

Becoming an Employer of Choice:

How to attract and retain care staff

Presented by:
Alyssa Elting McGuire and Matt Gannon



"When a caregiver feels they are being taken care of, they can reach their full potential."

Licensee, Deschutes County

Oregon Care Home Consulting & Training
OregonCareHome.com
info@oregoncarehome.com



Management Style

Group Activity

Think for a moment...

Who was your least favorite manager? What were the negative qualities that made them a less-than-ideal manager?

1. _____
2. _____
3. _____

Who was your favorite manager?
What qualities made them a great manager?

1. _____
2. _____
3. _____
4. _____

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

Why is this important?



Evidence shows management practices can increase retention and improve resident outcomes

Factors of management styles

- ✓ **Task Direction:** _____
- ✓ **Decision making:** _____
- ✓ **Relationship building:** _____

Self-Reflection Questions

What kind of manager would your staff say you are?

What kind of manager do you want to be?



Adult Care Home Culture

Group Activity

Think for a moment...

Where was the best place you worked?

What was it like? What made it great?

1. _____
2. _____
3. _____

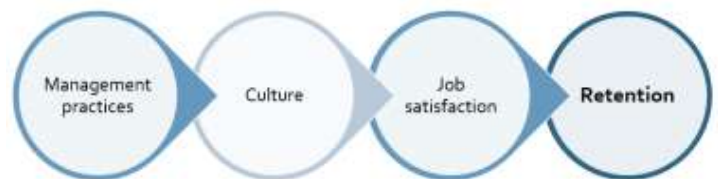
What is ACH/business culture?

- How we make decisions _____
 - How we engage and collaborate _____
 - How we measure outcomes _____
- It's "how we do things" in the care home

What affects business culture?



Why is this important?



Make your adult care home
a place caregivers want to work

Why Caregivers Stay

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

Putting it All Together

Becoming an employer of choice starts with you.

Self-Reflection Questions

1. What steps have you already taken to become an employer of choice?
2. Why would a caregiver want to work for you?
 - What is your management style and approach?
 - What is the culture of your AFH/ACH?
3. Why would a caregiver want to continue working for you?

Write your reflection notes below:

- _____
- _____
- _____
- _____
- _____

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**.

This is **one of your best recruitment strategies**.



Next Steps

See the *Job description & Job Ad Planning Guide* on pages 6-8.

Directions: Create or re-write your caregiver job posting and create a posting you'd be excited to respond to if you were a caregiver. Think about the reflection questions:

- Why would a caregiver want to work for me?
- What is the culture in the care home?

Use the template on the next pages as a guide.

Job Description and Job Ad Planning Guide

Job Title: _____

Starting pay: _____

What is the mission or purpose of your adult foster/care home?

Example: ABC Adult Care Home seeks to provide exemplary, person-centered care to our residents and treat residents and our care staff as our own family.

[name of business] exists to:

Why would a caregiver want to work for you and/or work in your adult foster home? What benefits do you provide? What is the culture like?

- _____
- _____
- _____
- _____

Now write this in narrative format.

Example: Are you seeking a job with meaning, where you'll receive support and feel appreciated? Are you passionate about caring for seniors? Come join us at ABC Adult Care Home. At our care home, we value our caregivers and offer ongoing training and flexible scheduling, when possible.

What will the caregiver be doing in your home? What are the essential functions of the job?

1. _____
2. _____
3. _____
4. _____



5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Now write this in both narrative format with bullet points for the job functions

Example: The ideal caregiver will be able to provide person-centered care to up to five residents in a homelike setting. The essential functions of the job include:

- *Providing hands-on assistance with all resident care*
- *Assisting with toileting, transferring, hygiene and bathing*

- _____
- _____
- _____
- _____
- _____
- _____
- _____

What are some job skills required for this position? Include both physical and mental skills.

- _____
- _____
- _____
- _____



Will the job also require the following? (check all that apply)

- Decision making
- Interpersonal skills
- Teamwork/collaboration
- Creativity
- Confidentiality
- Person-centered approach
- Organizational skills
- Problem-solving
- Mentoring
- Communication skills

What are the desired attributes or qualities you're looking for in a caregiver? (e.g. *The ideal candidate will be dependable and a self-starter*).

- _____
- _____
- _____
- _____
- _____
- _____
- _____

Now write this in narrative form

The ideal candidate for the position of _____ will:

How will they contact you, and what is the next step or process?

