



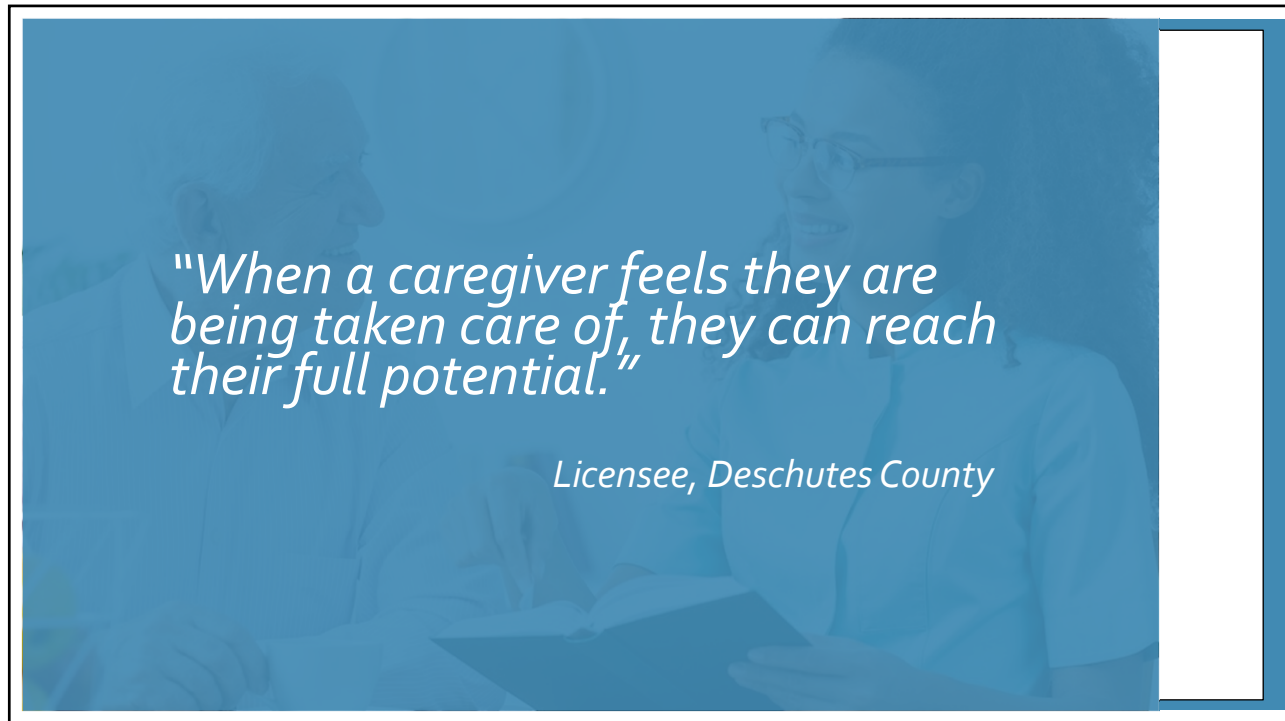
Becoming an Employer of Choice

How to attract and retain care staff

Alyssa Elting McGuire and Matt Gannon



<p>Your Facilitators</p>  	<p>Alyssa Elting McGuire Founder, Consulting & Training Director</p> <p>Matt Gannon Communications Coordinator & Trainer</p>	
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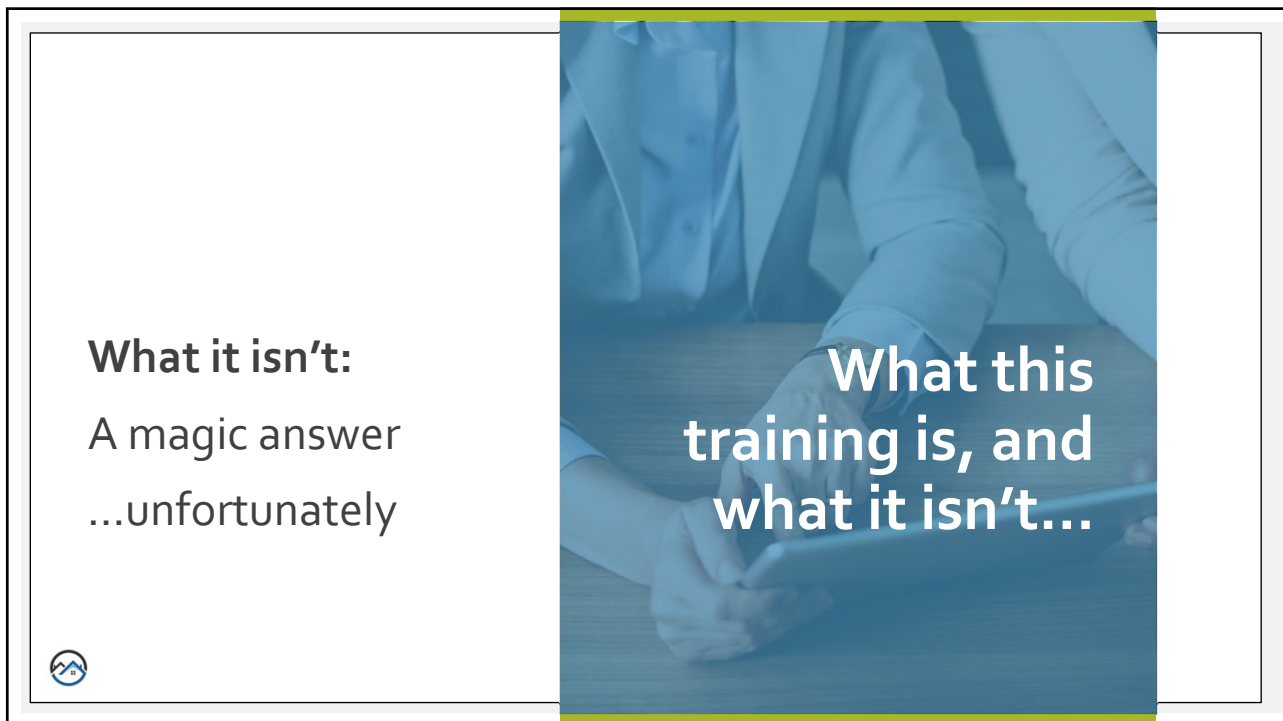
Today We'll Discuss:

- ✓ Management approach and care home culture
- recruitment and retention
- ✓ Why caregivers stay




We'll Also:

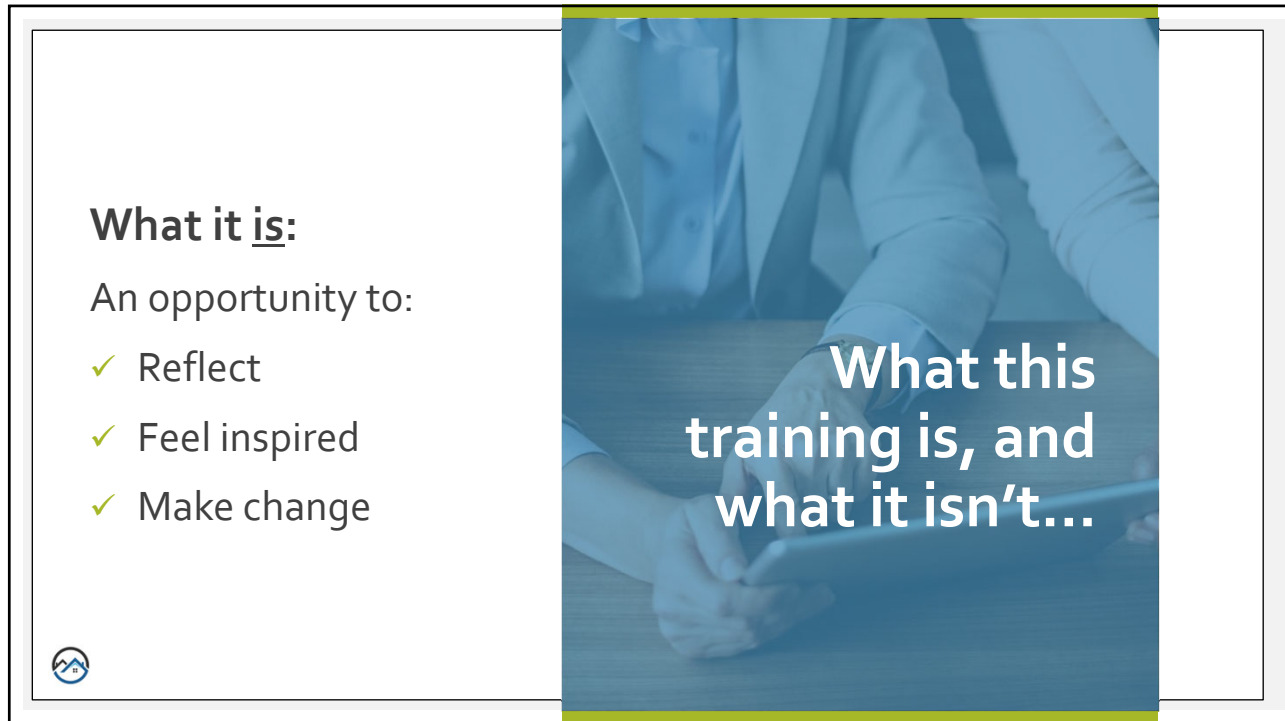
- Have opportunities for self reflection
- Discuss practical Tools



What it isn't:
A magic answer
...unfortunately

What this training is, and what it isn't...



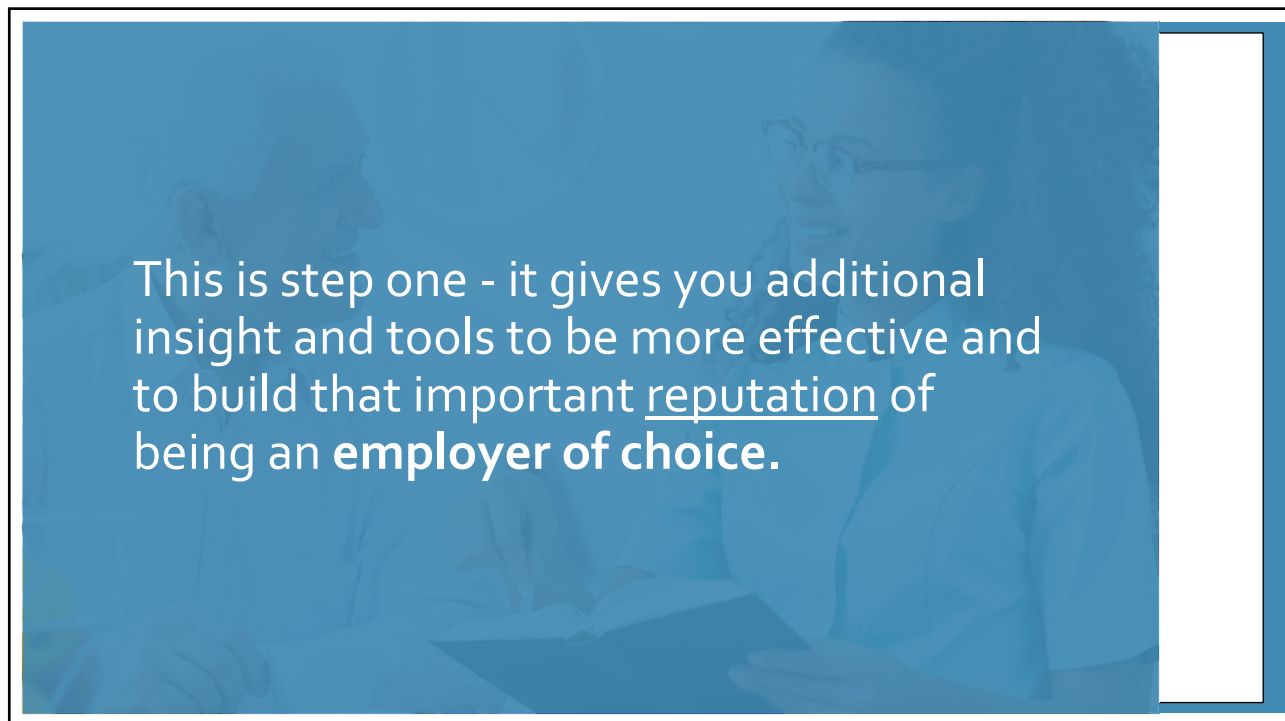



What it is:

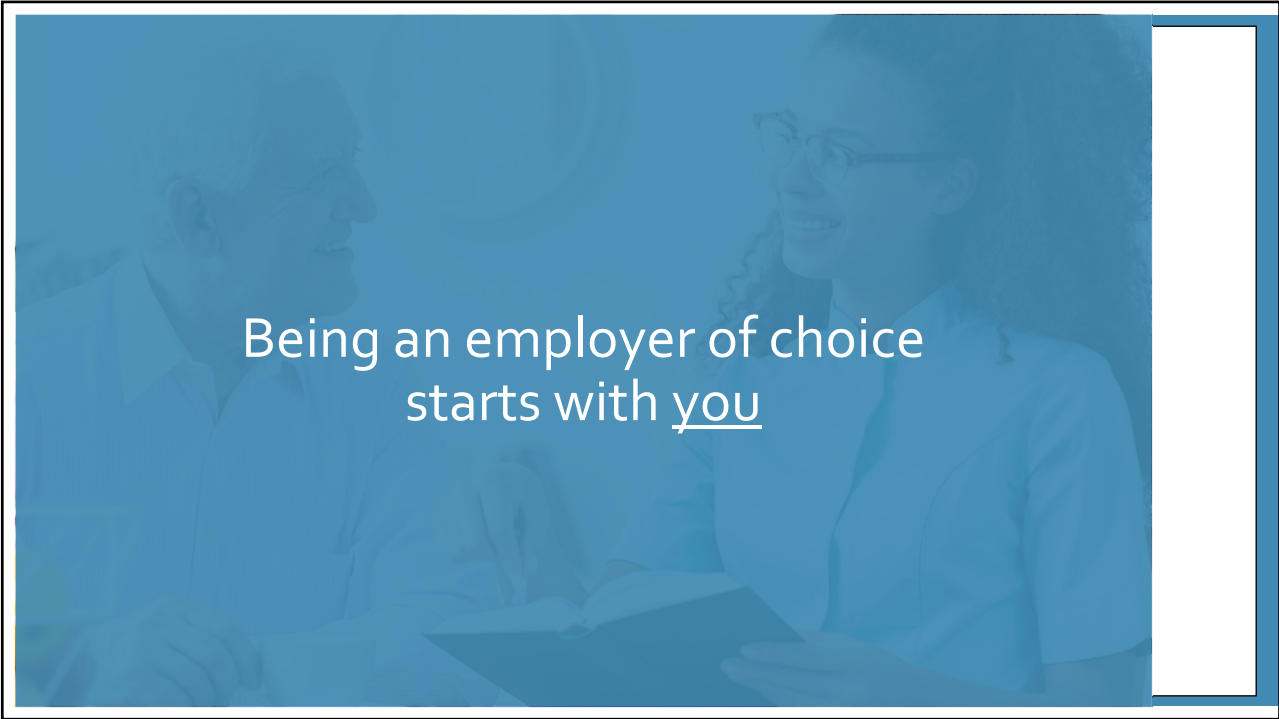
An opportunity to:

- ✓ Reflect
- ✓ Feel inspired
- ✓ Make change

What this training is, and what it isn't...




This is step one - it gives you additional insight and tools to be more effective and to build that important reputation of being an **employer of choice**.



Reflect


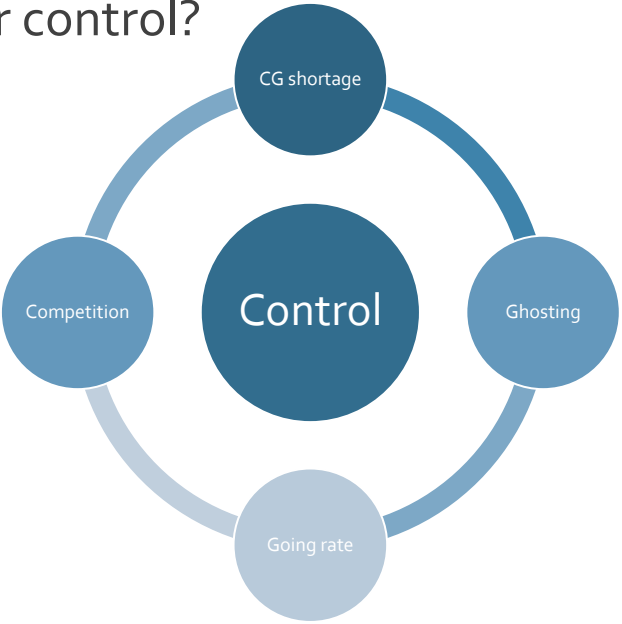
- Why would caregivers work for me?
- Why would they stay?

What is outside of your control?



What is outside of your control?

Let it go

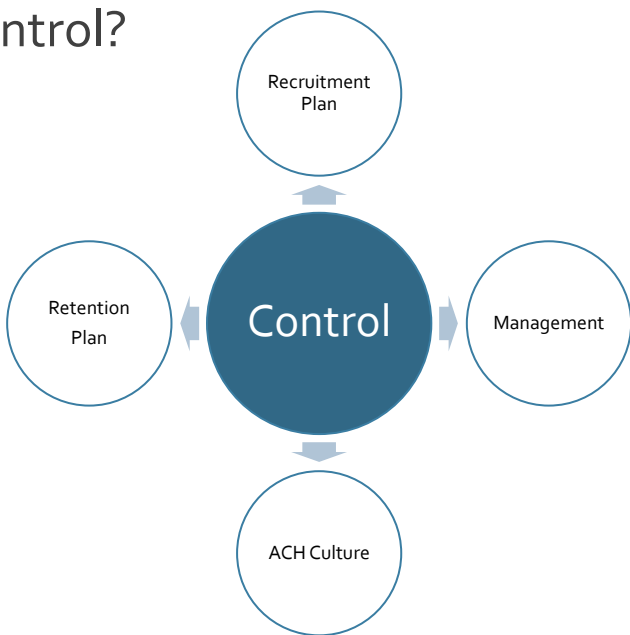


What is within your control?



What is within your control?

Make change




Recruitment Plan

Retention Plan

Control

Management

ACH Culture






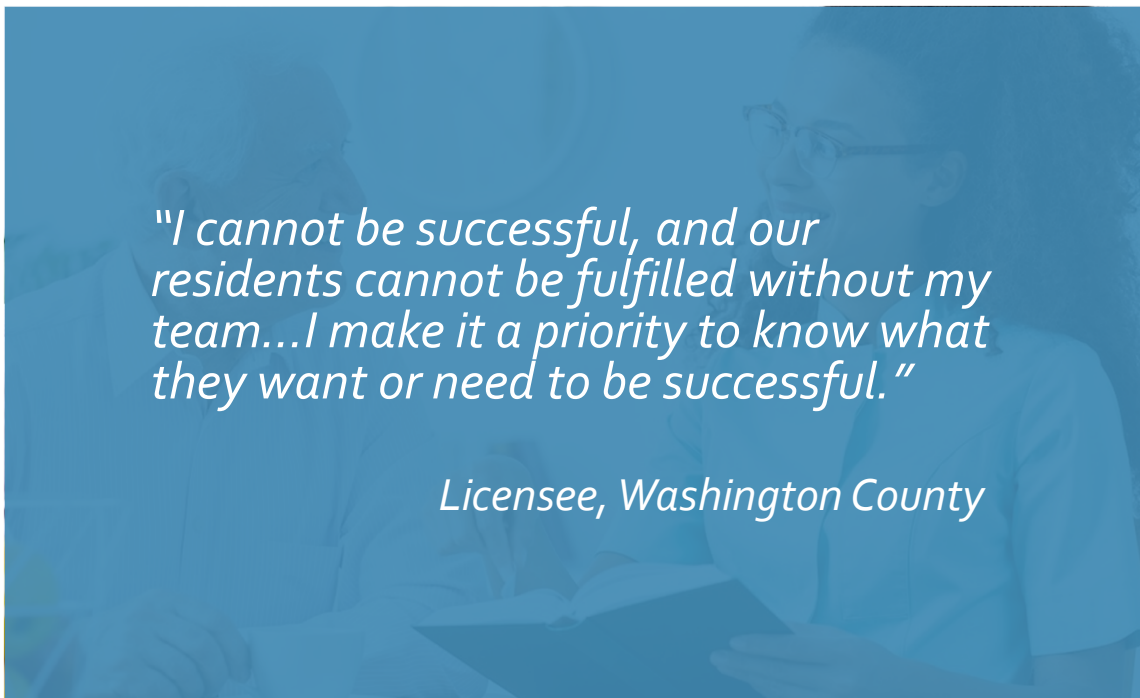

MANAGEMENT APPROACH



You're in the business of caregiving



Direct caregivers are one of your greatest assets



"I cannot be successful, and our residents cannot be fulfilled without my team...I make it a priority to know what they want or need to be successful."

Licensee, Washington County



Think for a moment...

Who was your least favorite manager?

- What qualities or behaviors made them a less-than-ideal manager?

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Think for a moment...

Who was your favorite manager?


- What qualities or behaviors made them a great manager?

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Reflect for a moment...

What kind of manager are you?



Why do management practices matter?



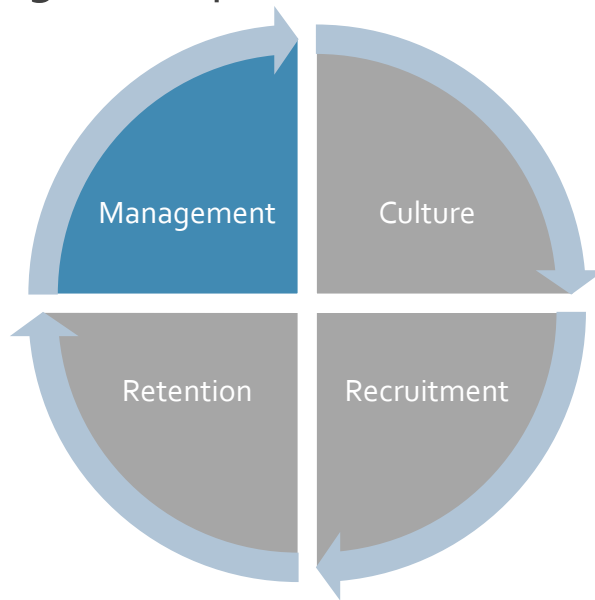
Why do management practices matter?



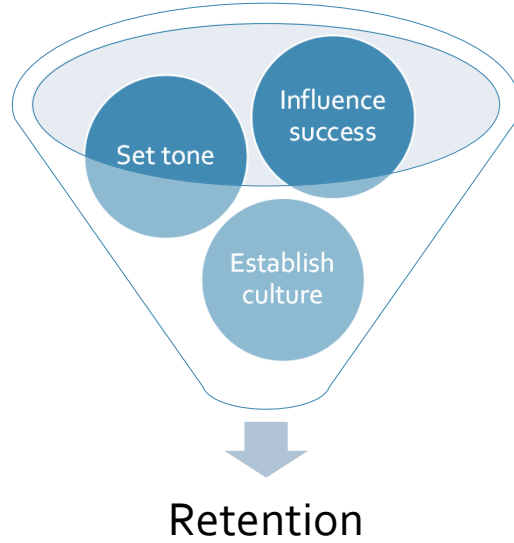
Evidence shows management practices can increase retention and improve resident outcomes



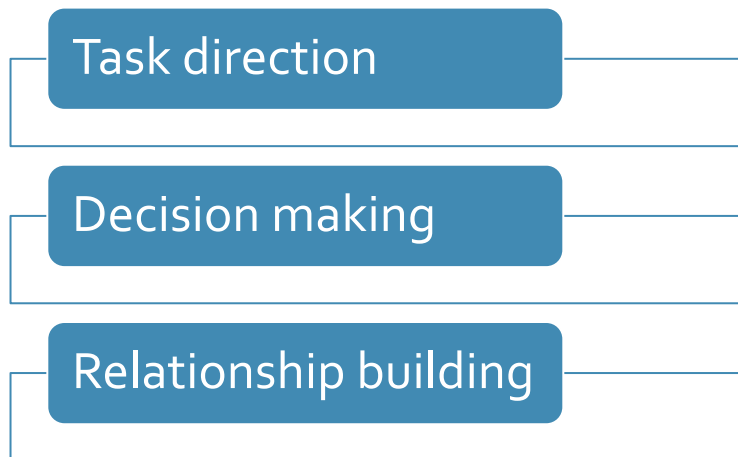
Why do management practices matter?



Why do management practices matter?



What factors affect management style?



What factors affect management style?

Task direction

- Told how to do tasks?
- Given more freedom?



What factors affect management style?

Decision making

- Unilateral decisions?
- Include staff in decision-making?



What factors affect management style?

Relationship-building

- Build relationships and connection?
- Value a supportive work culture?
- Motivate and respect staff?

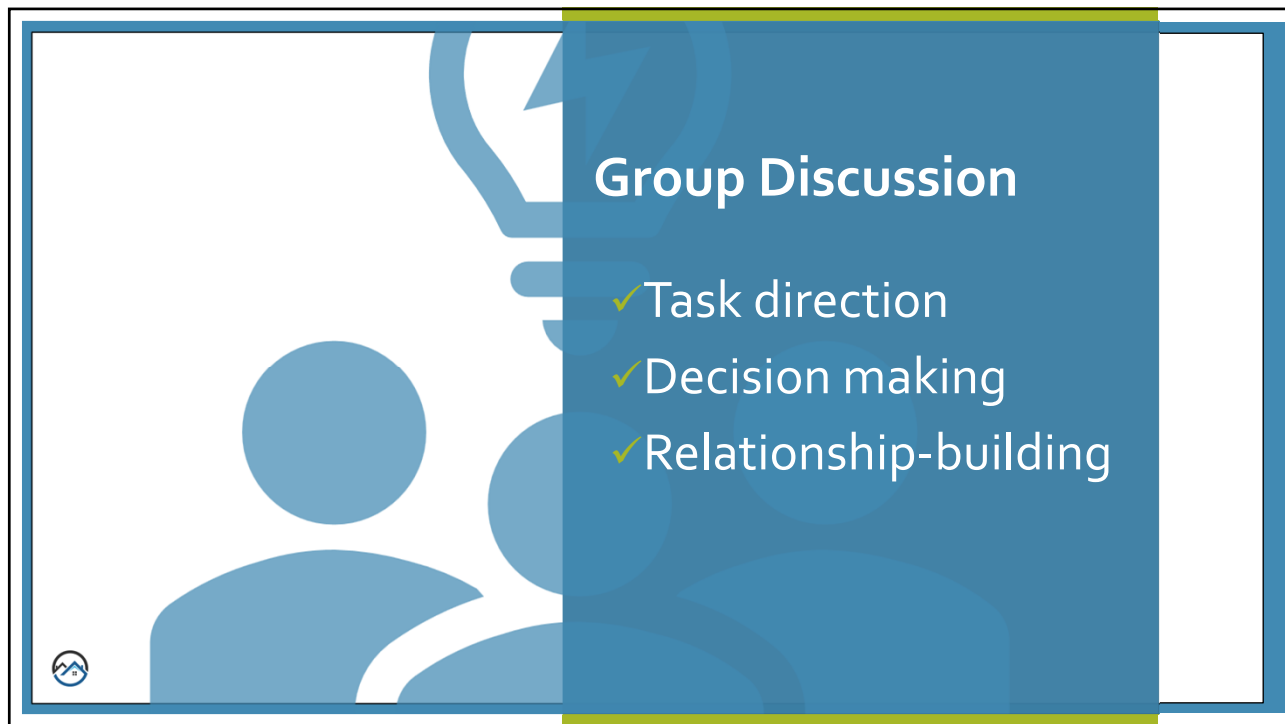


Group Discussion

Let's review our list:

- Qualities of your favorite manager
- Qualities of your not-so-favorite manager?

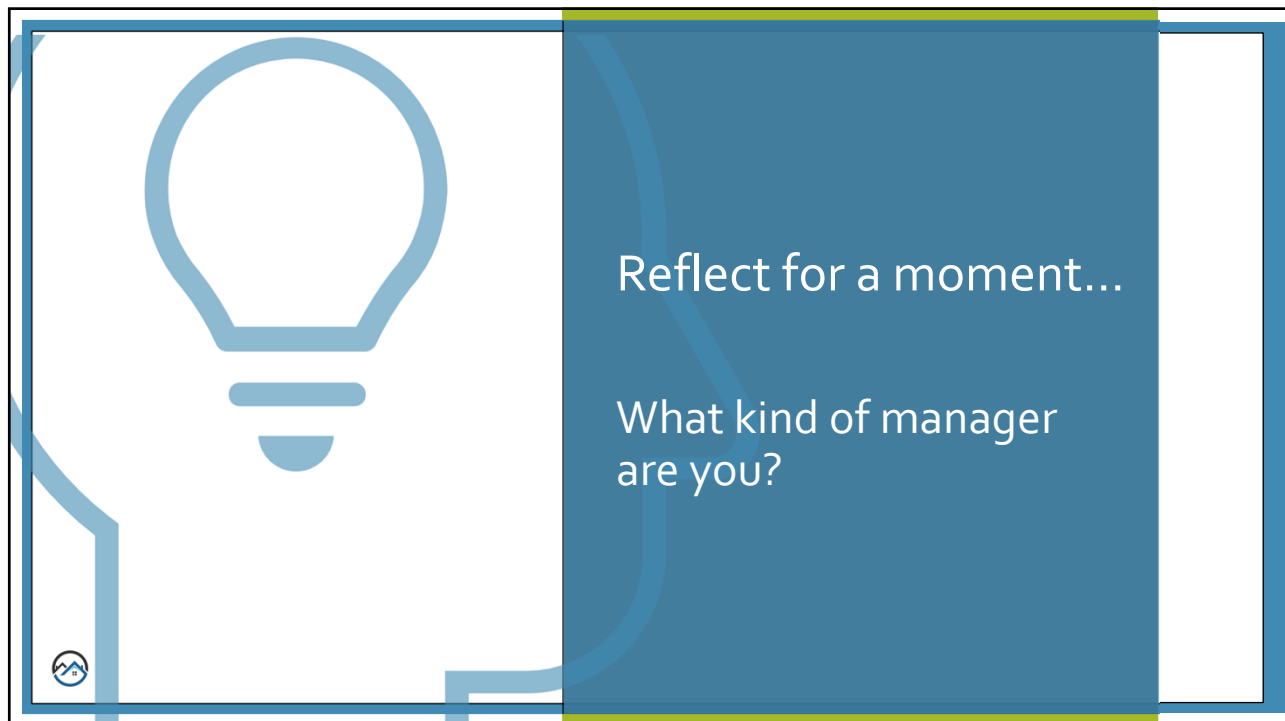




The slide features a blue background with a white graphic of three stylized human figures on the left. A dark blue vertical bar on the right contains the text. A small circular logo is in the bottom left corner.

Group Discussion


- ✓ Task direction
- ✓ Decision making
- ✓ Relationship-building



The slide features a blue background with a white graphic of a lightbulb on the left. A dark blue vertical bar on the right contains the text. A small circular logo is in the bottom left corner.



Reflect for a moment...

What kind of manager are you?




Reflect for a moment...

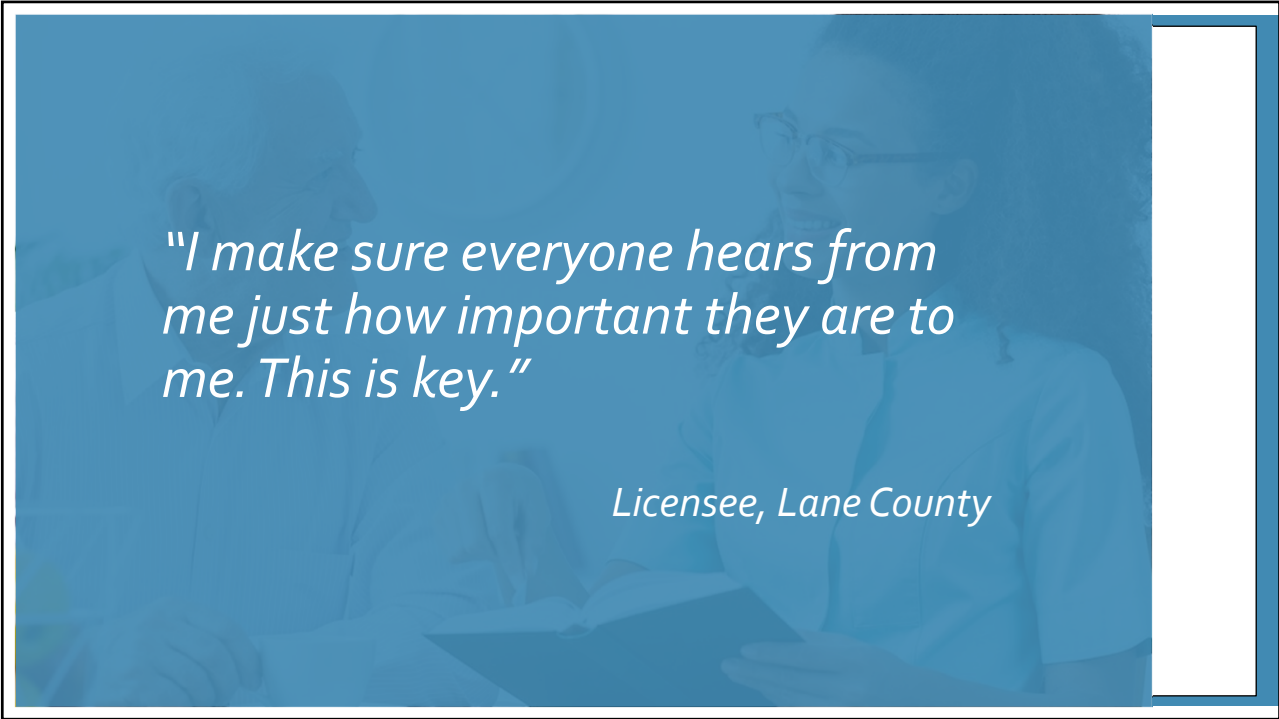
What kind of manager would *your staff* say you are?



Reflect for a moment...

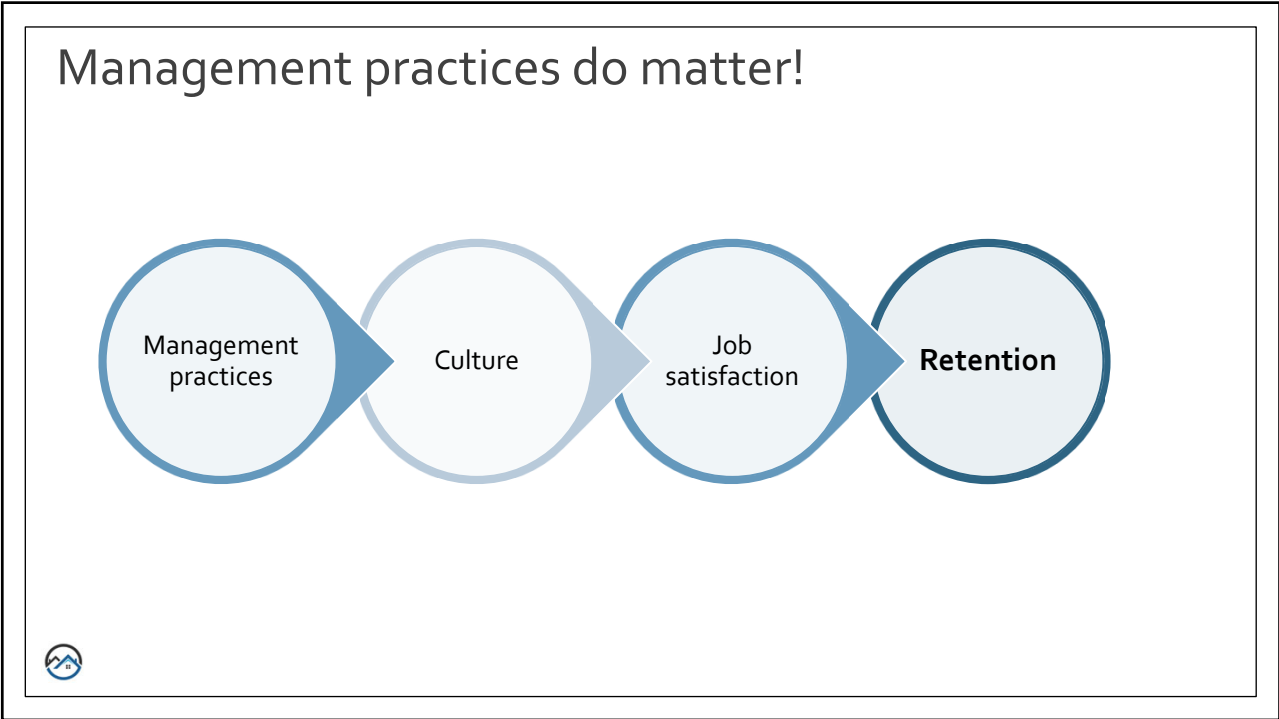
What kind of manager do you *want* to be?





"I make sure everyone hears from me just how important they are to me. This is key."

Licensee, Lane County

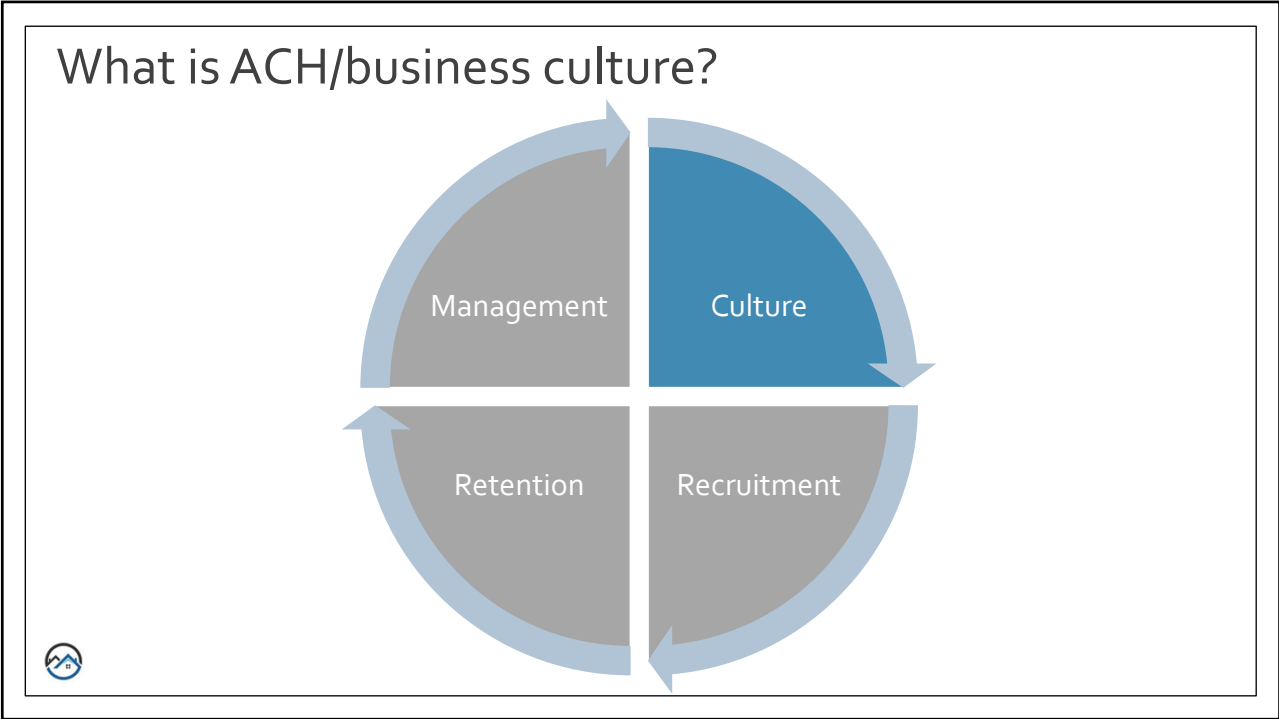






ADULT CARE HOME CULTURE

*"We all have each other's back,
which makes all of the difference
because no one can have a
successful home all on their own."*

Licensee, Washington County



- ### What is ACH/business culture?
-  How we make decisions
 -  How we engage and collaborate
 -  How we measure outcomes
- A small circular logo with a mountain range is located in the bottom-left corner of the list's frame.

What is ACH/business culture?



How we do things in our care home



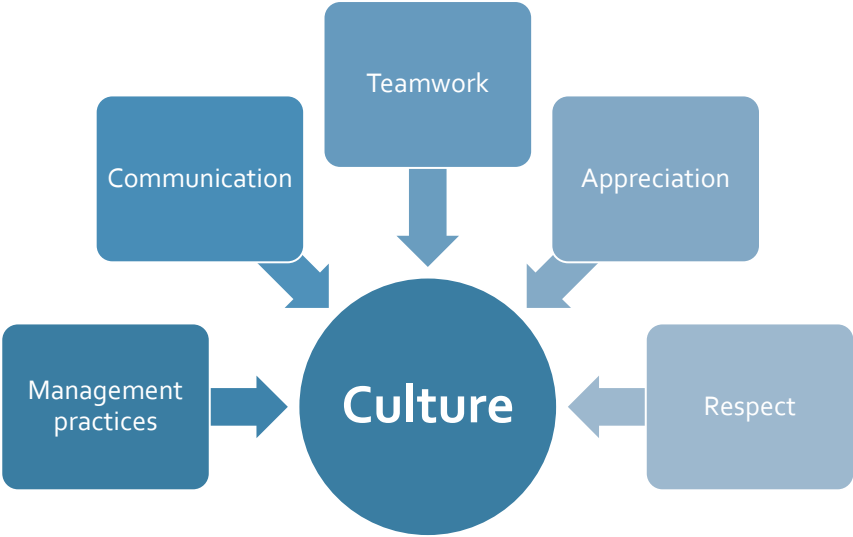
What contributes to care home culture?

What contributes to care home culture?

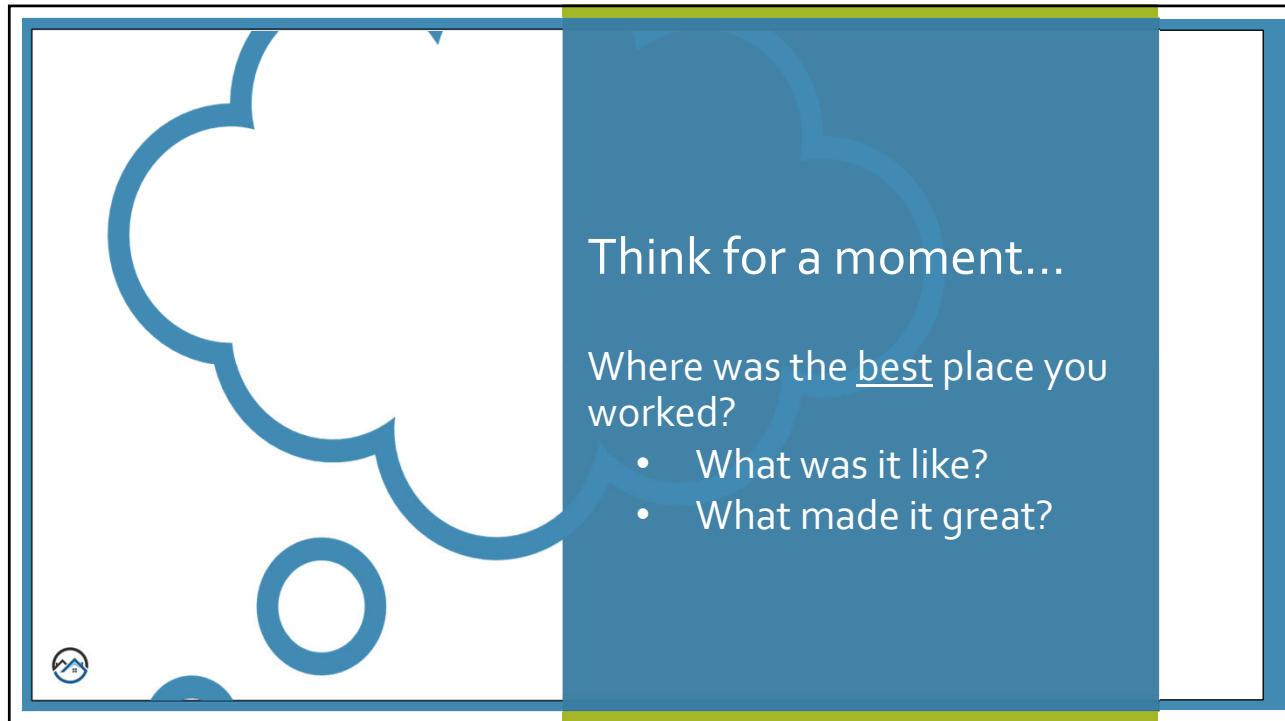


A blue circle with the word "You" written in white text in the center.

What contributes to care home culture?




A diagram illustrating factors contributing to care home culture. A central blue circle contains the word "Culture". Five blue rounded rectangular boxes are arranged around it, each with an arrow pointing towards the central circle. The boxes are labeled: "Teamwork" (top), "Communication" (top-left), "Appreciation" (top-right), "Management practices" (bottom-left), and "Respect" (bottom-right).



Think for a moment...

Where was the best place you worked?

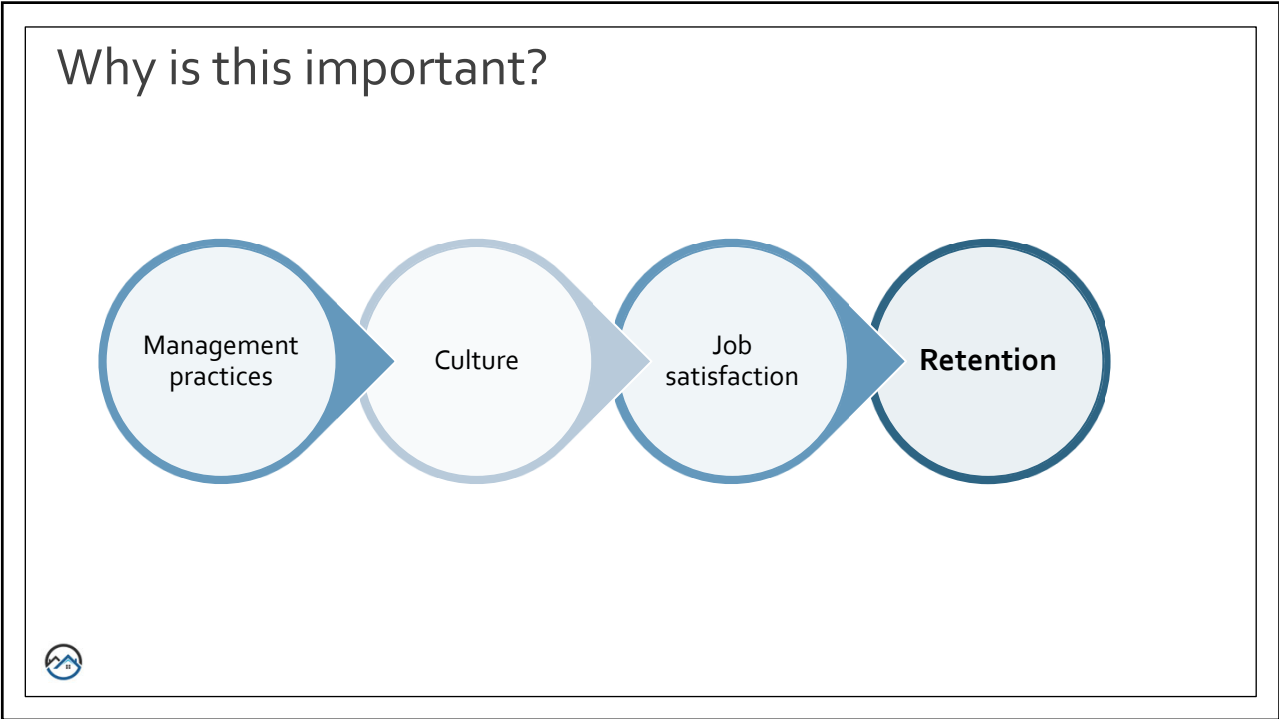
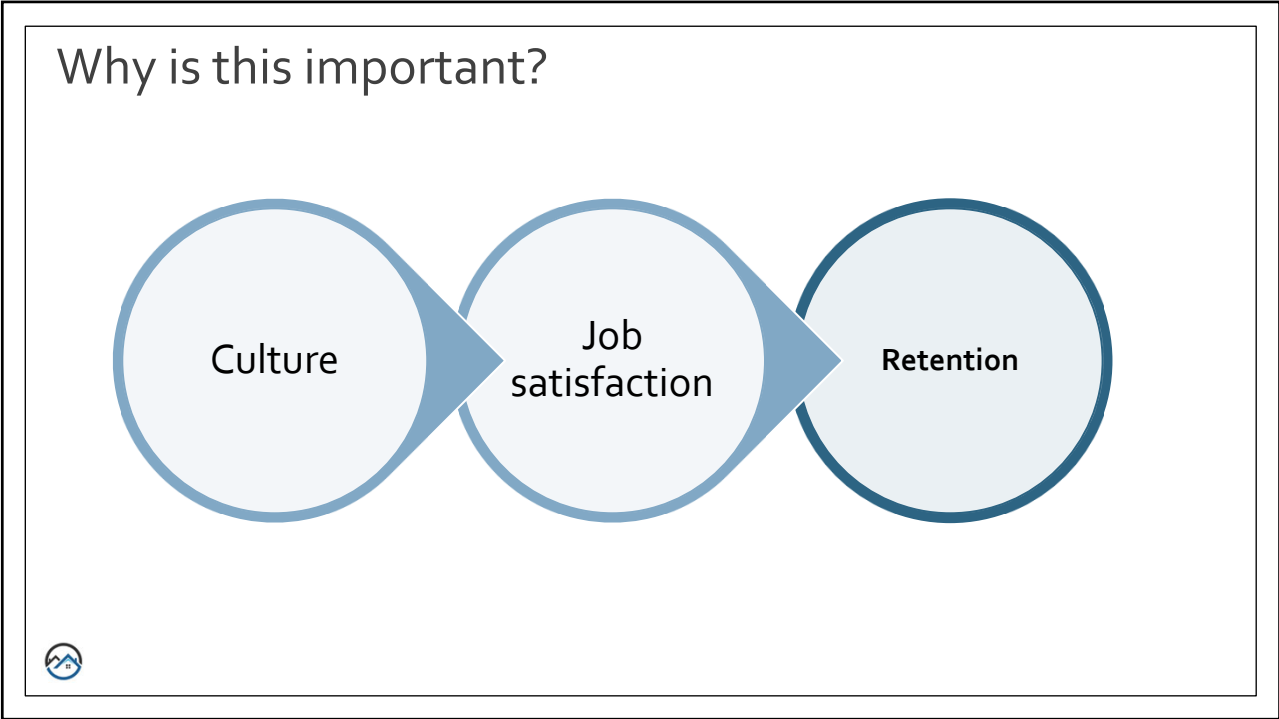
- What was it like?
- What made it great?





Why is this important?







Think for a moment...

What motivates care staff to stay with an employer?

What motivates care staff?

What motivates care staff?



Evidence shows **autonomy and empowerment** to be **greater predictors of job satisfaction** than salary




"...I recognize their effort, and I empower them."

Licensee, Washington County

Value of Staff Retention





Value of Staff Retention




Care for residents

Care for staff









Evidence shows management practices can increase retention and improve resident outcomes

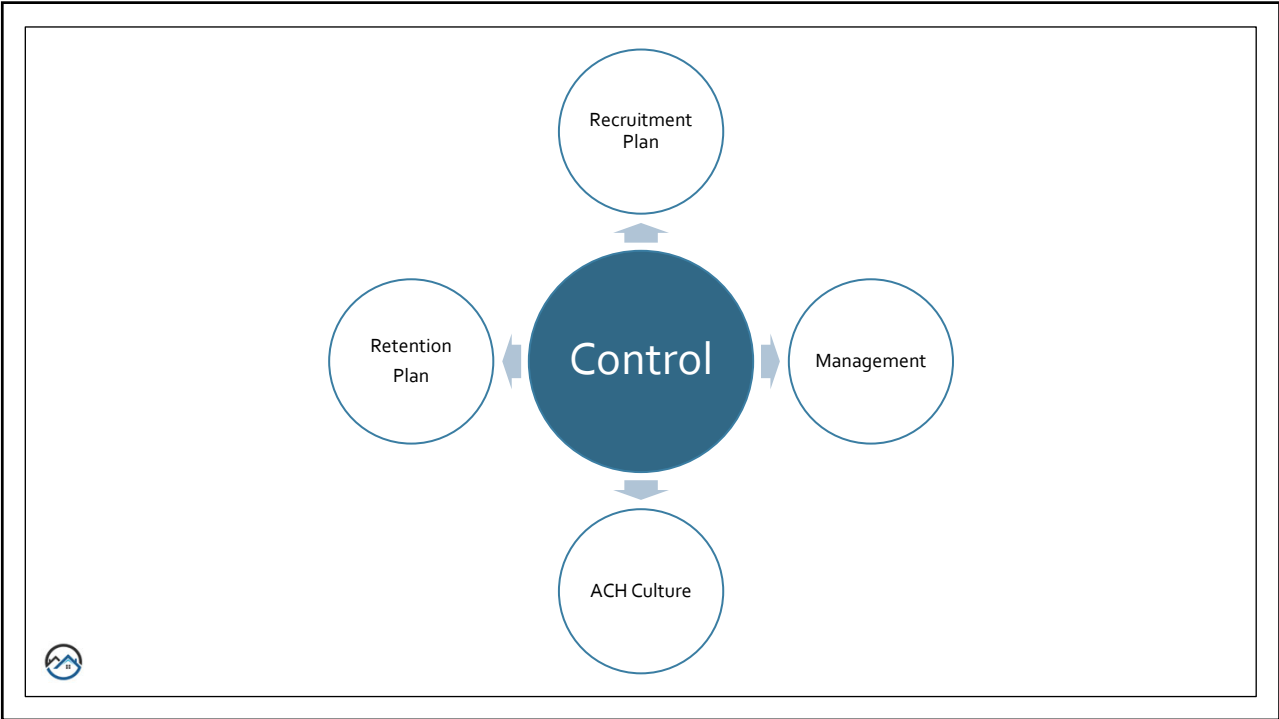



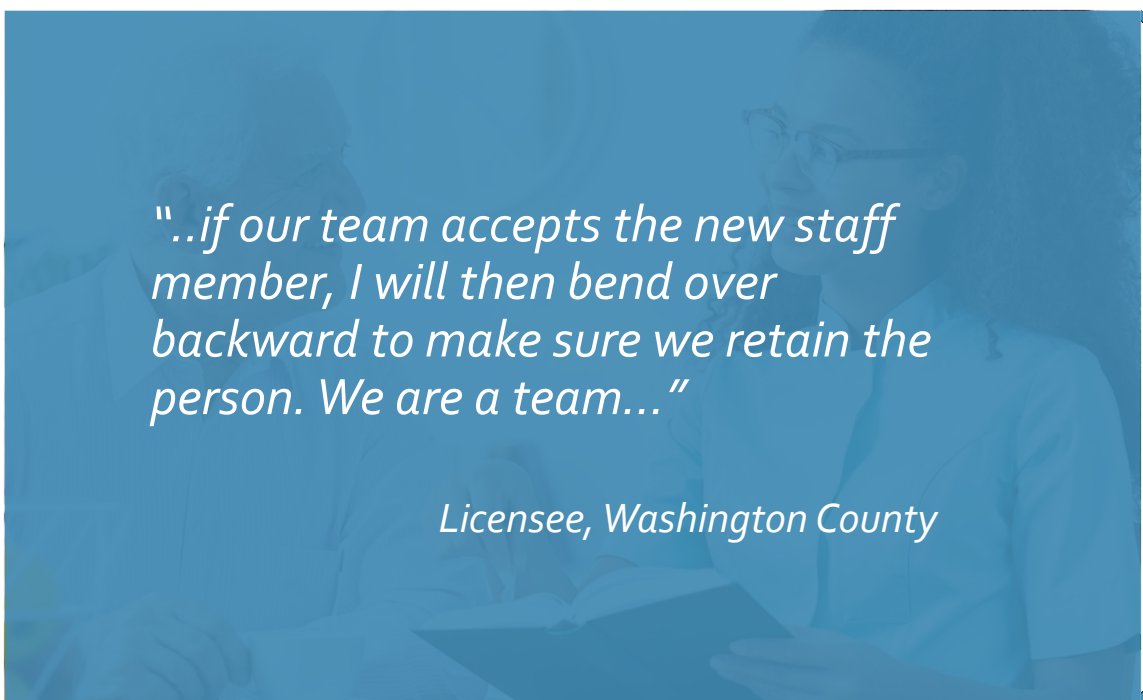
Factors of Staff Retention



Factors of Staff Retention

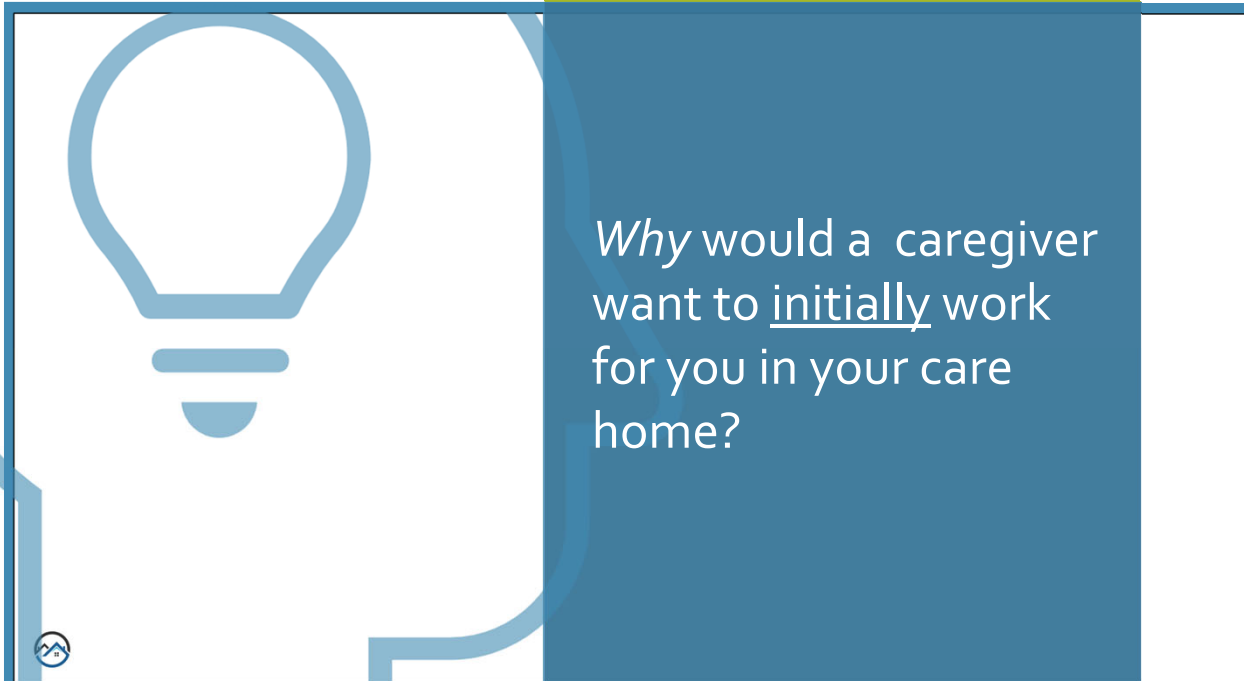
-  Competitive/living wage
-  Management practices
-  Care home culture



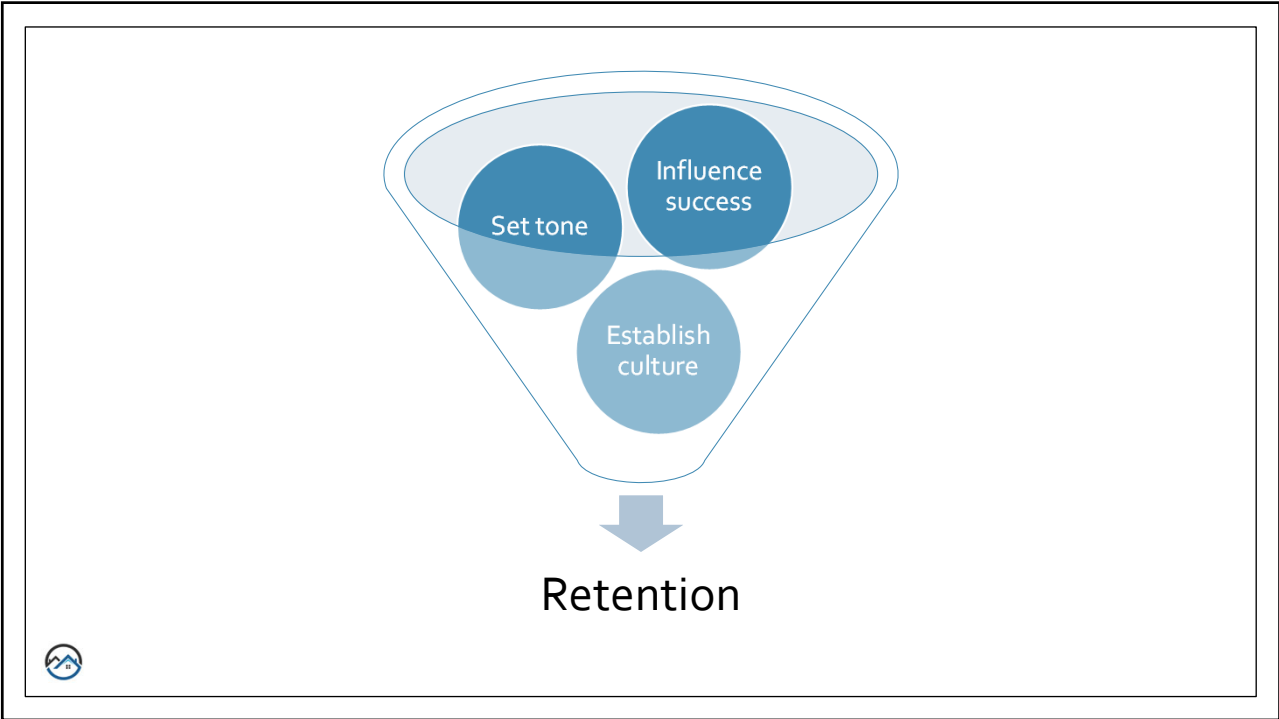
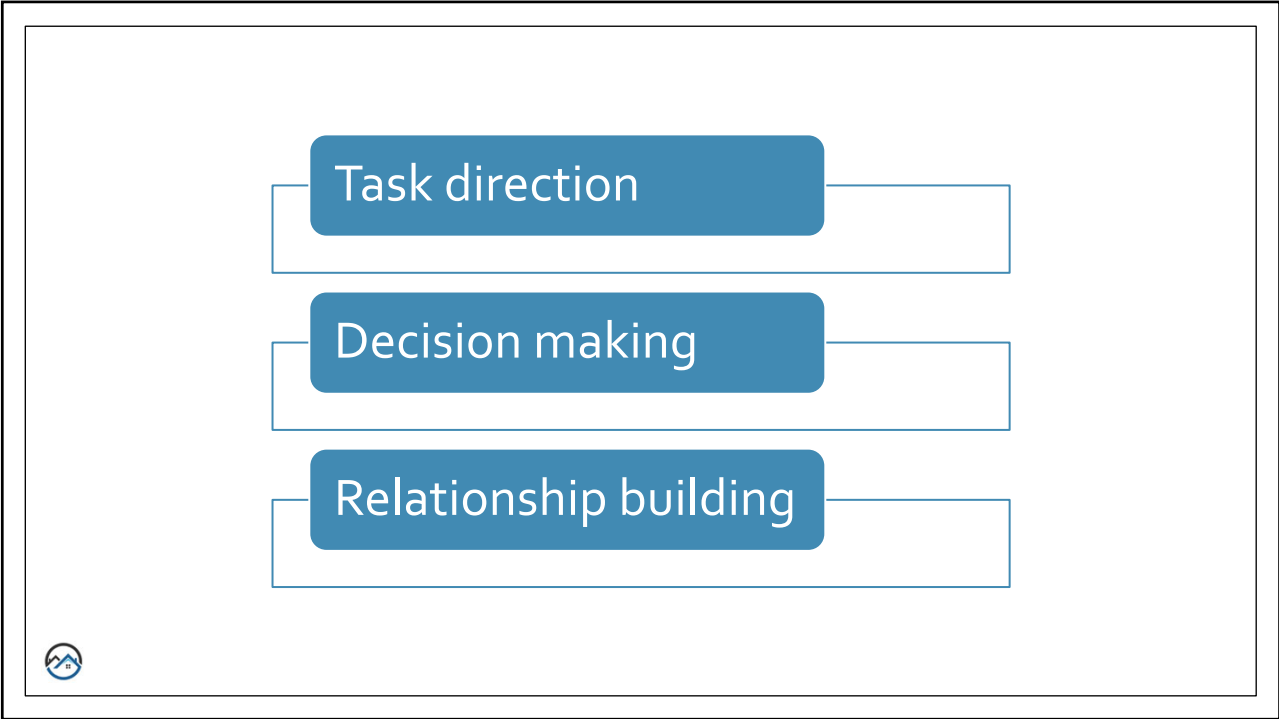


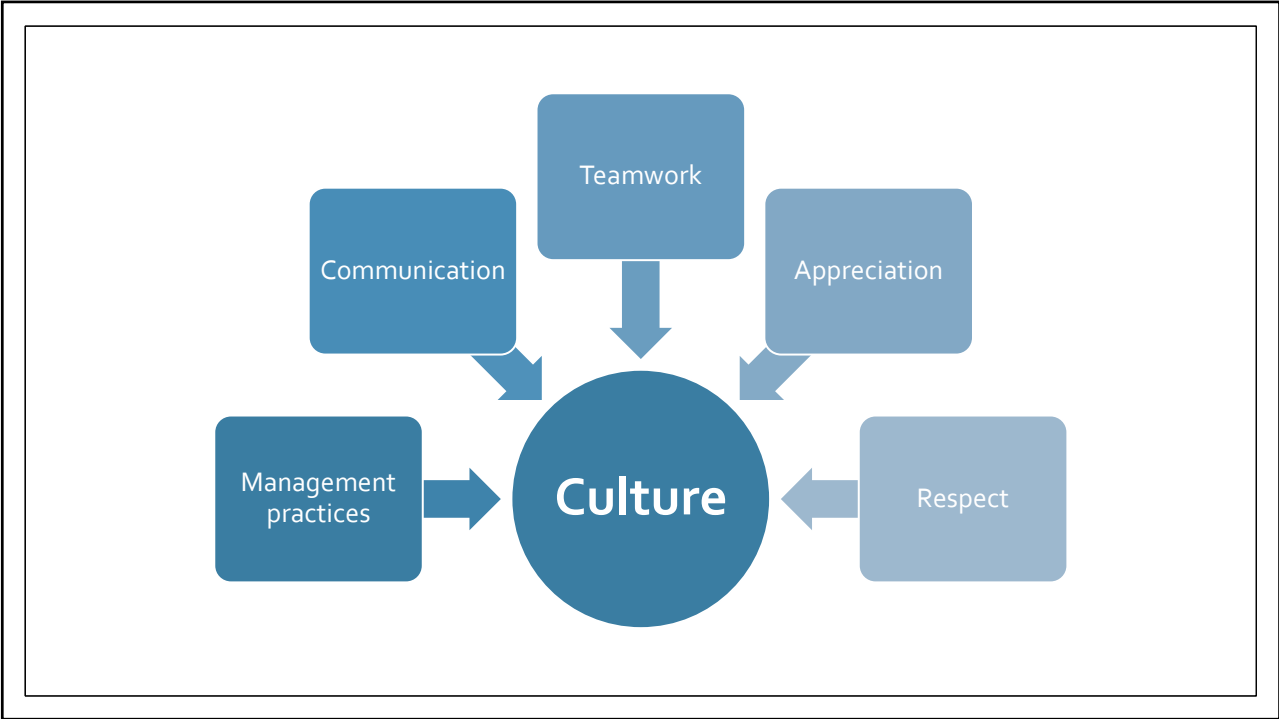
"..if our team accepts the new staff member, I will then bend over backward to make sure we retain the person. We are a team..."

Licensee, Washington County

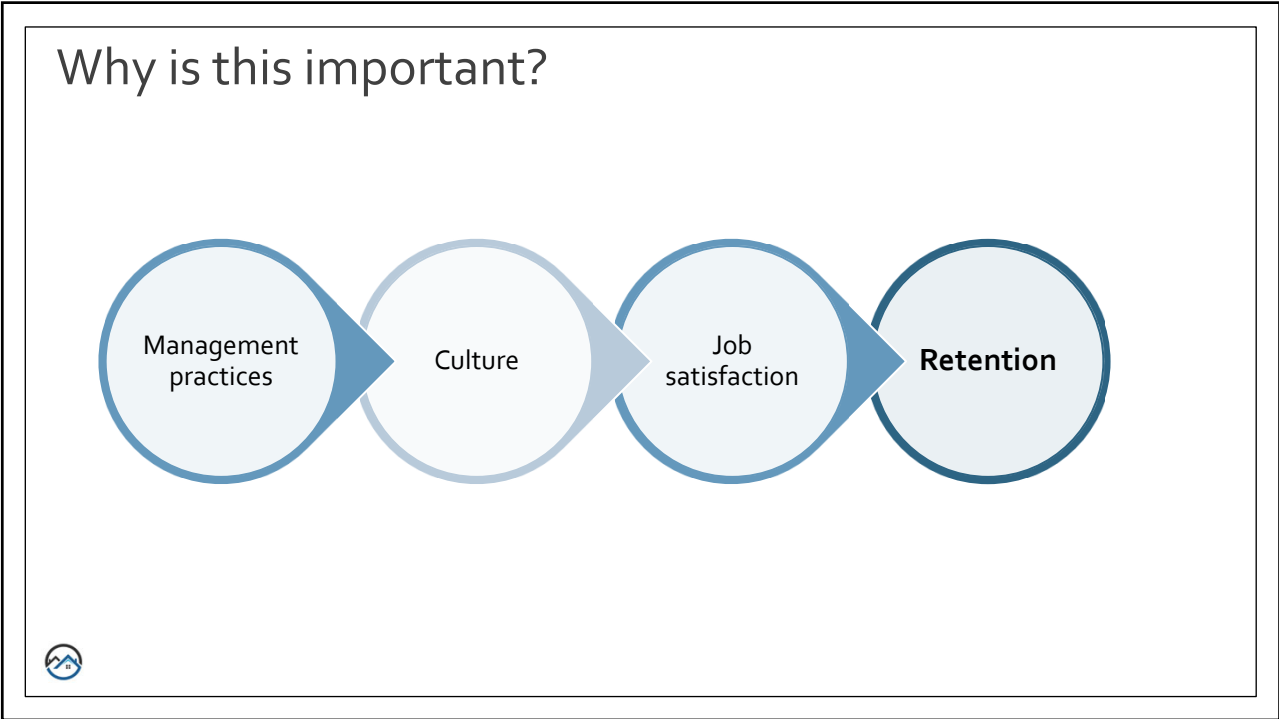
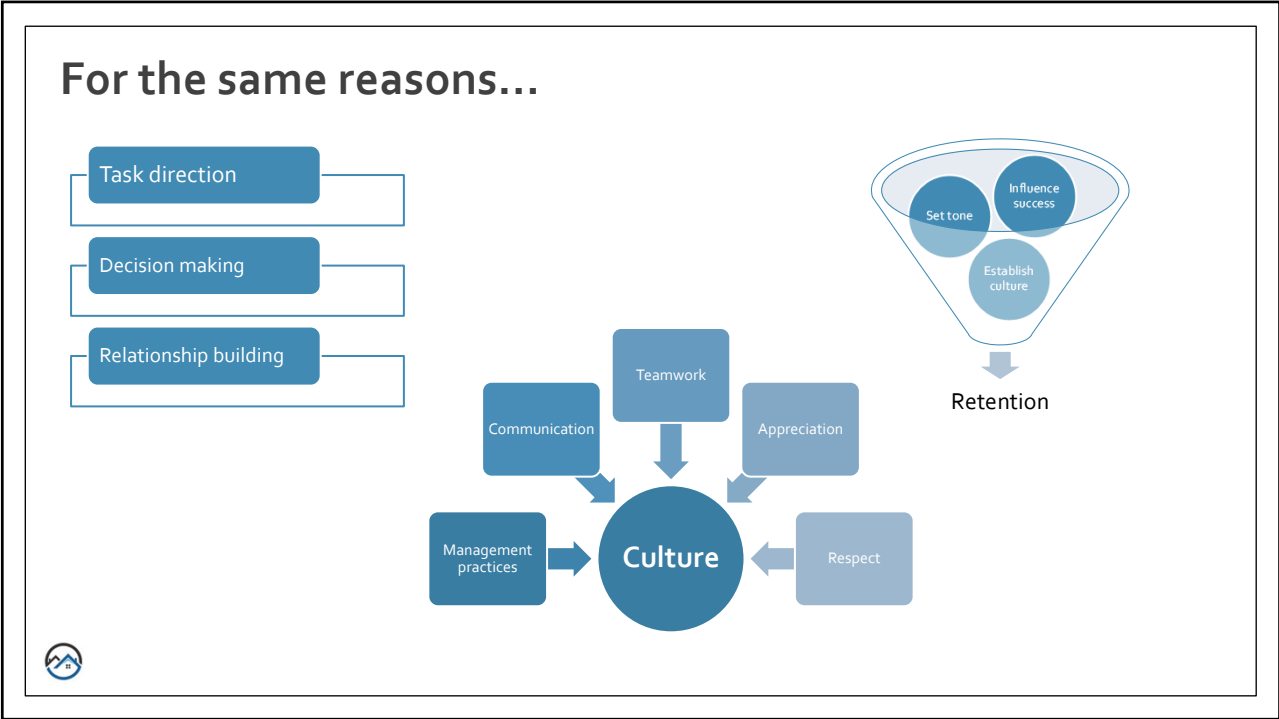


Why would a caregiver want to initially work for you in your care home?

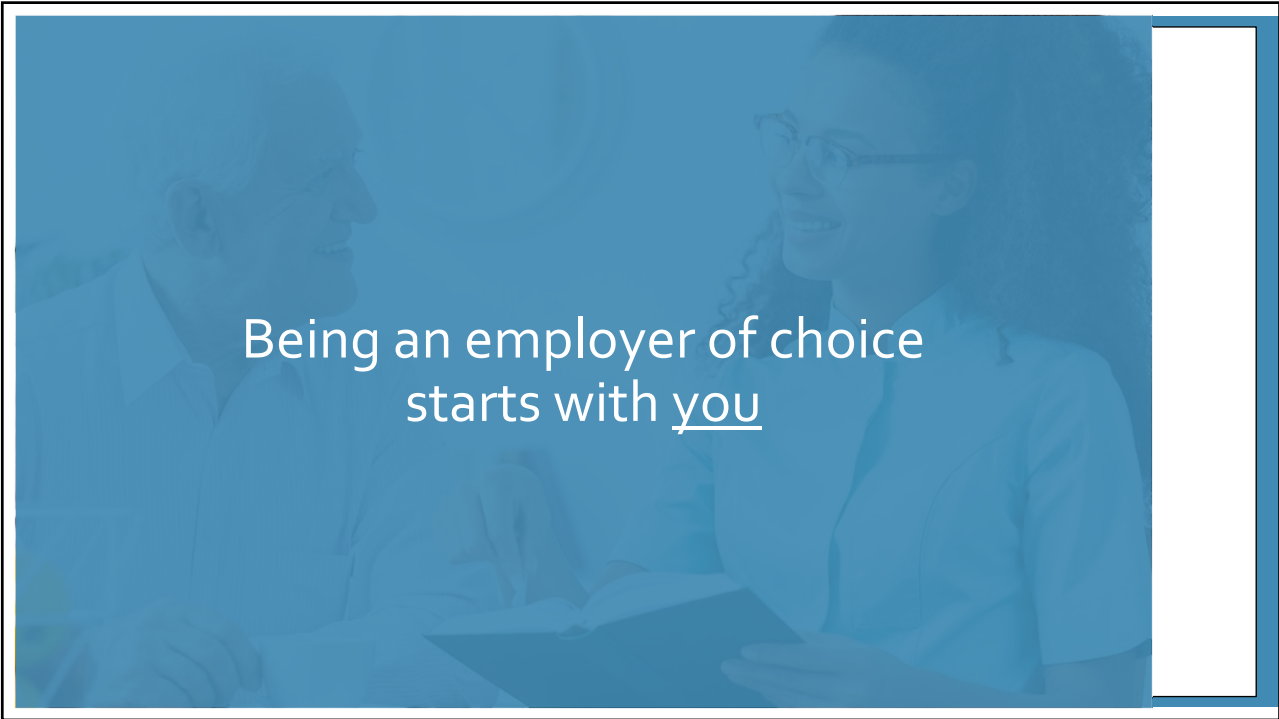
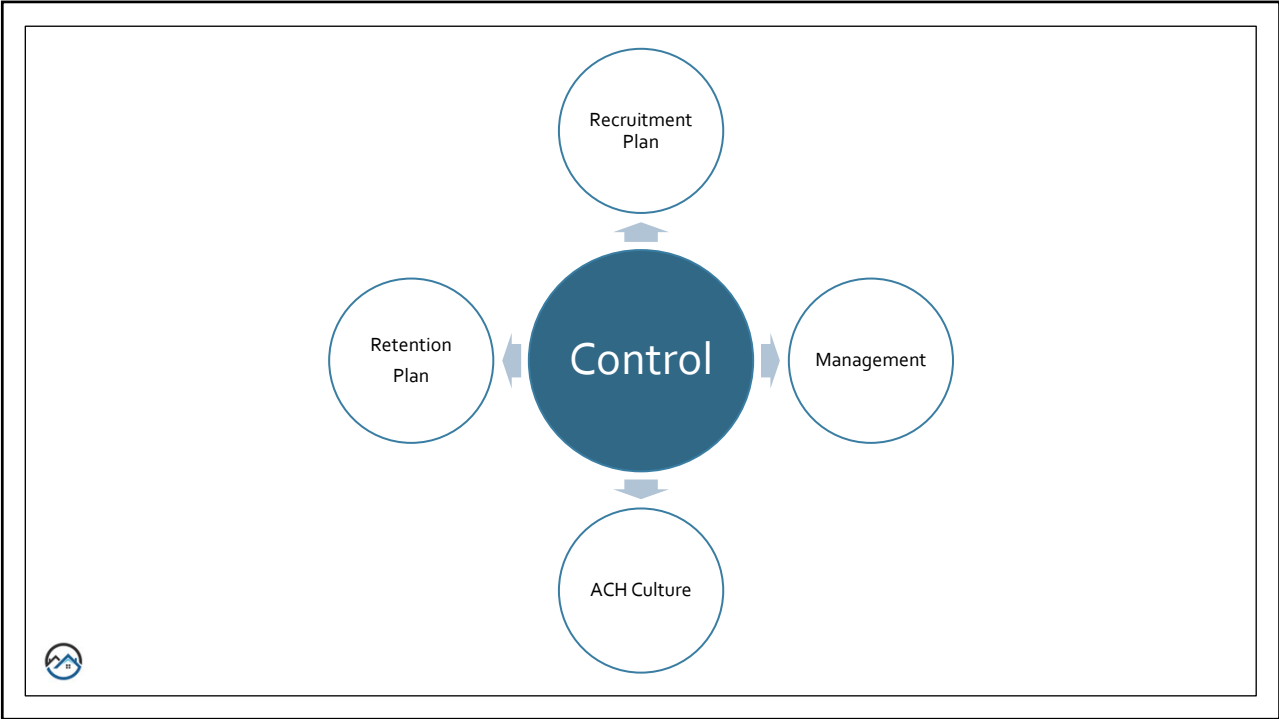


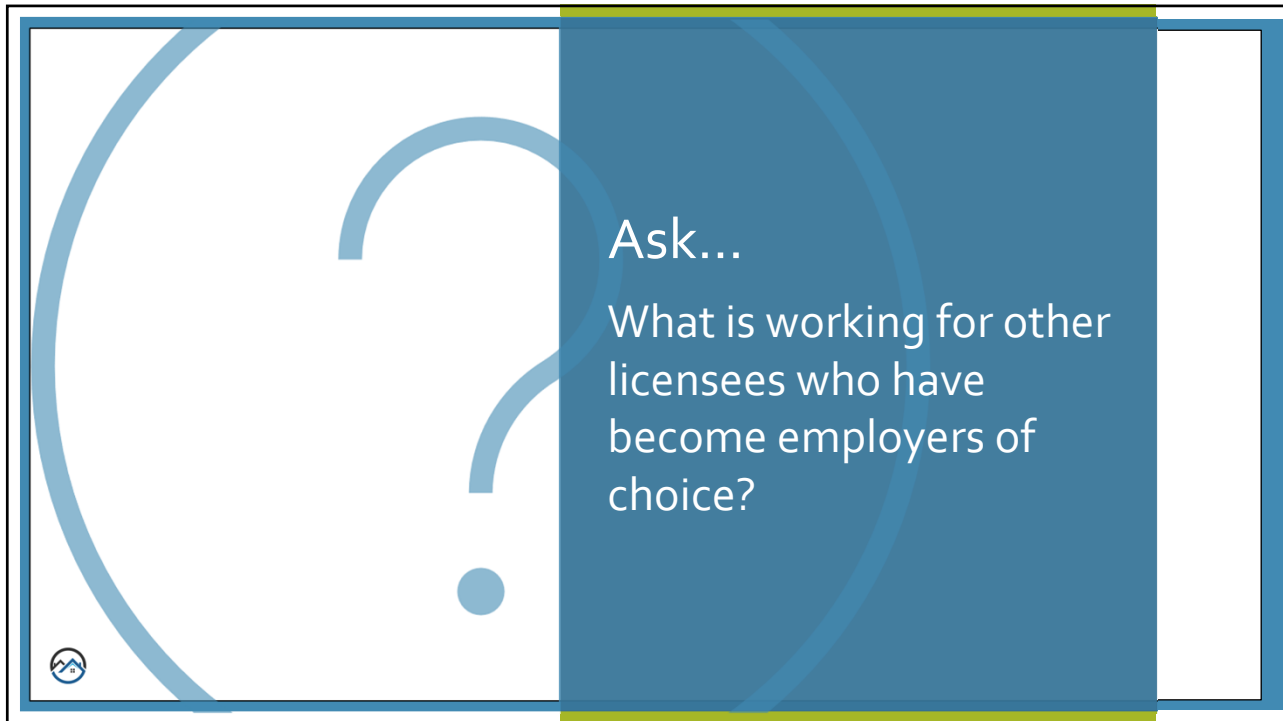


The slide is divided into two main sections. On the left, there is a large, light blue outline of a lightbulb, symbolizing an idea or insight. On the right, a dark blue rectangular area contains the text: "Why would a caregiver want to continue working for you?". The text is in white, with the word "continue" underlined. The entire slide is framed by a blue border with a green and yellow accent at the top and bottom.



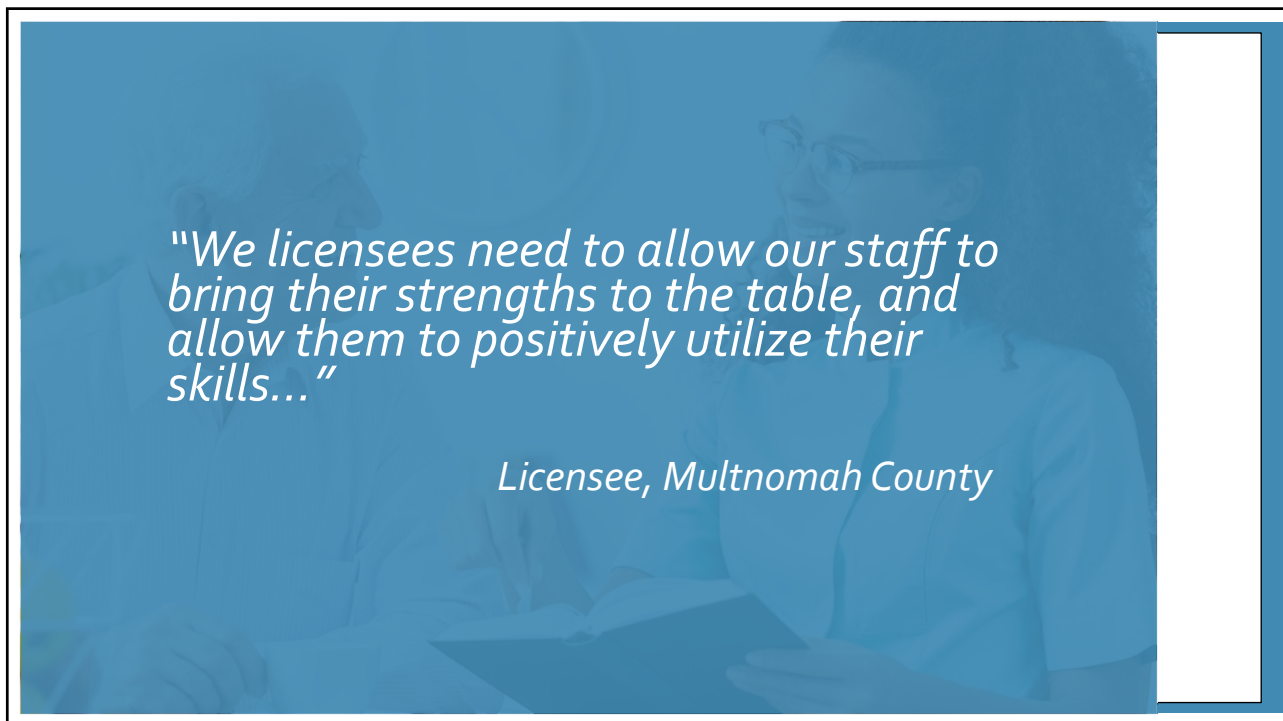








Ask...

What is working for other licensees who have become employers of choice?

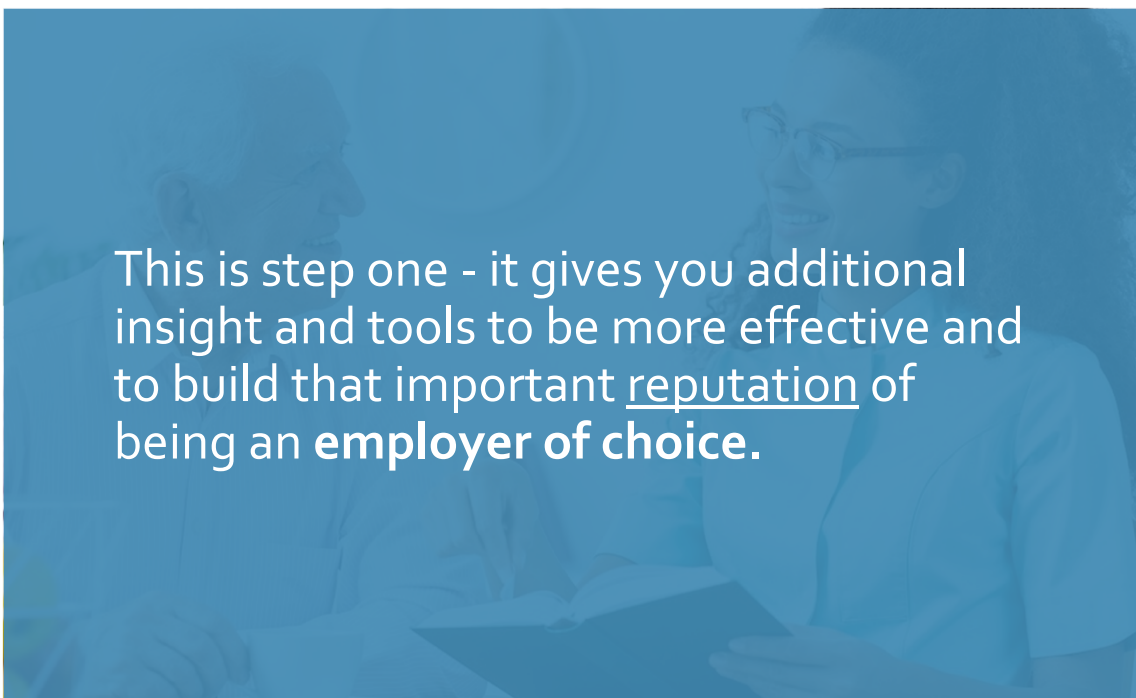



"We licensees need to allow our staff to bring their strengths to the table, and allow them to positively utilize their skills..."

Licensee, Multnomah County




Self-Reflection
What steps have you already taken to become an employer of choice?



This is step one - it gives you additional insight and tools to be more effective and to build that important reputation of being an **employer of choice**.






What it is:

An opportunity to:

- ✓ Reflect
- ✓ Feel inspired
- ✓ Make change

What this training is, and what it isn't...



Self-Reflection

Why would caregivers work for me and why would they stay?





Job description & job
ad planning guide

**Homework:
Practical Tools**

