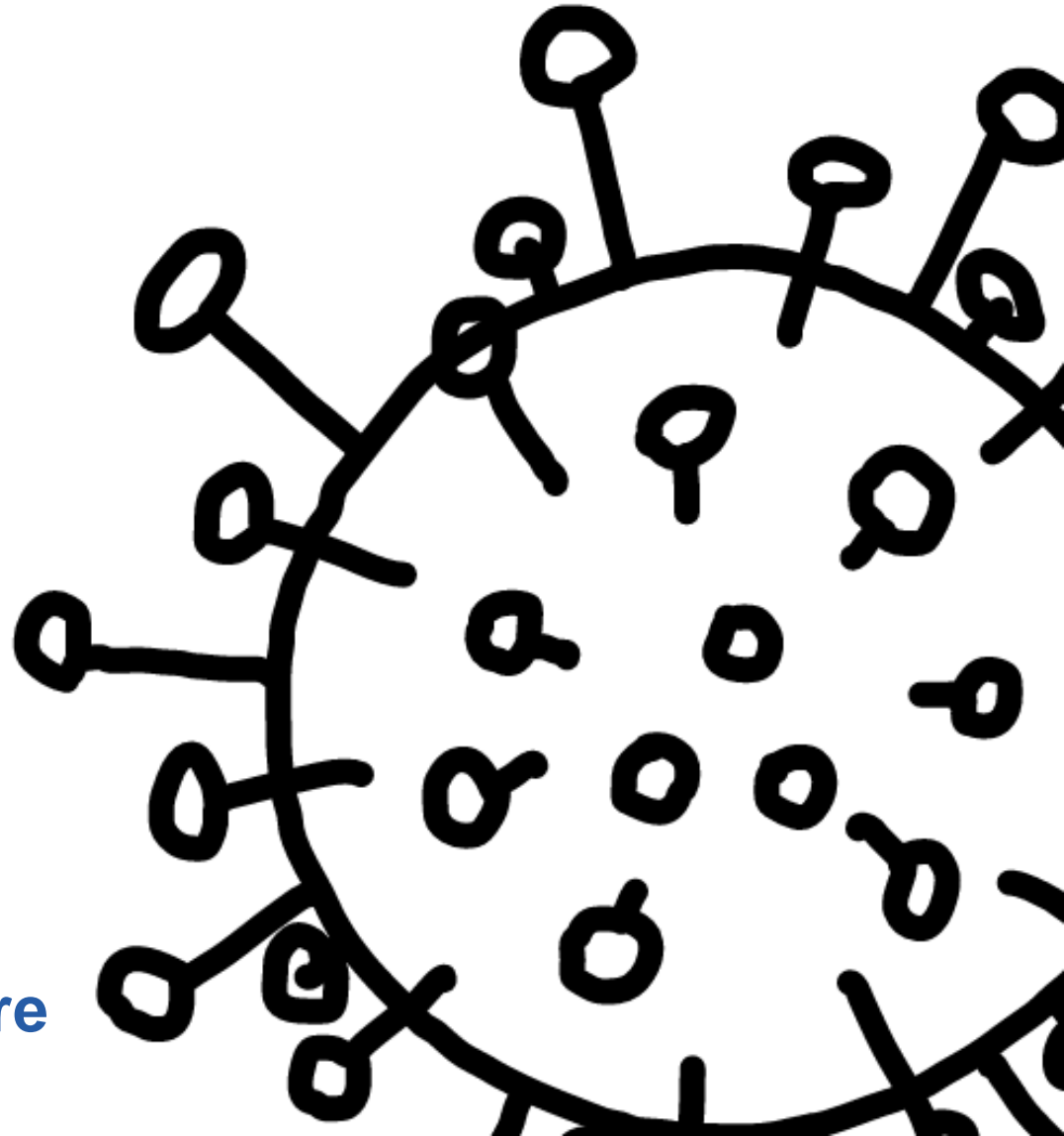


How to survive the Kent Care Worker Shortage Pandemic



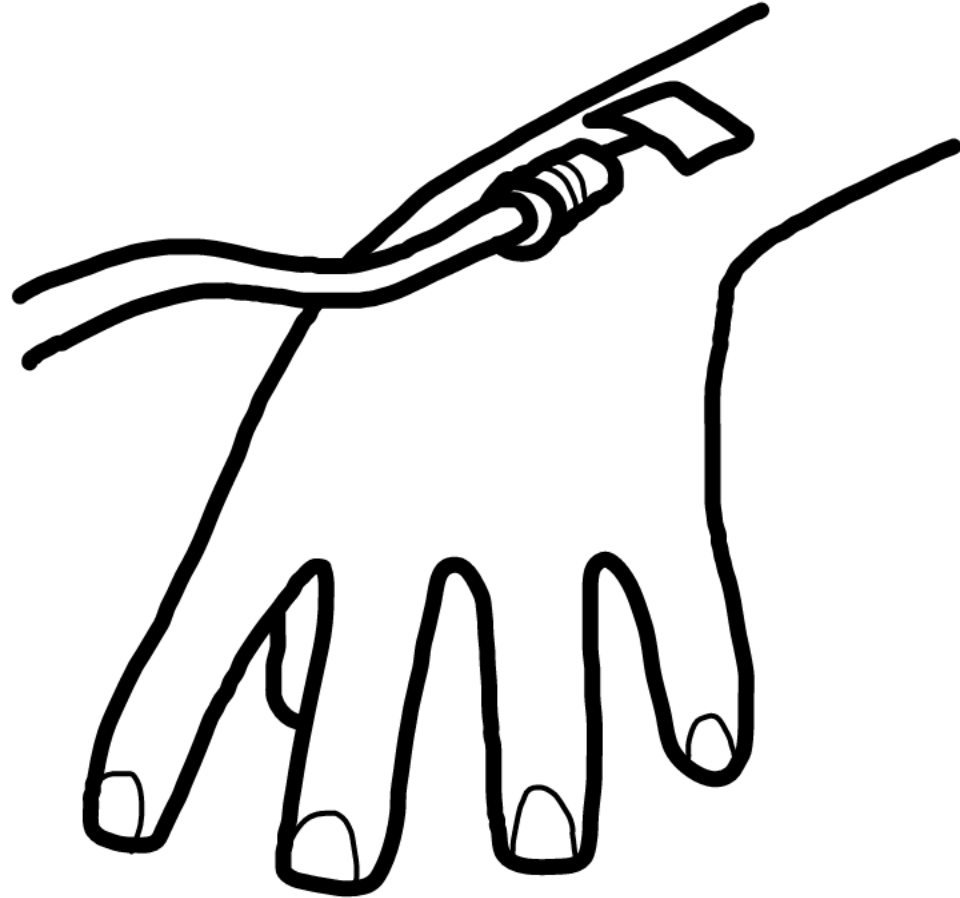
Neil Eastwood
Author,
Saving Social Care



**Have you got
Symptoms?**



Treatment Plan



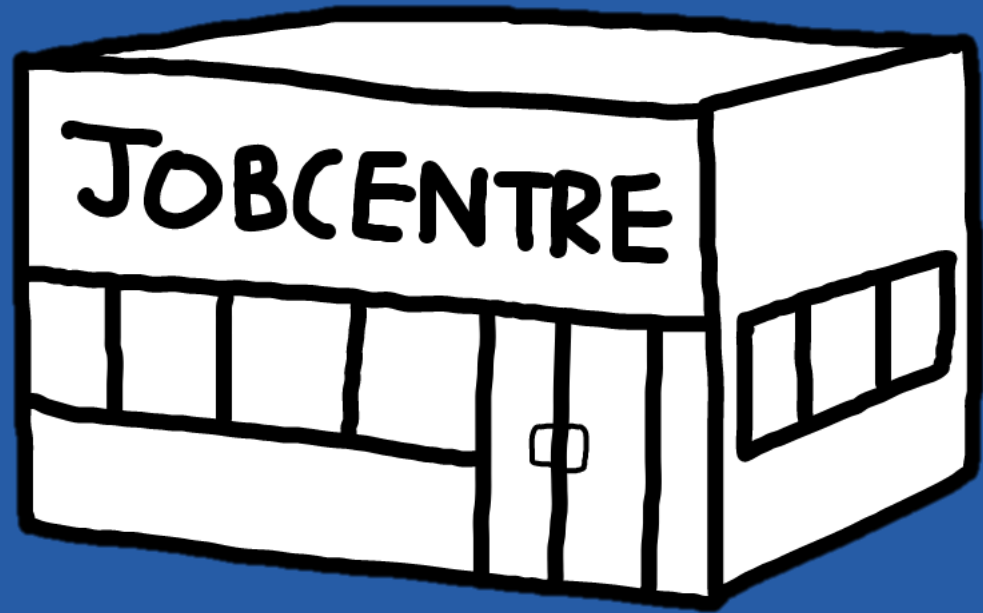
1. Who you recruit

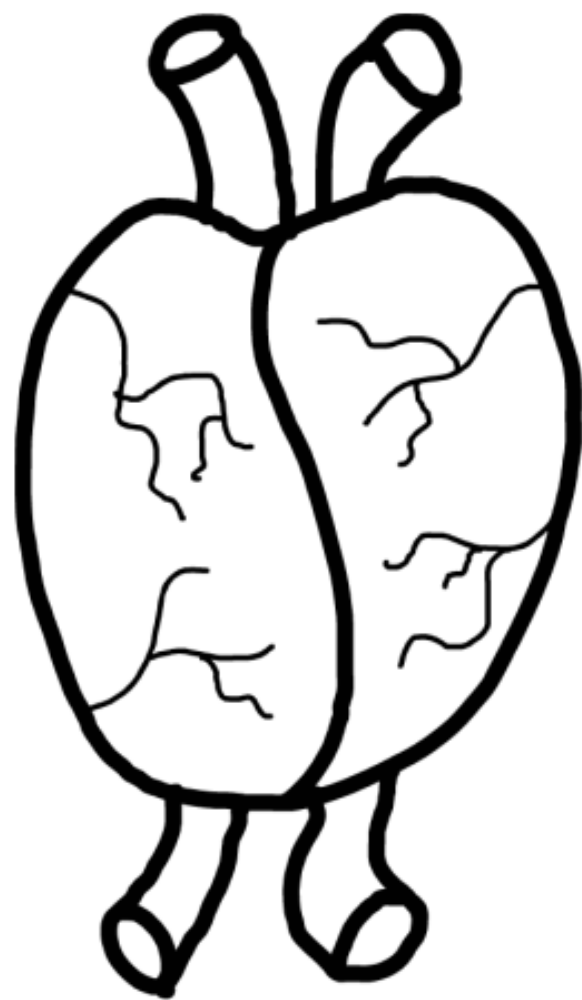
2. Where you look

3. How hard it is to reach you

4. Your welcome and culture

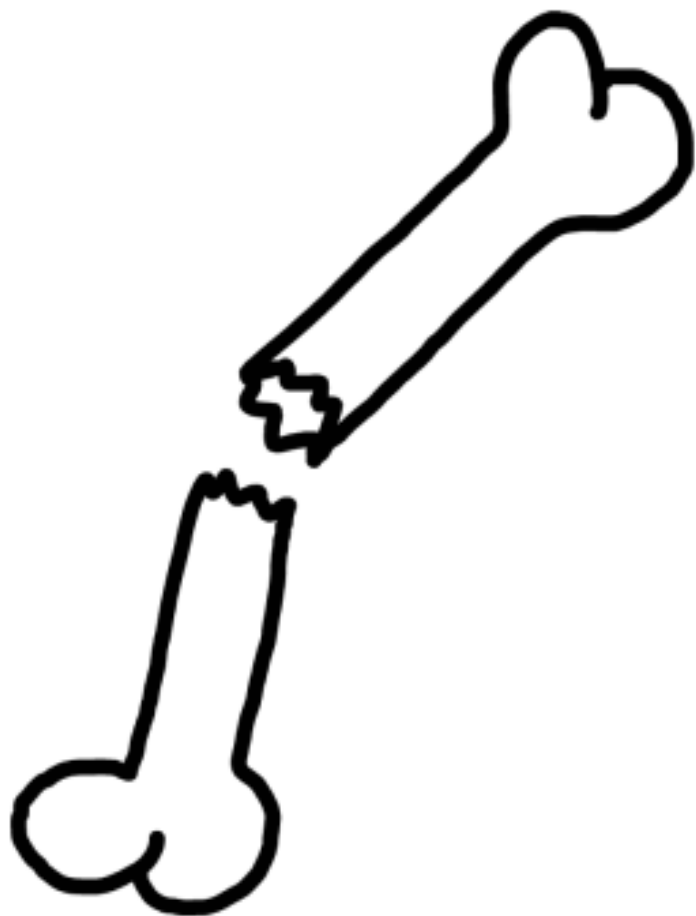
Ask
“Why care?”











62.5%

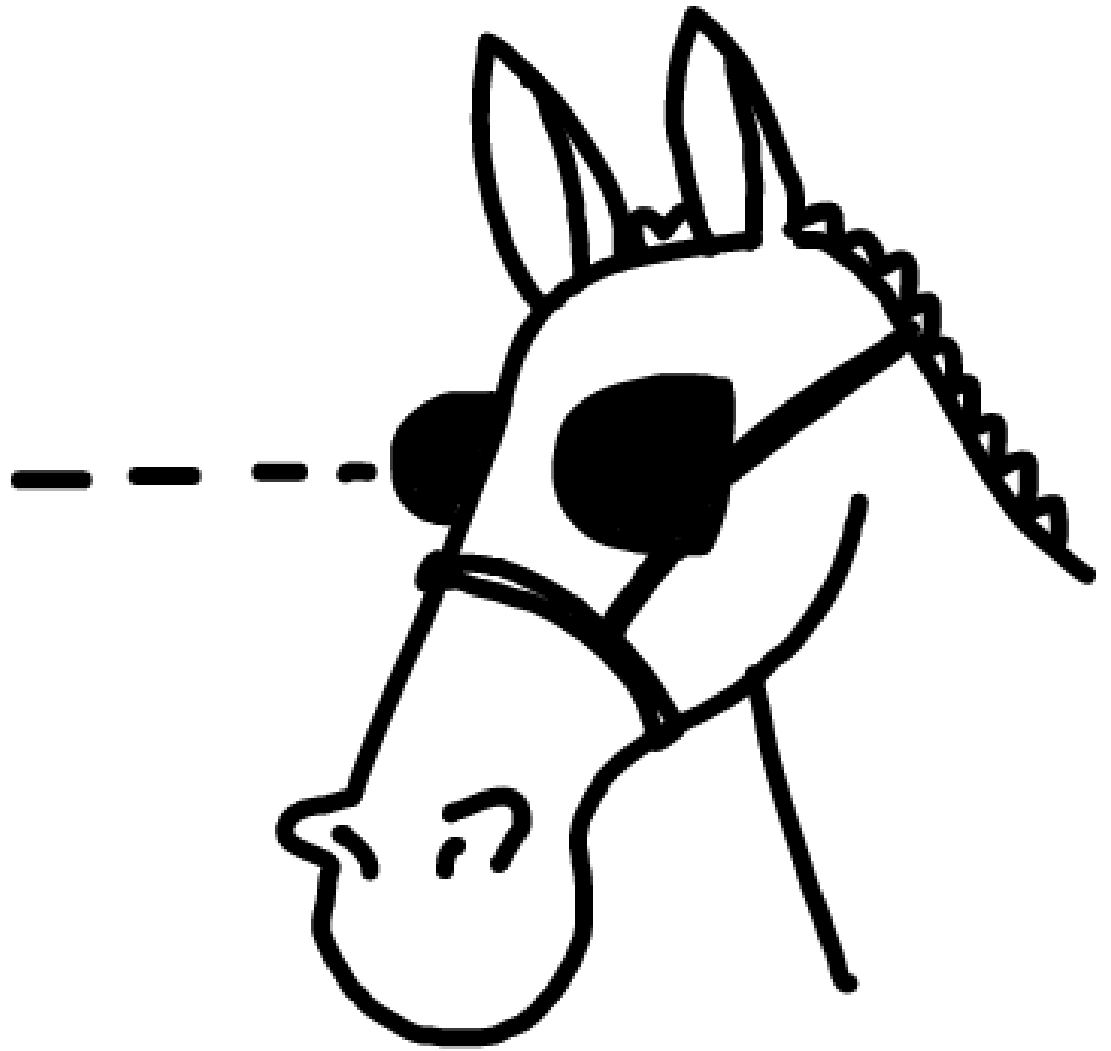
Vs

25.6%

**What is the
motivation of
an active job
seeker?**

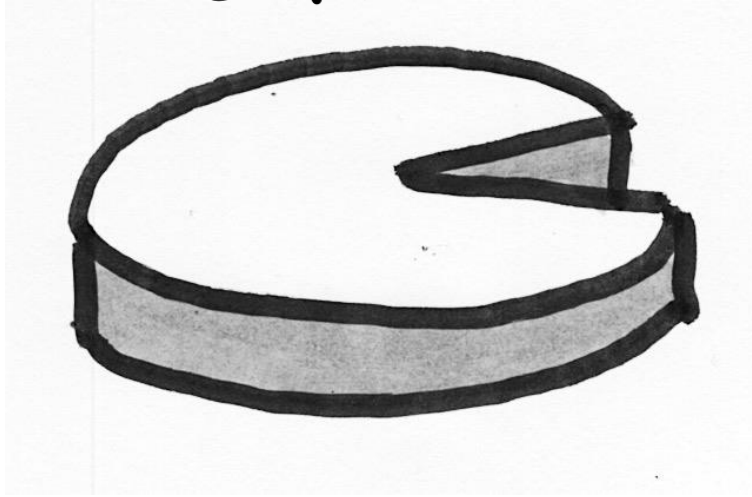


**Are we all
one-trick
pony
recruiters?**

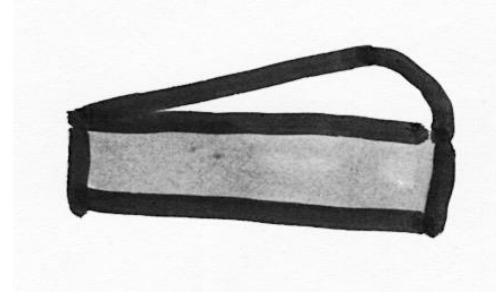


Where are applicants coming from?

94%



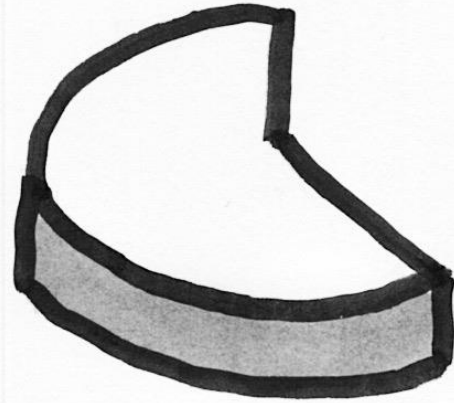
6%



Job boards Other Stuff

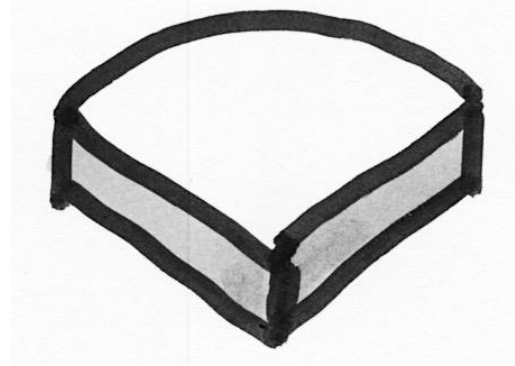
Where do starters come from?

60%



From
Job boards

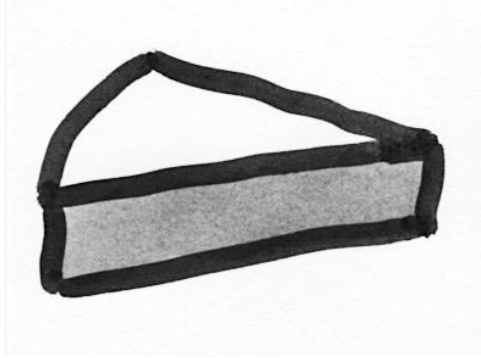
40%



from
Other Stuff

Who stayed 12 months?

20%



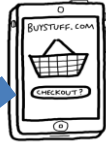
from
Job boards

94%



from
Other Stuff

Online recruitment is biased to youth



18-24

25-34

35-44

45-54

55-64

65+



**Personal
connections
REALLY matter
to find the best
care staff**



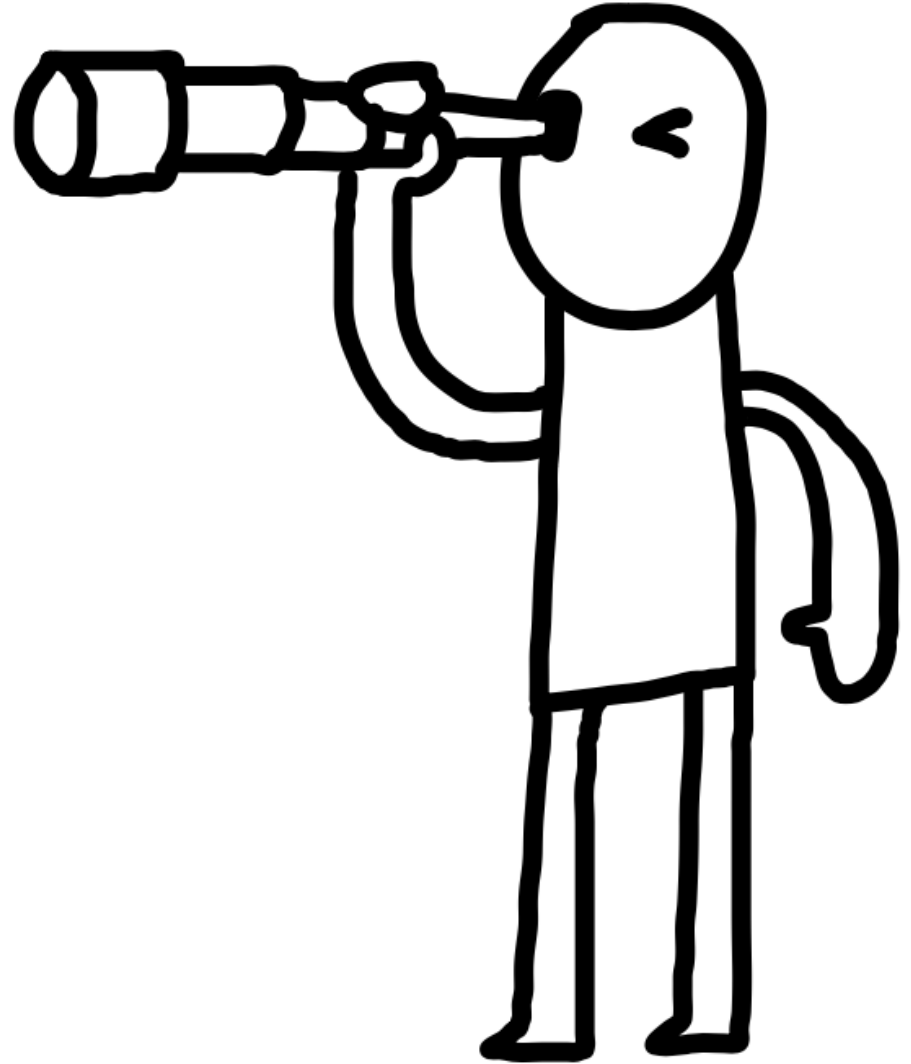


**Refer-a-friend is
the most
powerful source
of quality care
staff Worldwide**

Why?



**Stalk your
Good
Leavers**



Ask Interviewees



Where is there goodwill?

THANK
YOU



Care connection

- Word of mouth
- Partner orgs
- Family Carers
- Faith-based
- Cause-related

Strong connection

- Ex-employees
- Applicants
- Suppliers

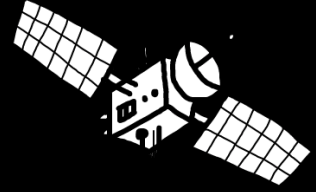
Deep connection

- Refer-a-friend
- Clients' families
- Board/Trustees

**Did I apply
to you?**

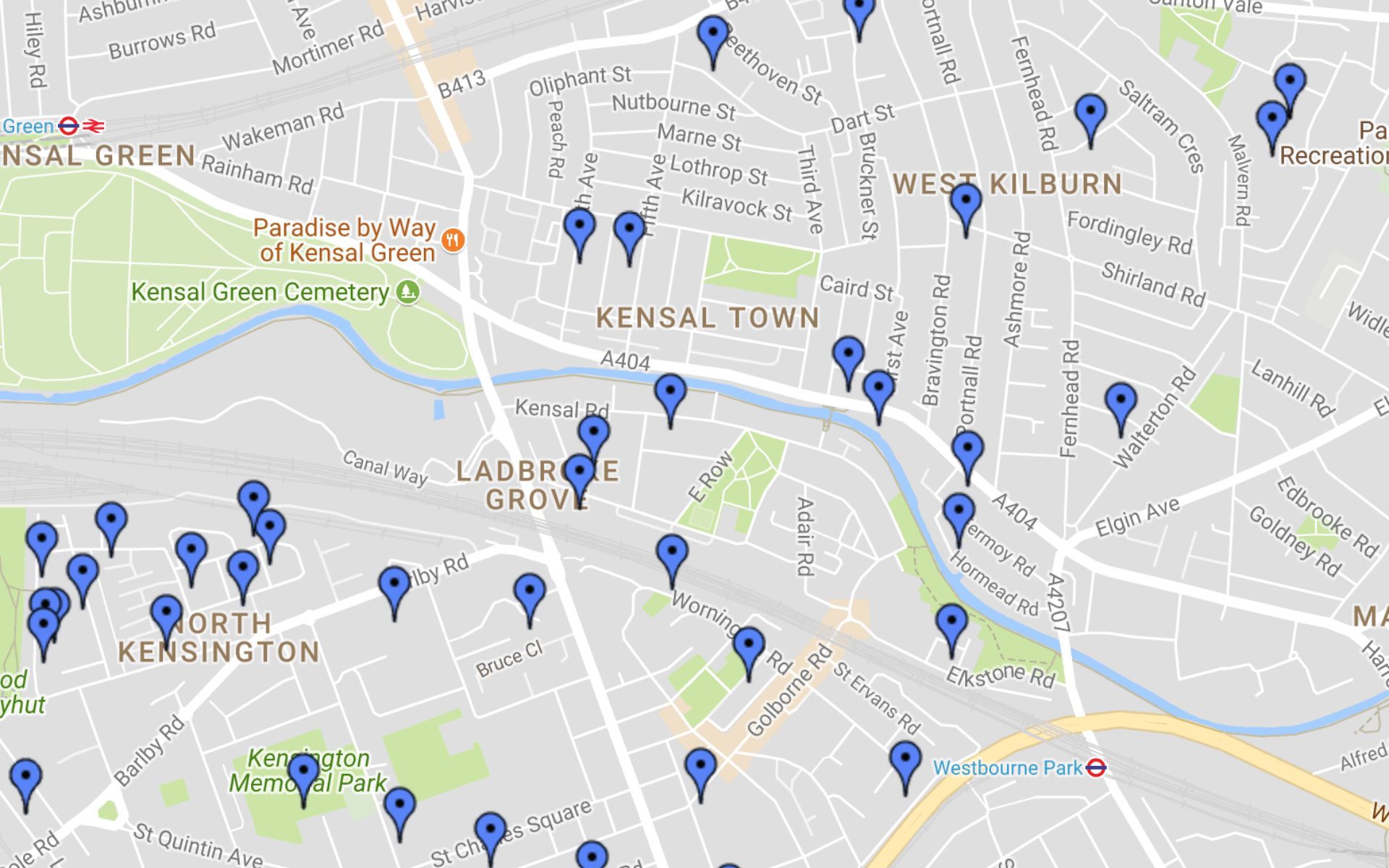


**What is the job
again?**



**I will
definitely be
there on
Tuesday at 2**







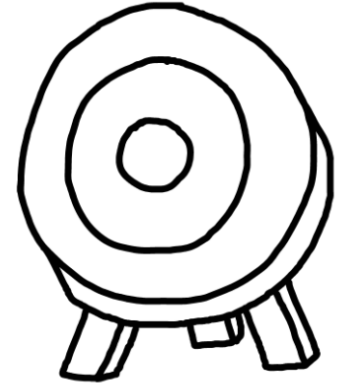
Where to post?



**Local Jobs
Pages (using a
personal
account)**



**On your
own feed**

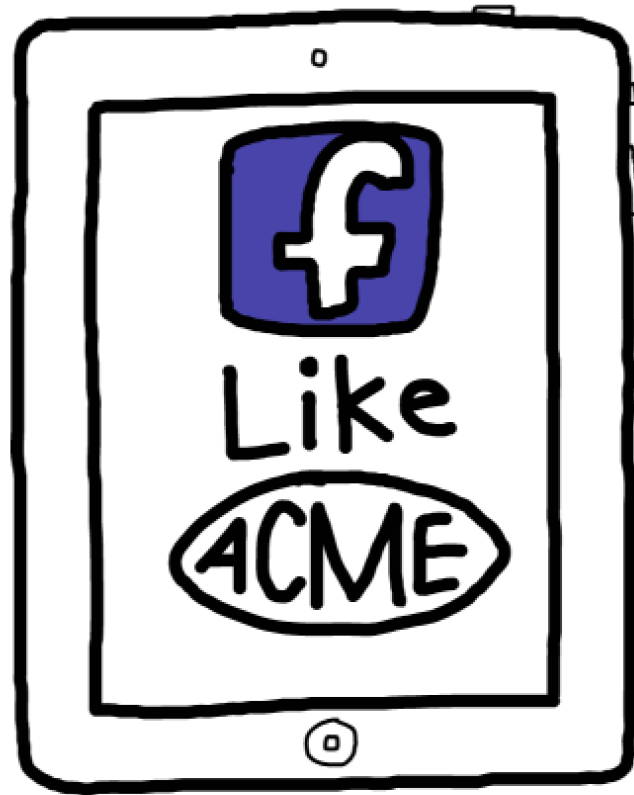


**Targeted
Advertising**

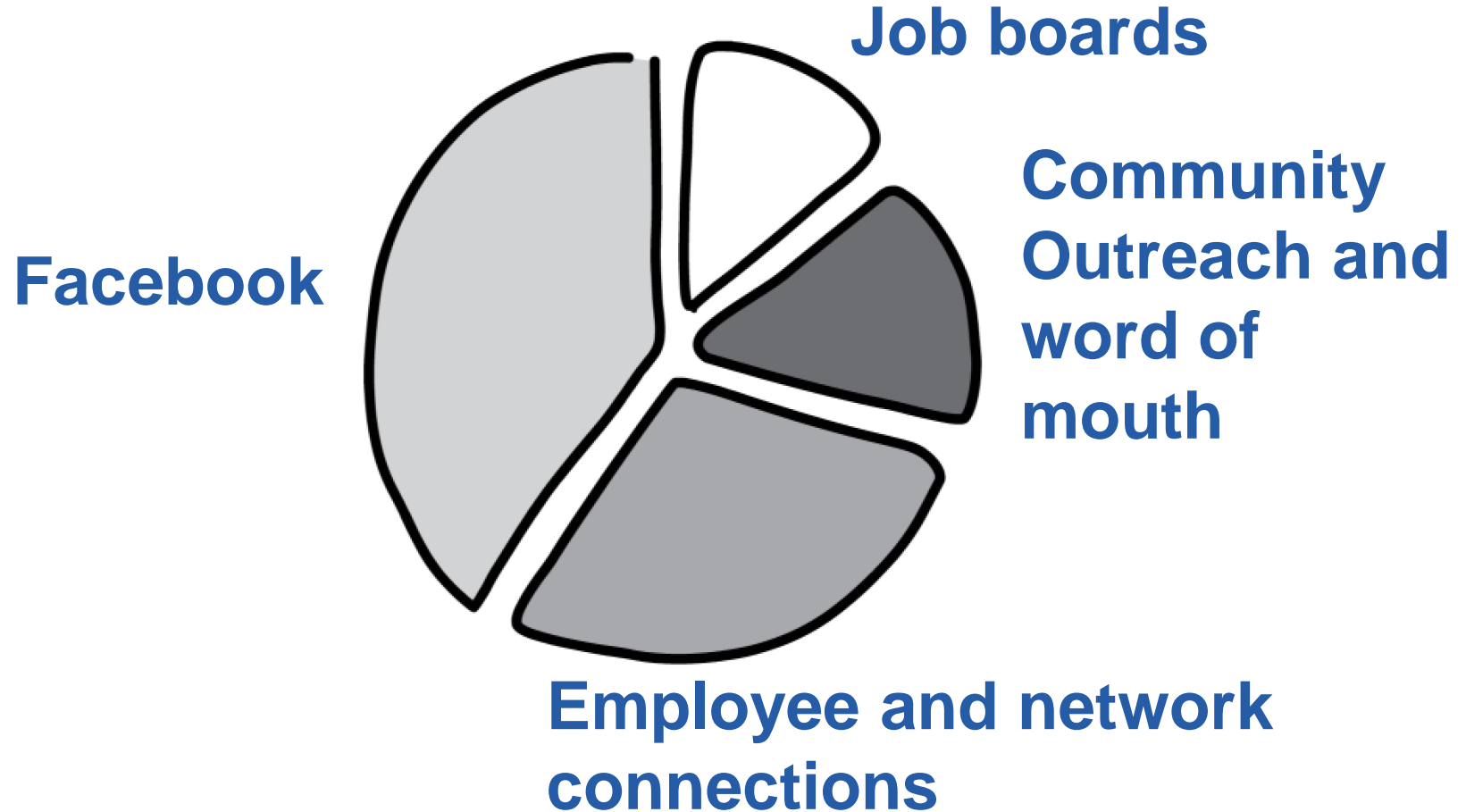
What?



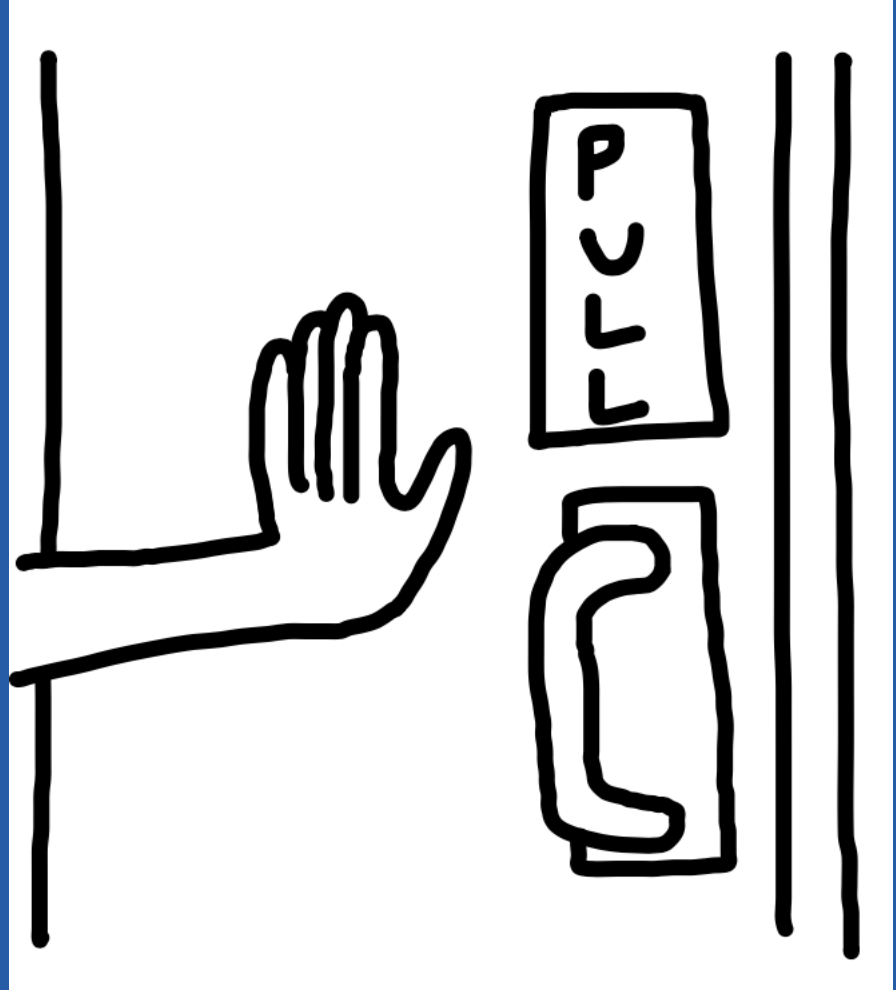
How to respond?



My Recruitment Sourcing Strategy



**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

* 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?

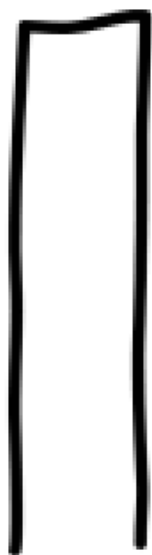
Please attach your CV

Choose File ▶ No file chosen

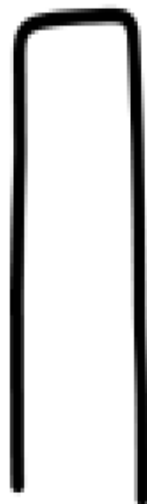
+26% applications
when 'Attach CV'
removed







62%



60%



48%




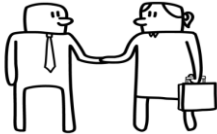


28%



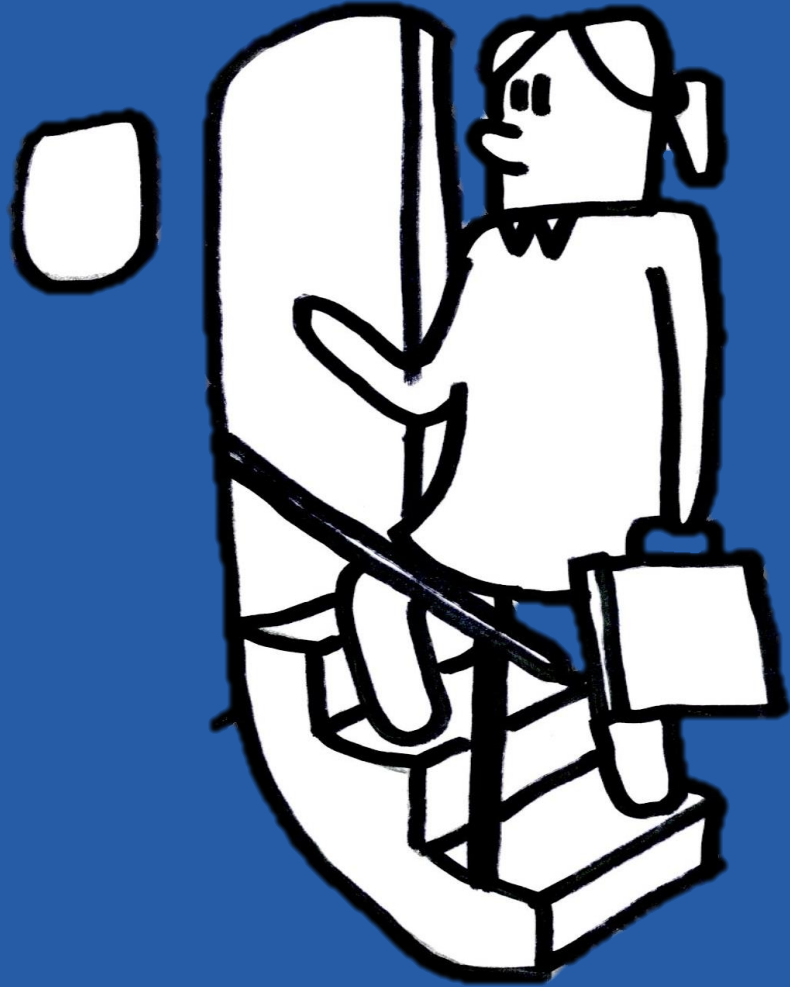
11%

Source: The Caregiver crisis has begun 2017

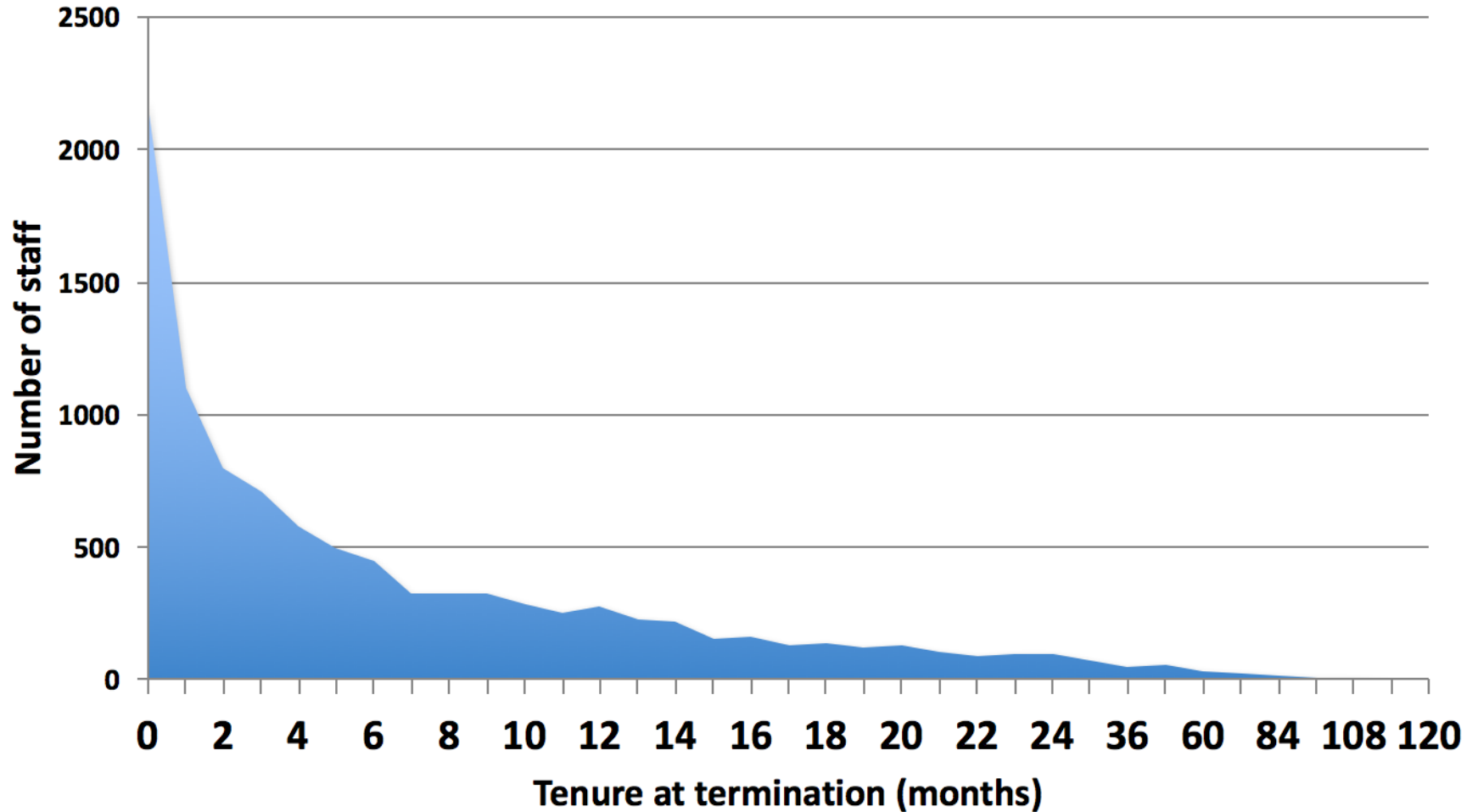
Are your interviewers too keen?

	Sue	Michelle
	17	37
	100%	73%
	24%	60%
	12%	45%

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

**On-boarding
Experience**

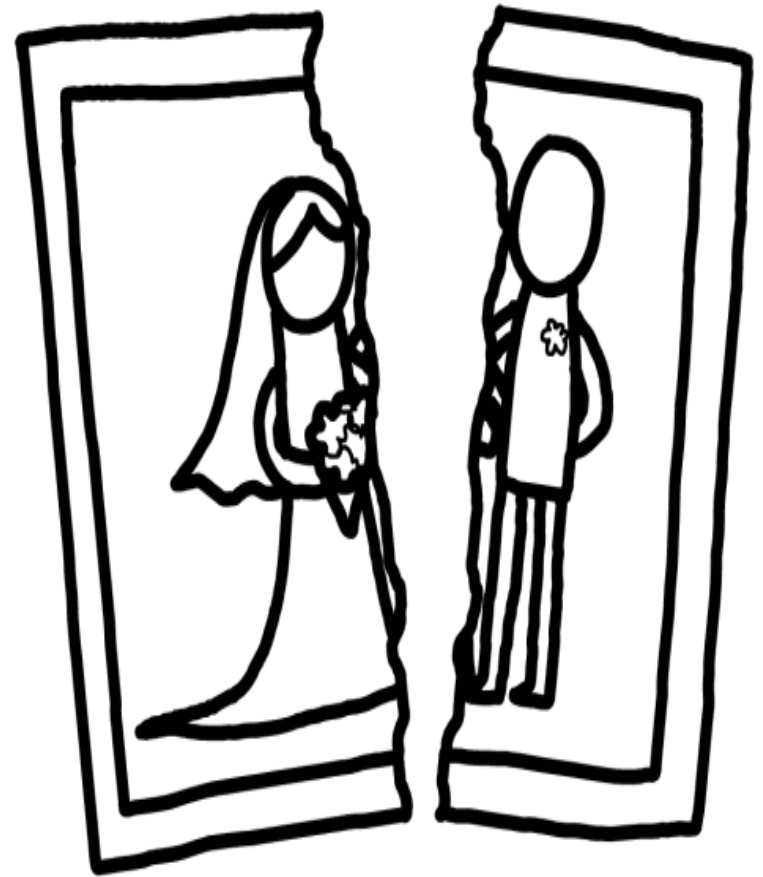


Are your new starters an inconvenience?

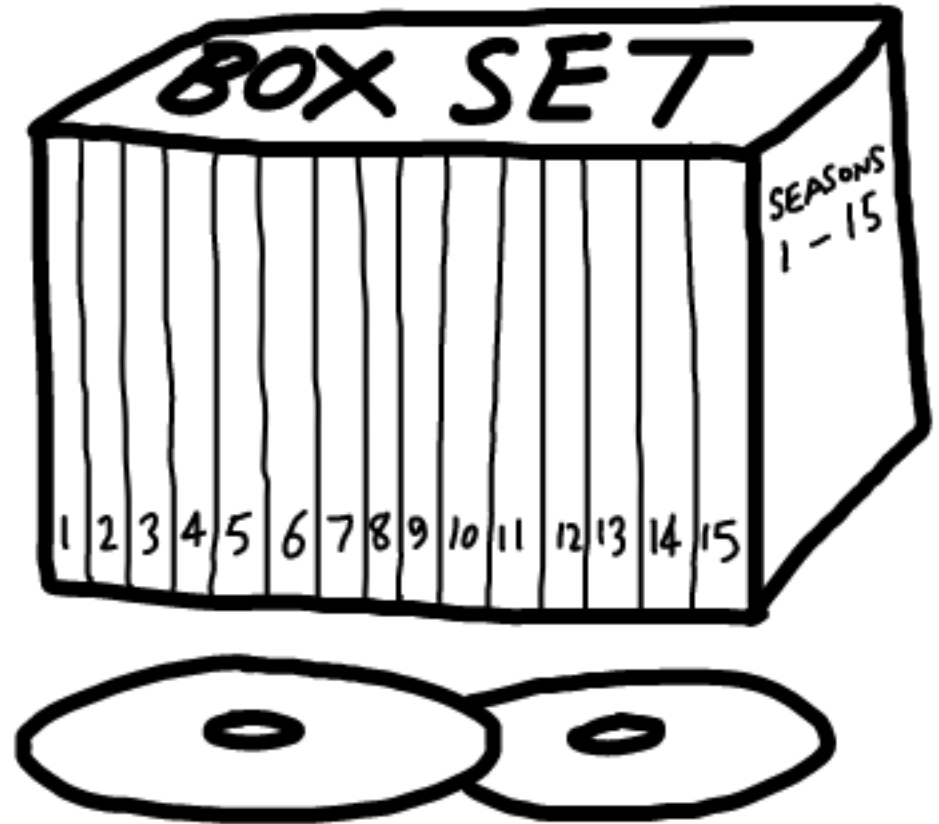


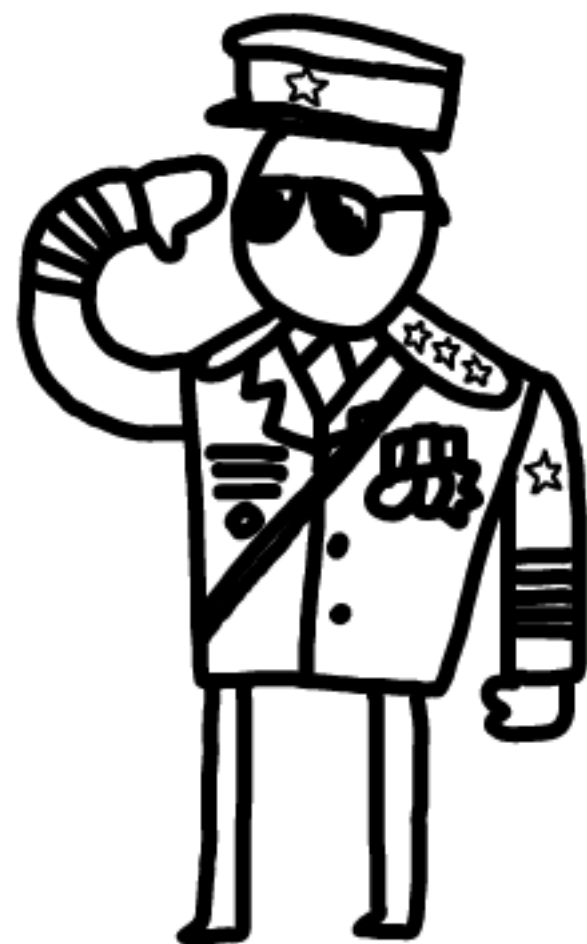
17% said a friendly smile or helpful colleague would have stopped them leaving.

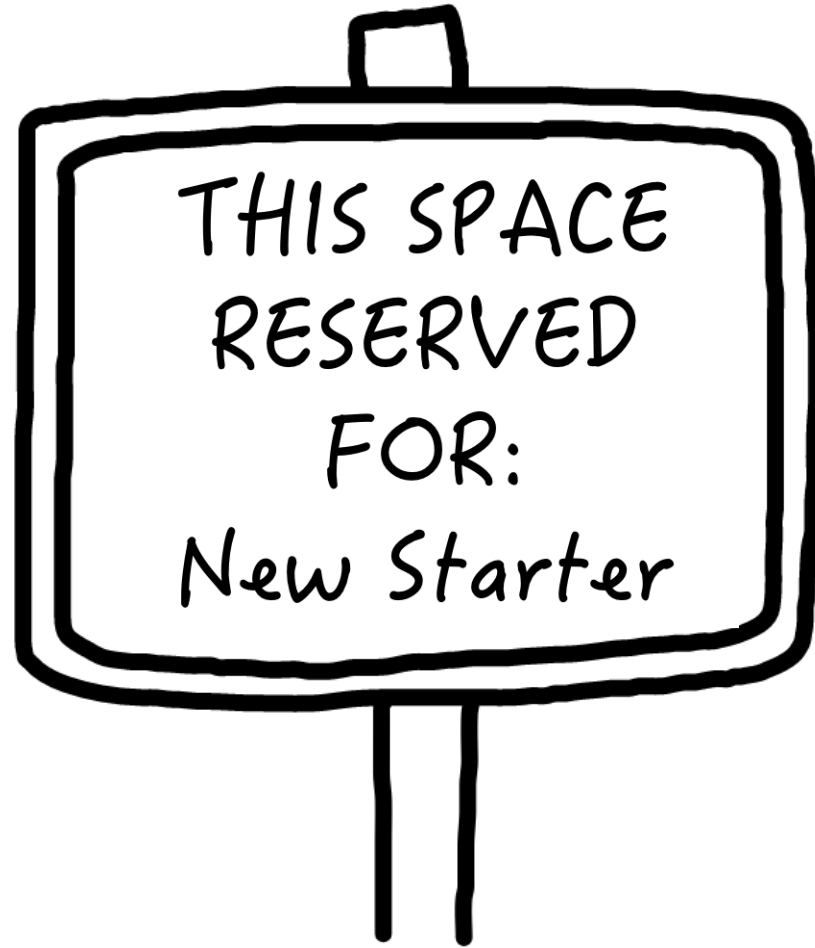
Expectation Management



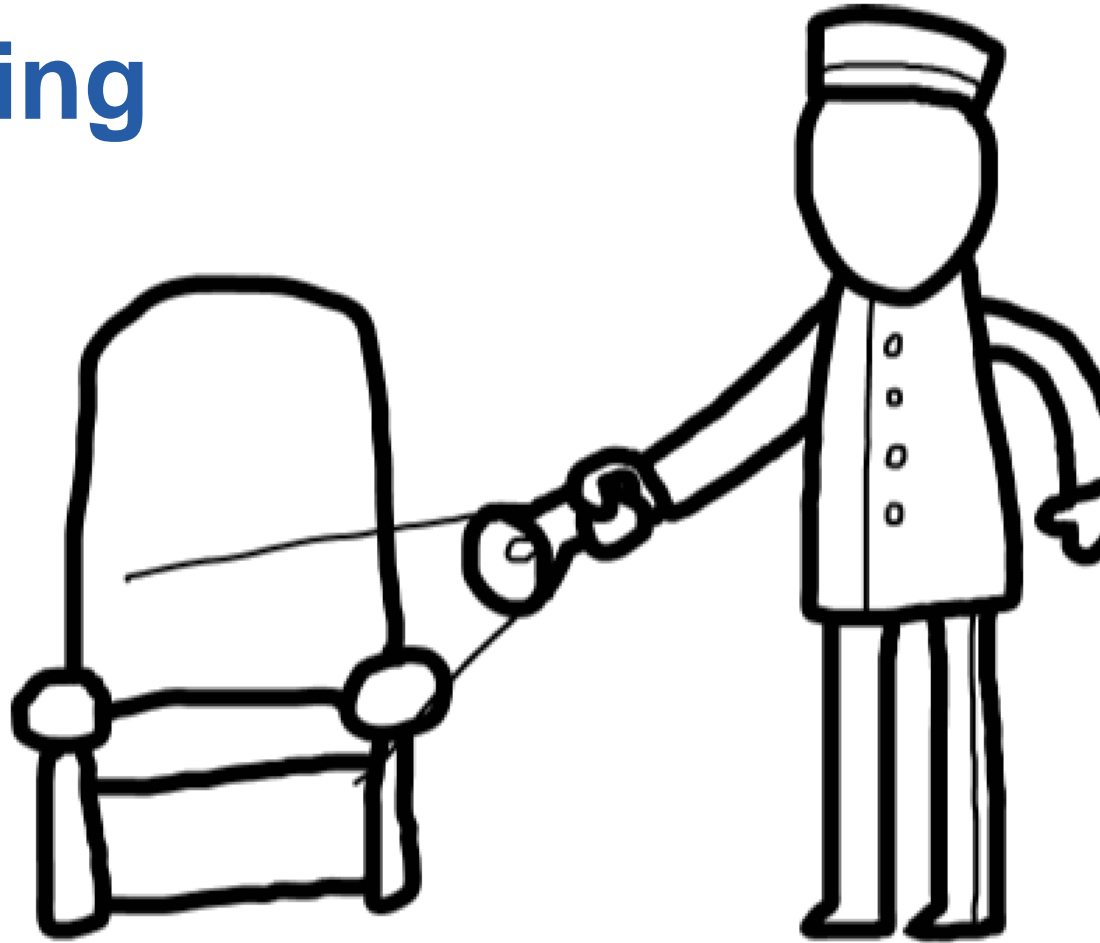
Structured On-boarding
Programme =
58% more
likely to stay 3
years







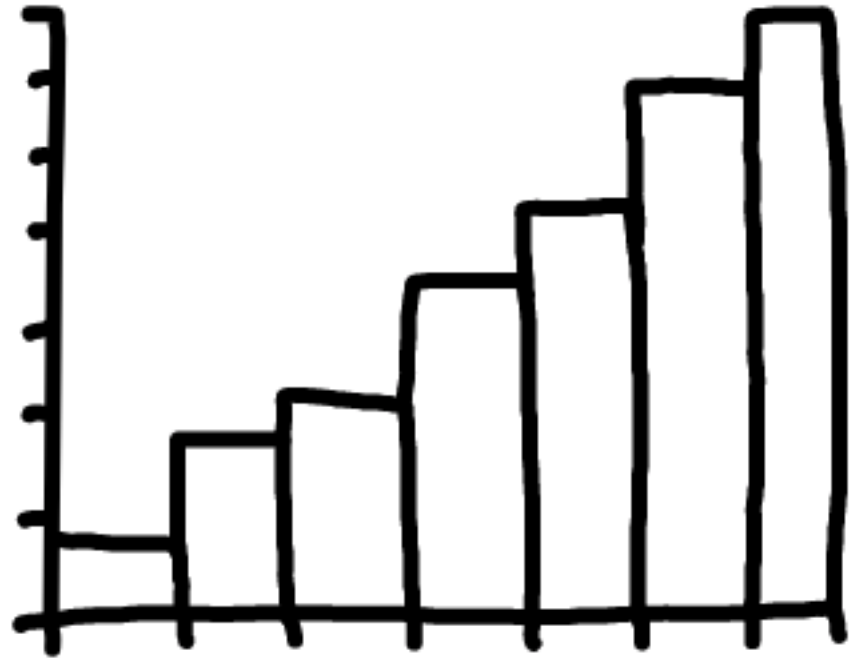
Peer Mentoring



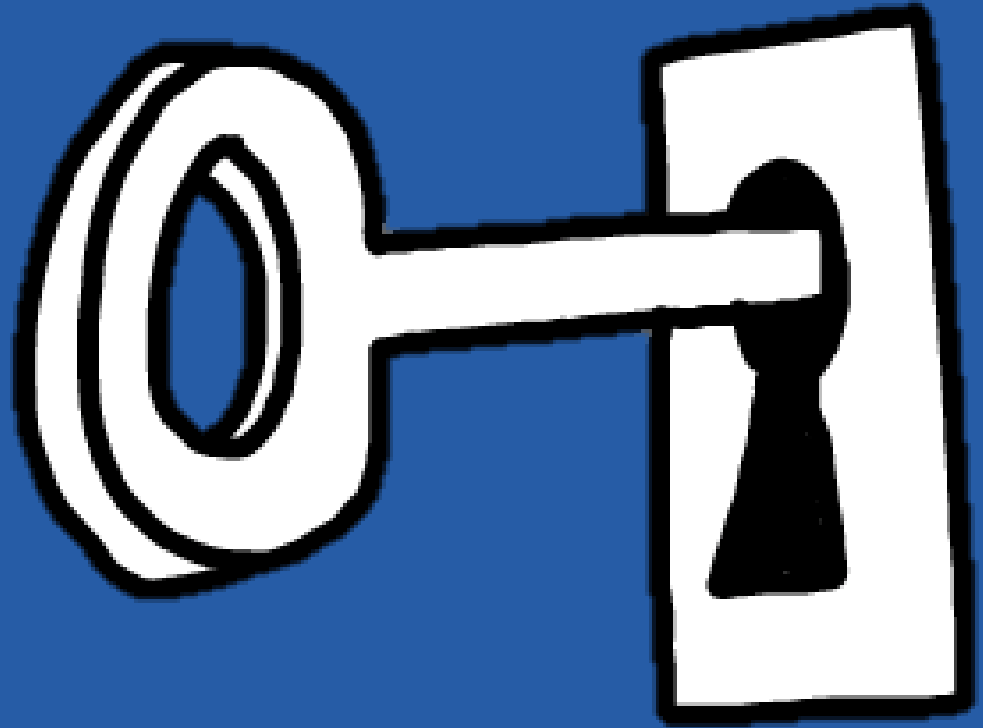
Impact

A) Agency spend eliminated within 6 months

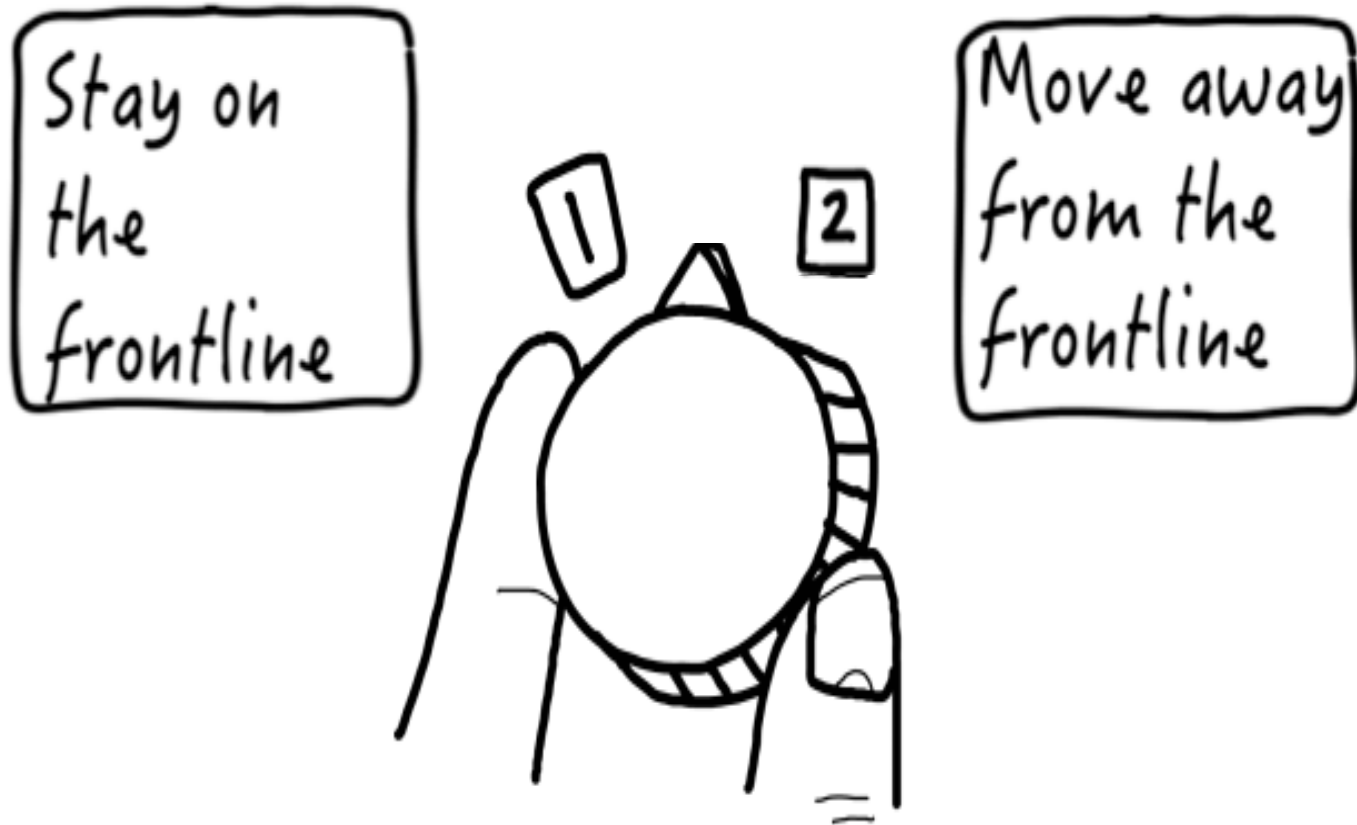
B) Staff retention up from 51% to 70% in first 3 months

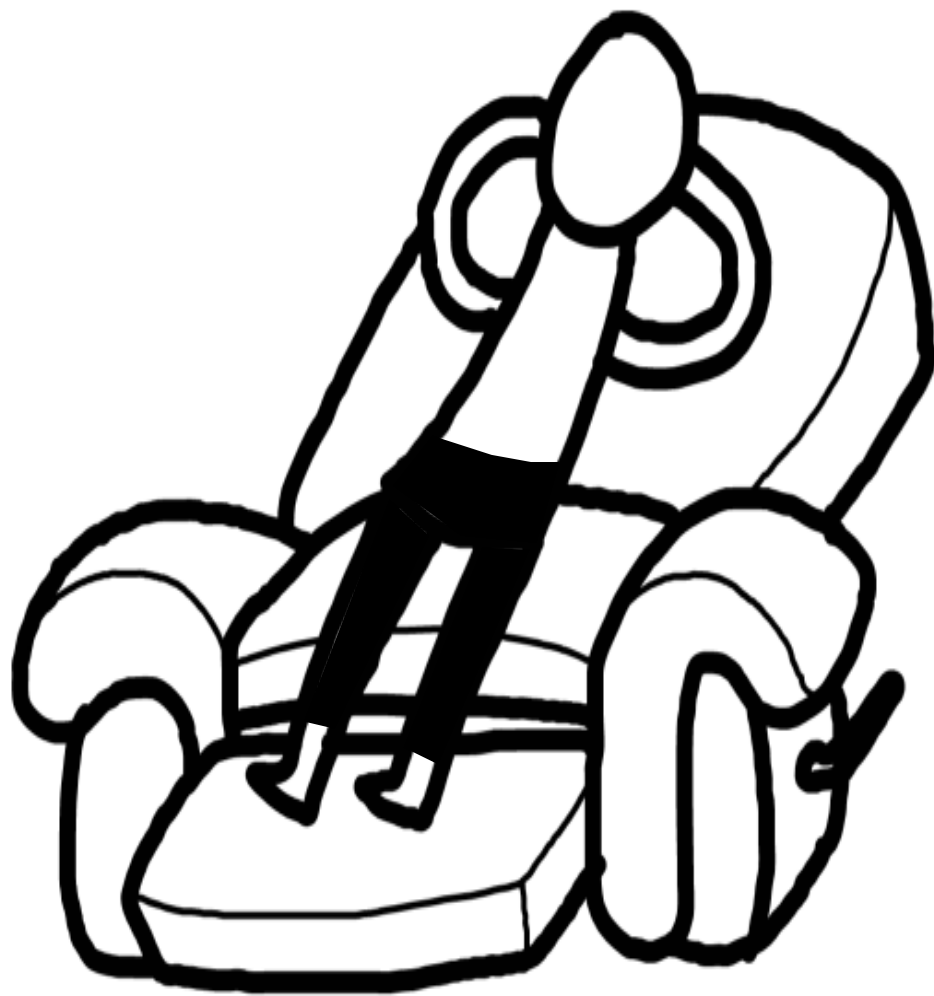


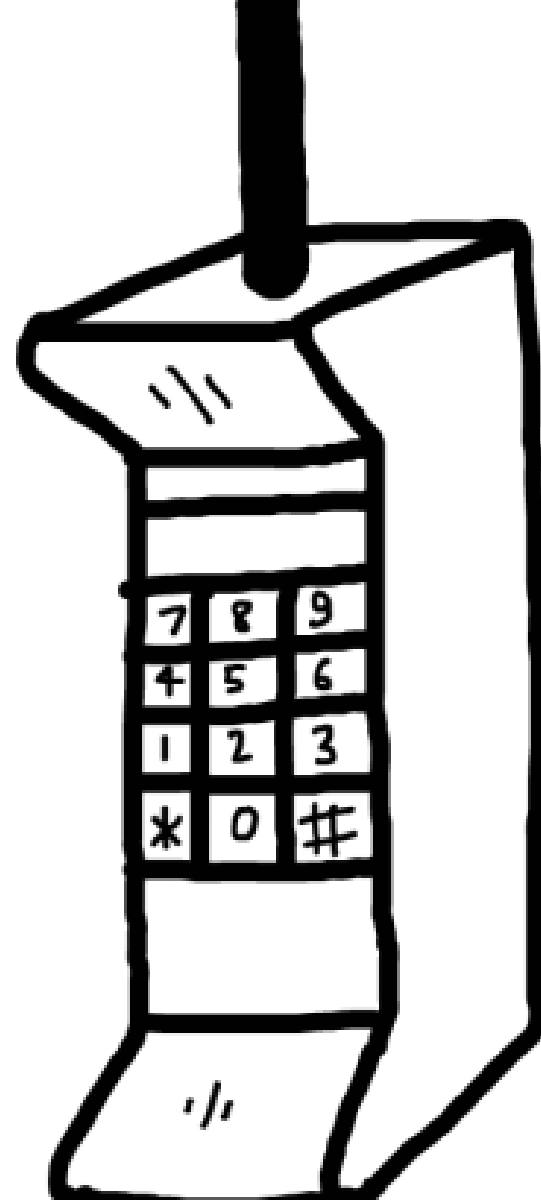
Long term
retention



Career Pathways – an alternative view



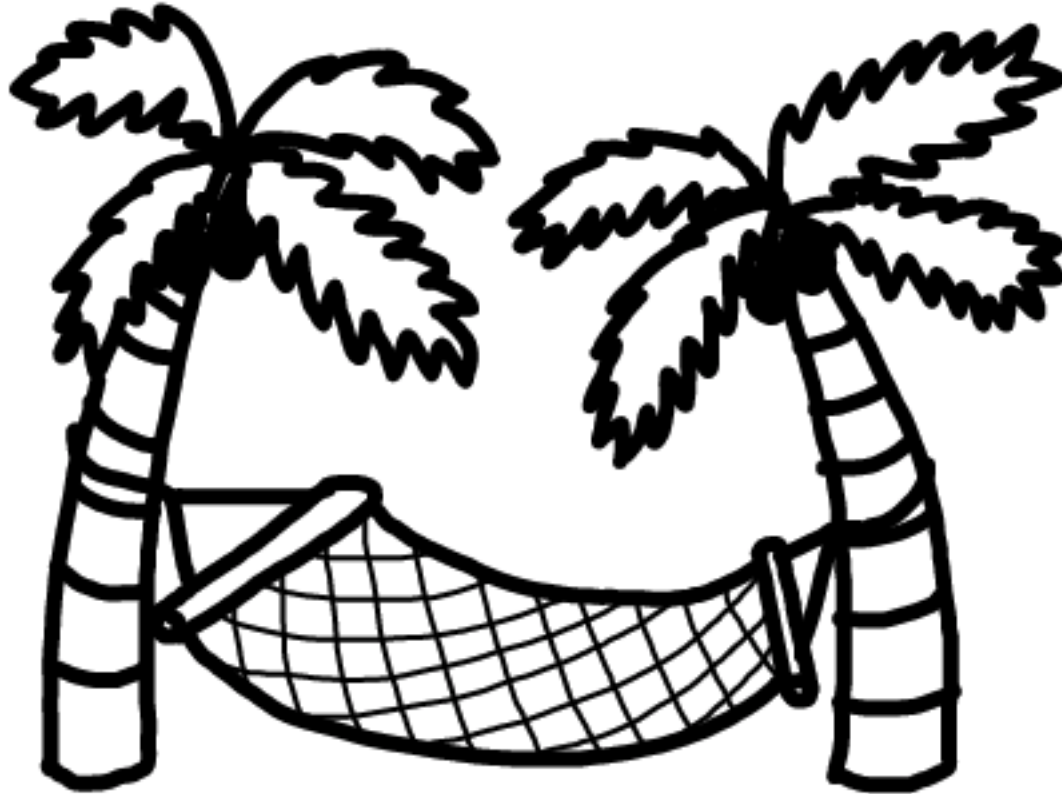




Appreciation or Recognition?



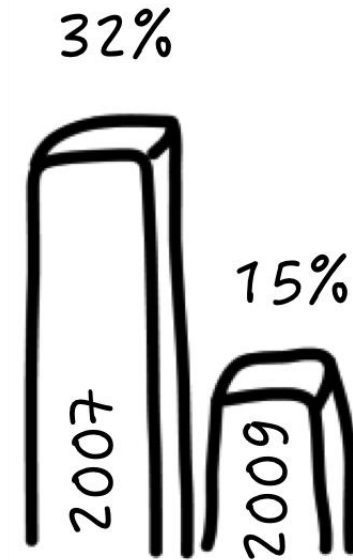
Long Service Leave



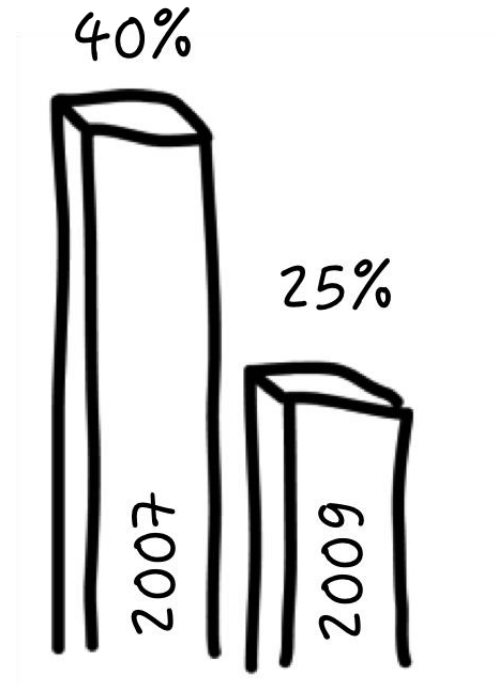


Impact of soft skills on staff turnover

Supervisor Turnover



Carer Turnover



Nursing Home Leadership Styles



'Shareholder'

14%



'Consultative
Autocrat' or
'Autocrat'

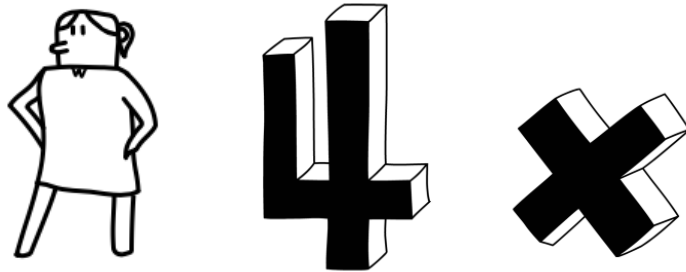
55%



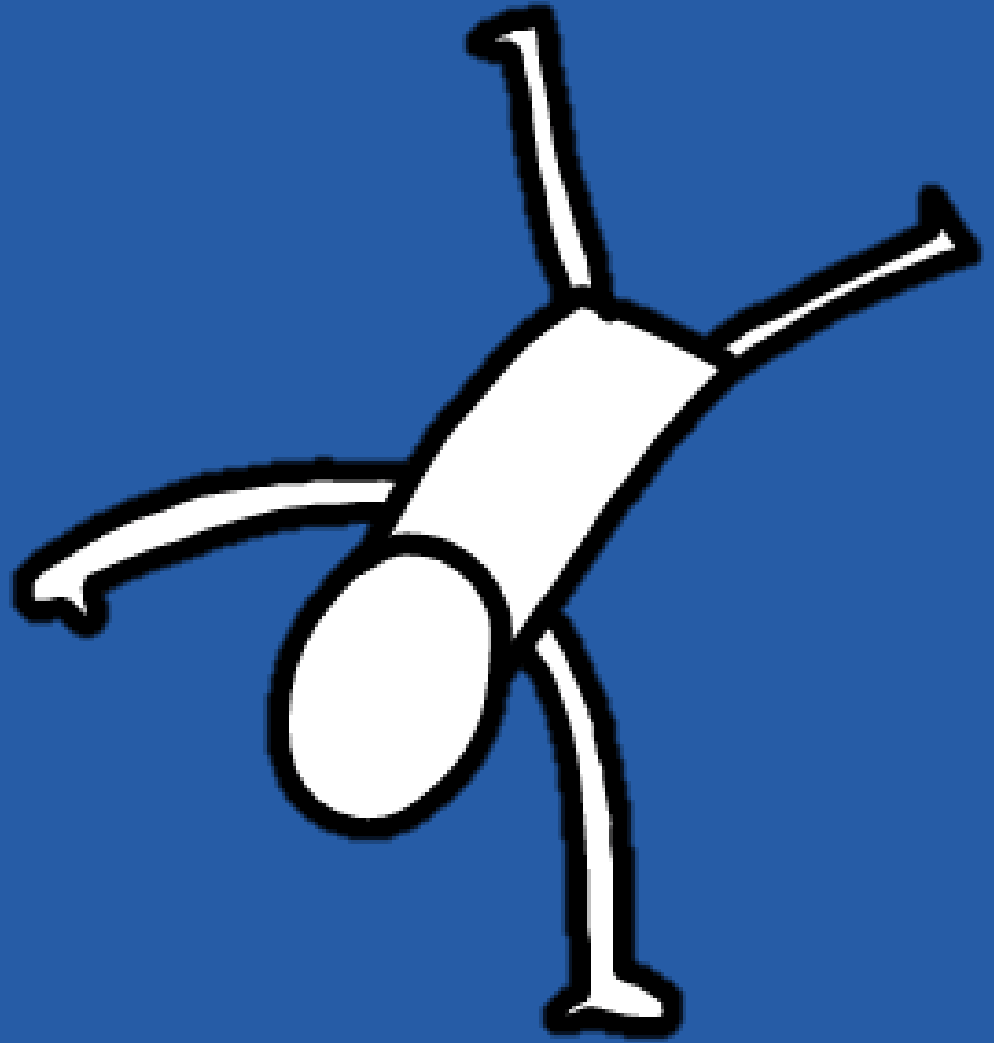
'Consensus'

31%

Staff Loss with a Shareholder leader



**Follow these
steps and
you'll be
innoculated**



**Sign up for a year's
worth of free
recruitment tips and
buy a 23%-off
signed book...**



@StickyNeil

neil@stickypeople.co.uk

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

**Sir David Behan CBE,
Chief Executive CQC**

