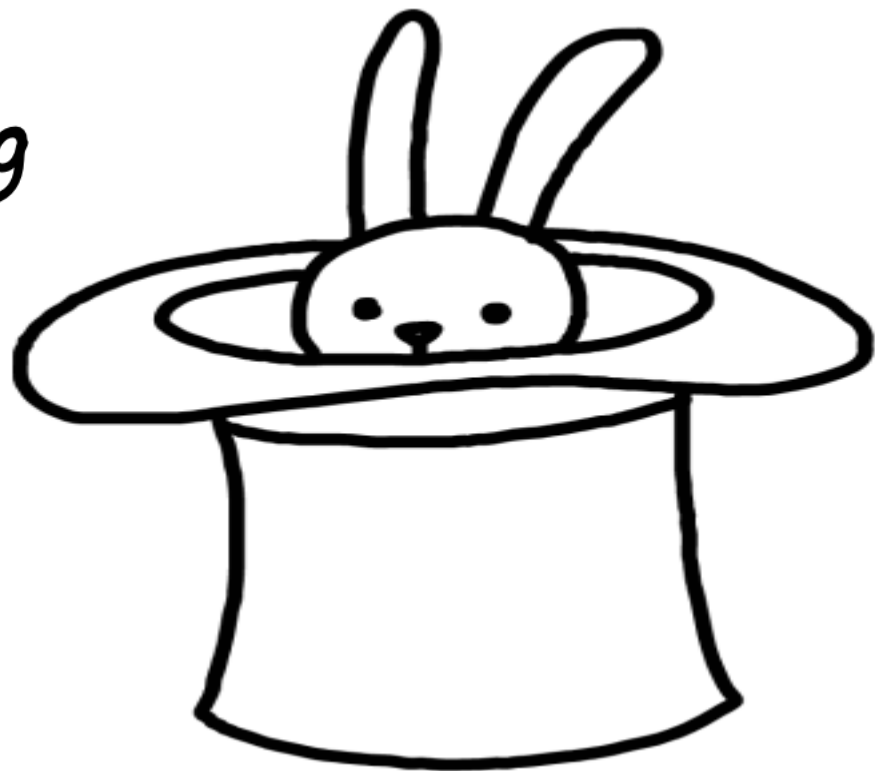
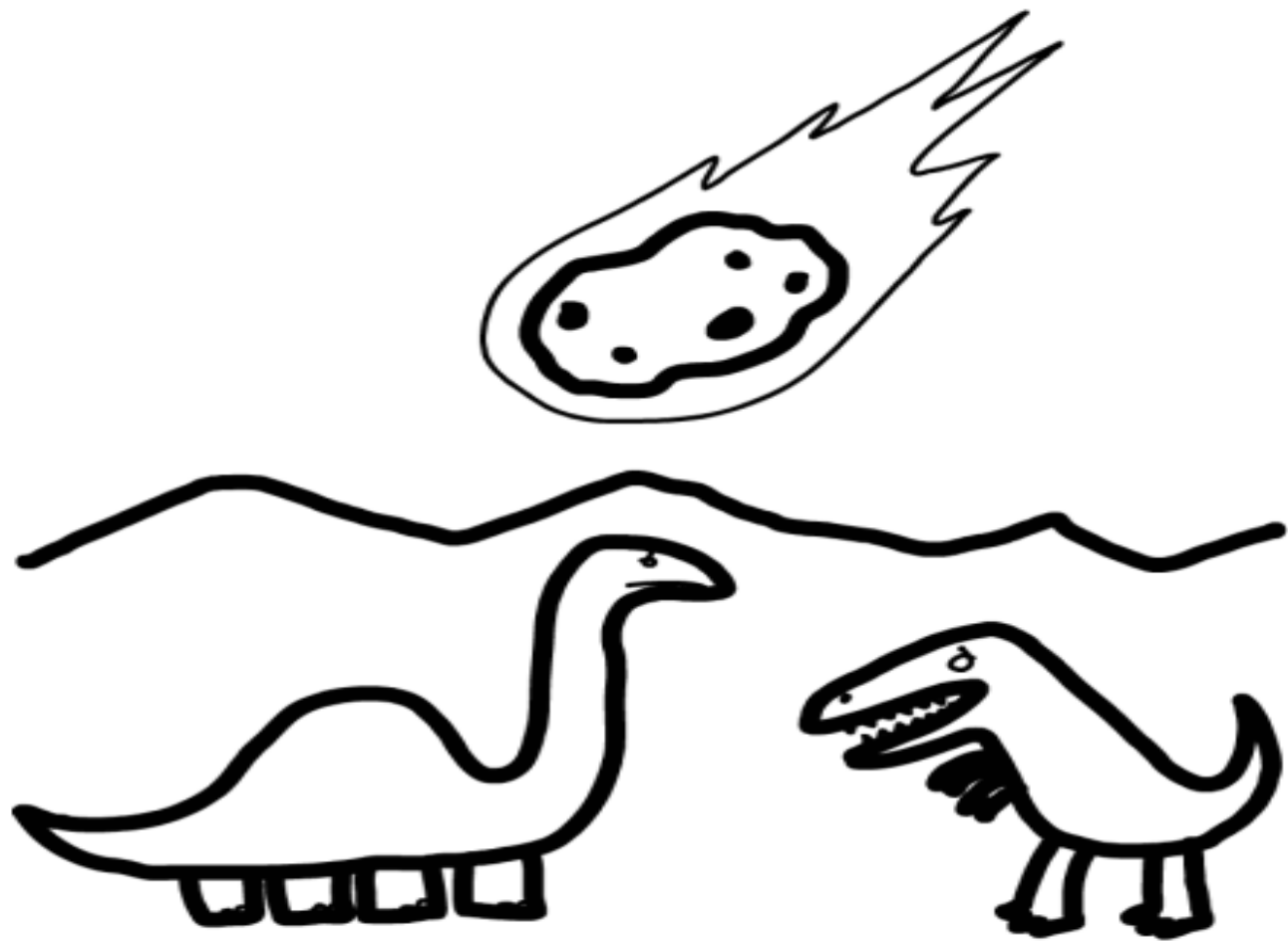


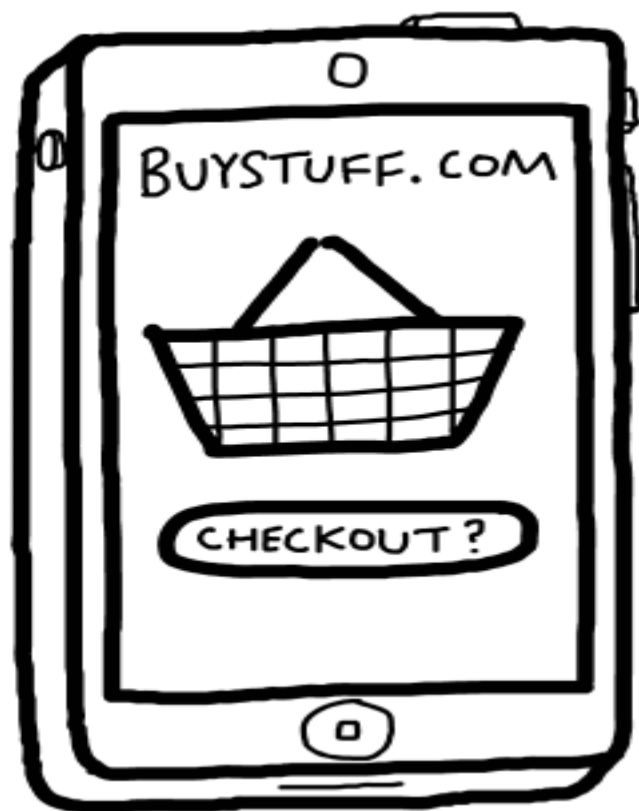
How to find **more**
high quality nursing
home staff...
and keep them.

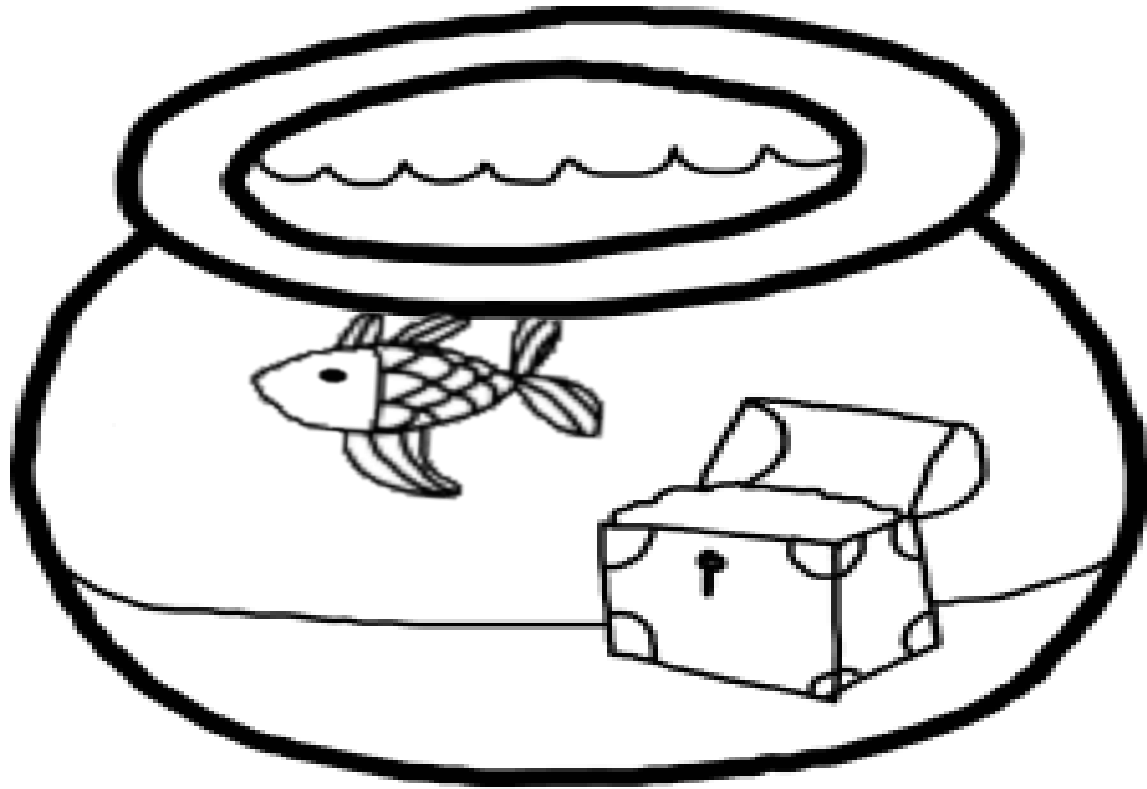
Neil Eastwood





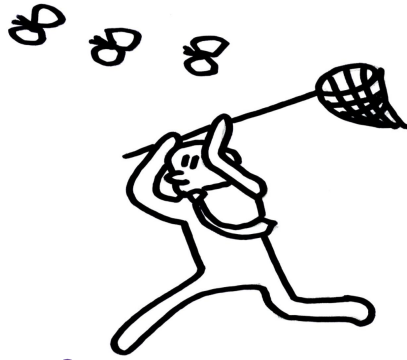
© Sticky People Ltd 2016



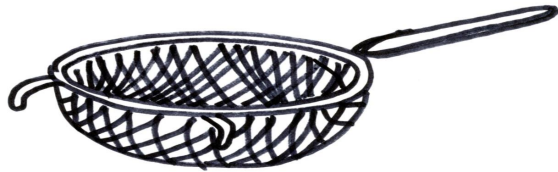




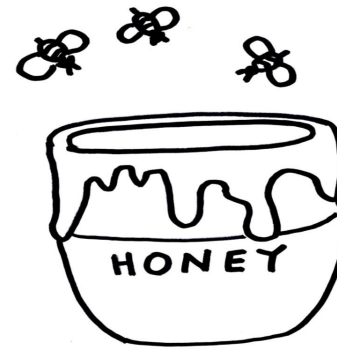
WE'RE
HIRING!



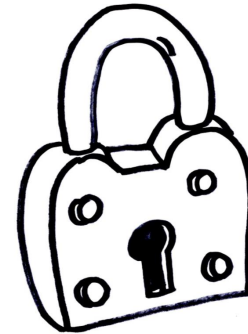
1) Sourcing Applicants



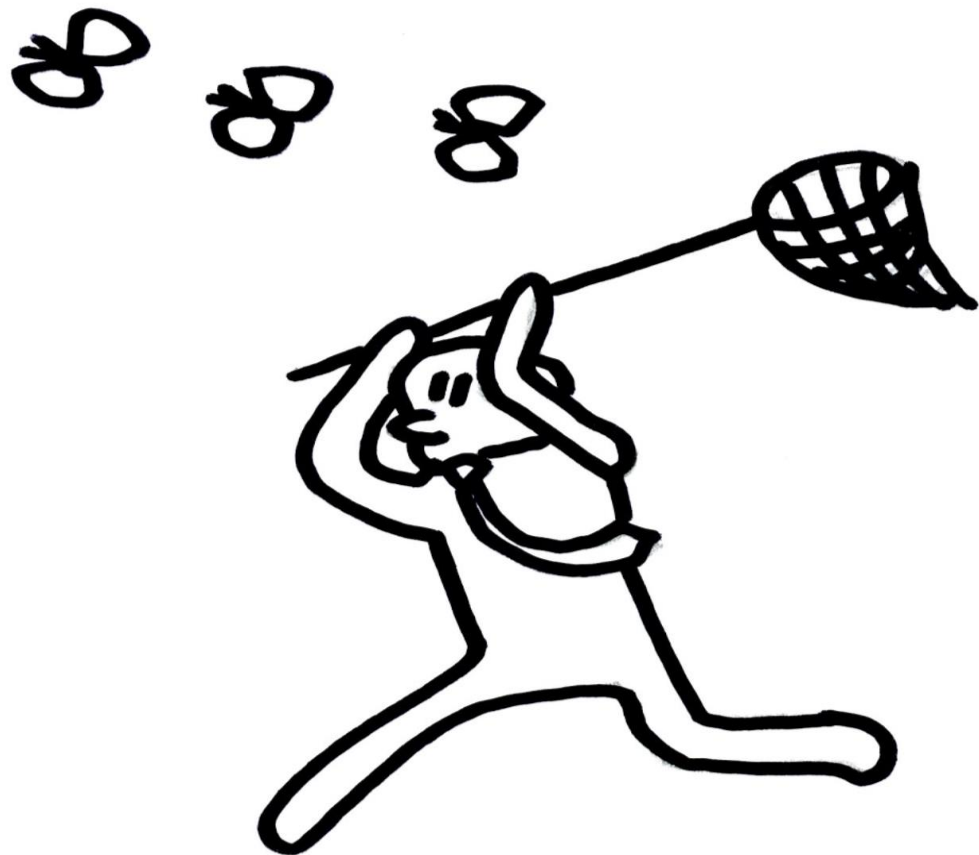
3) Pre-Screening



2) Marketing to Job Seekers



4) Retention



Sourcing
(More and
better)
Applicants

Two types of Care Job Seekers

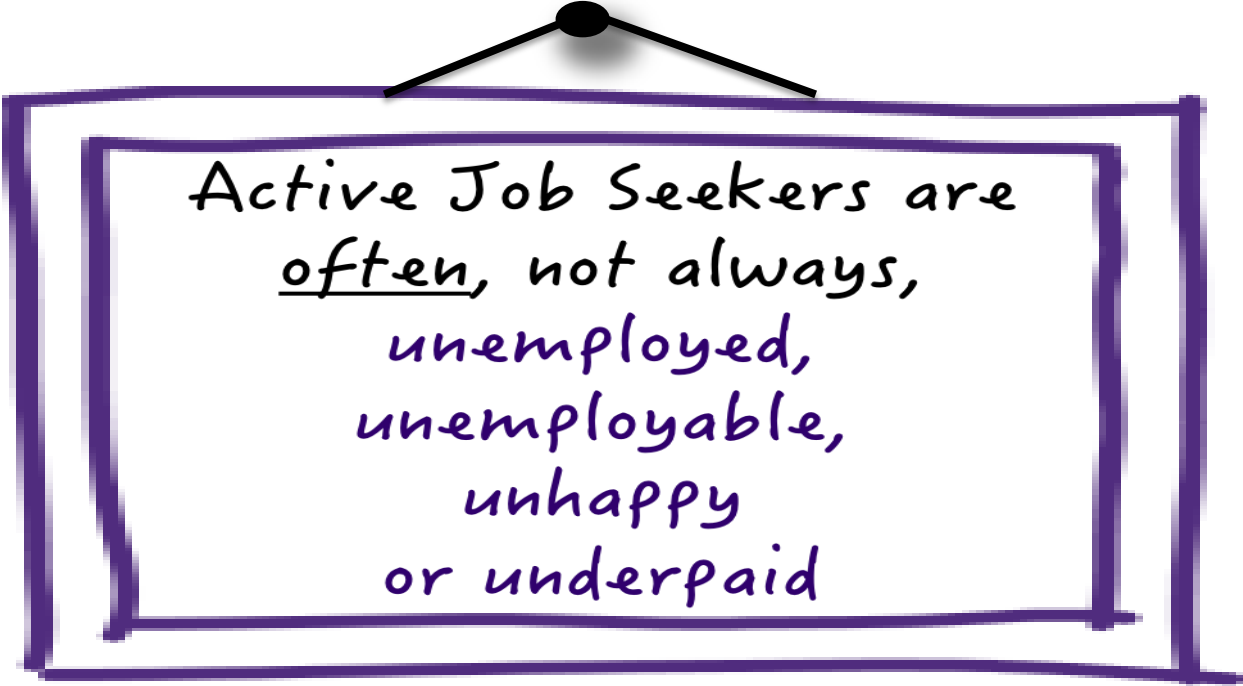


Active Job Seeker

Passive Job Seeker

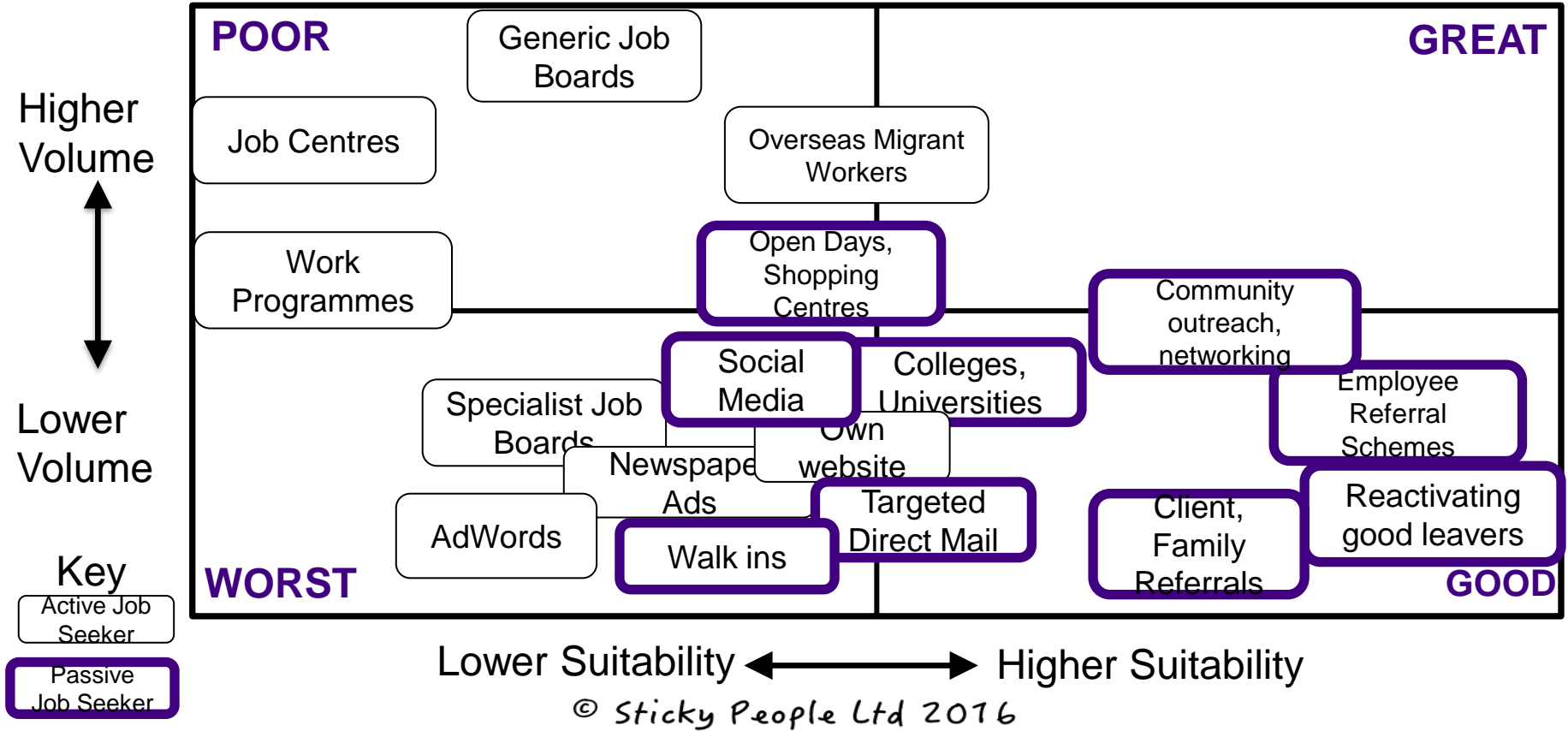


Rule of Thumb



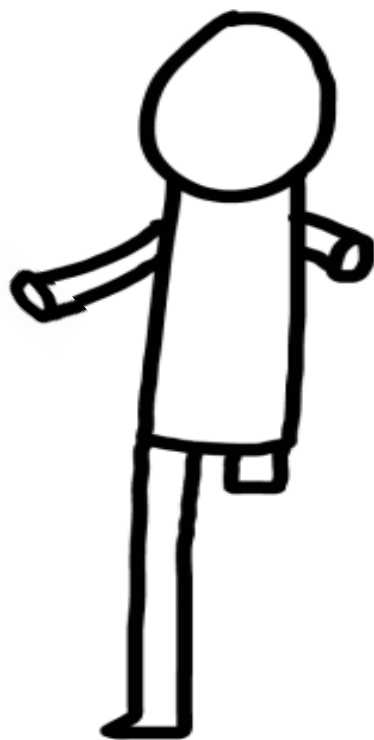
Active Job Seekers are
often, not always,
unemployed,
unemployable,
unhappy
or underpaid

Sources of Care Applicants



SORRY,
DID I APPLY
TO YOU?





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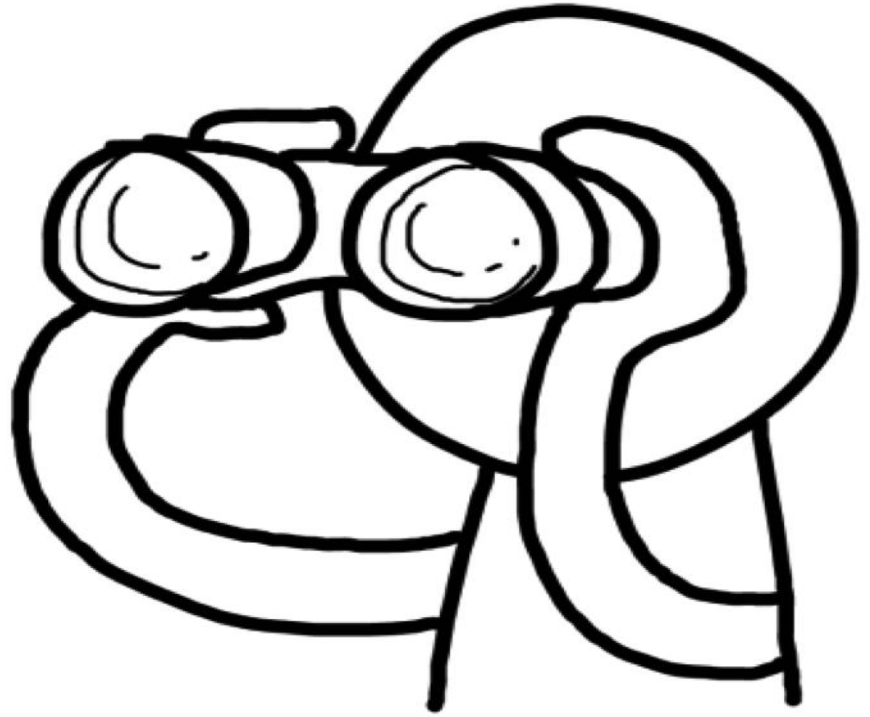


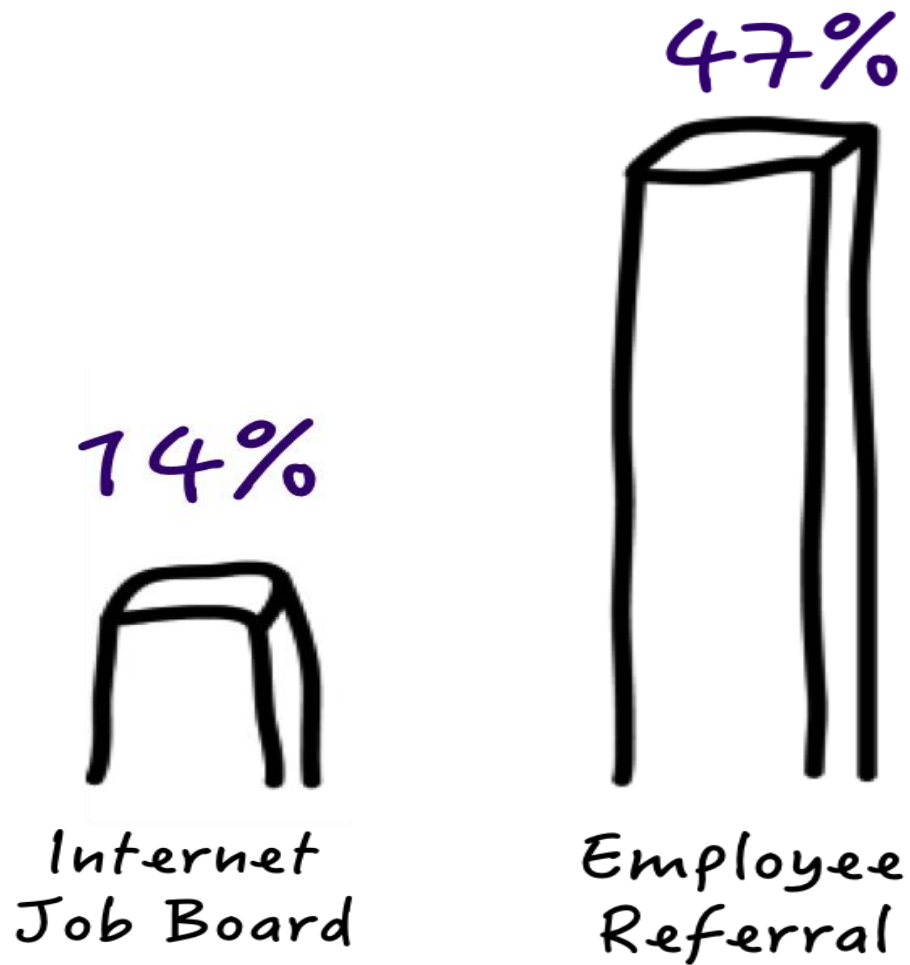
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Off-brand?

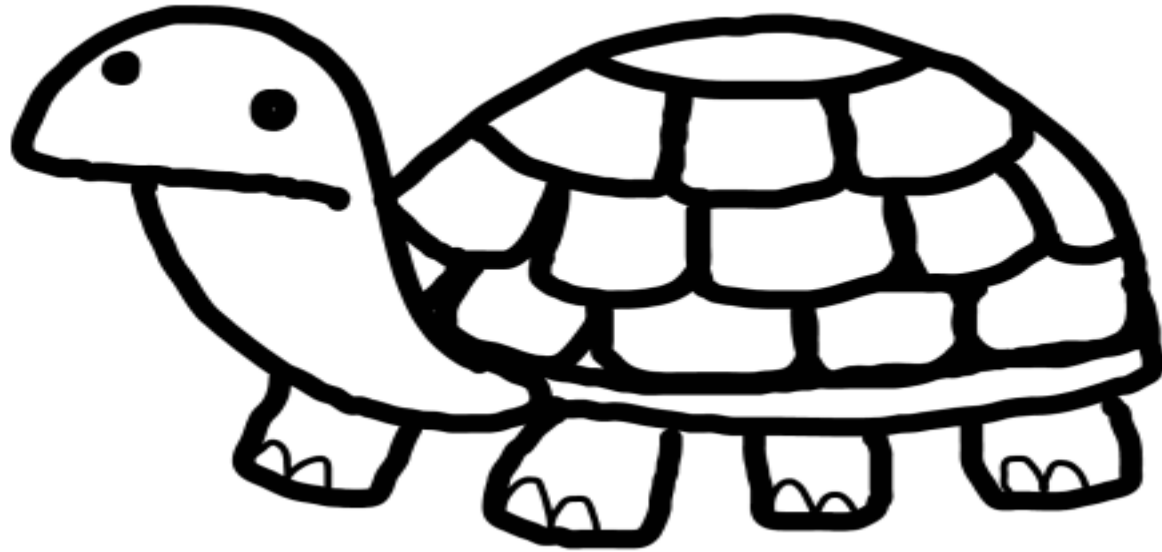


"The closer to
home the
candidate the
better the
quality"



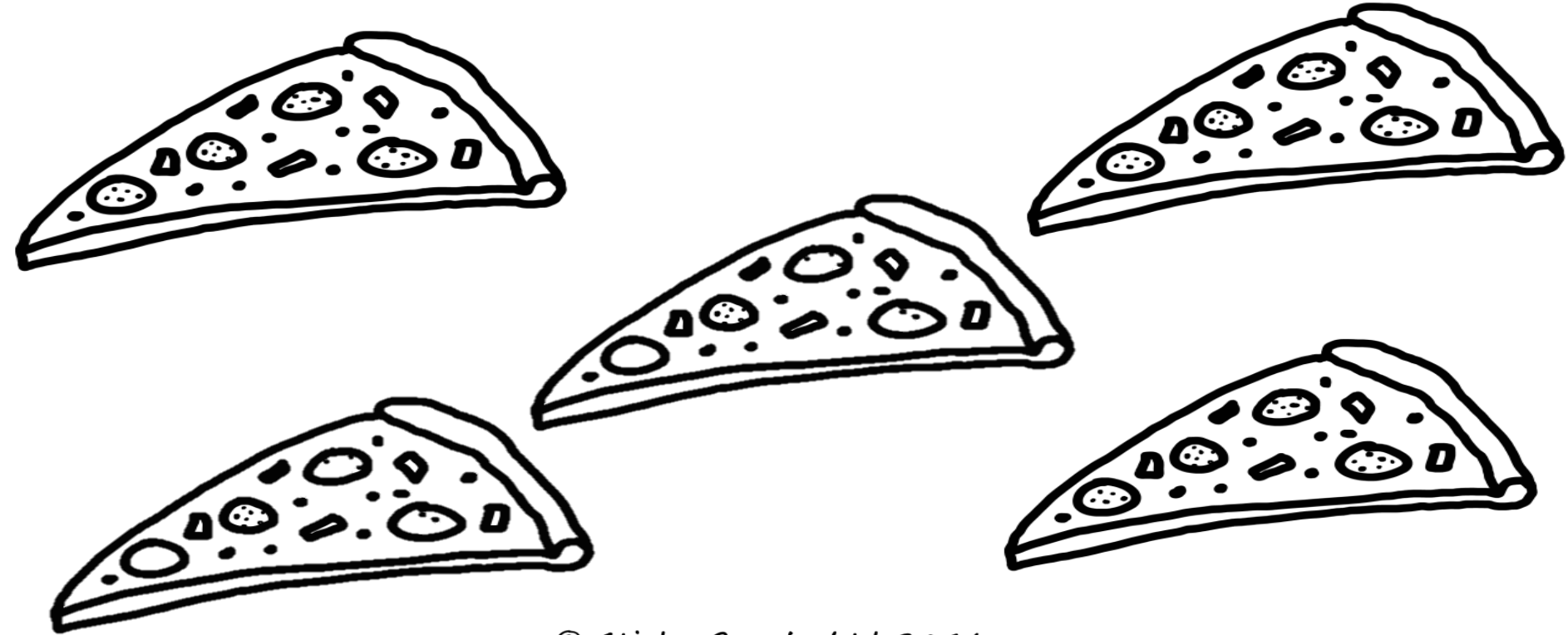


Don't wait 3 months to pay out





A Domino's Manager personally
visited 8 former employees...



Ask interviewees for
referrals



Cash in
your client
goodwill







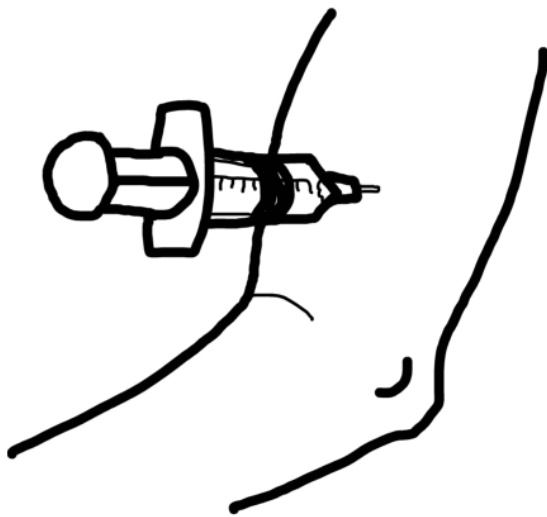
In US polls
84% worship
regularly

Animal
welfare





Support Groups



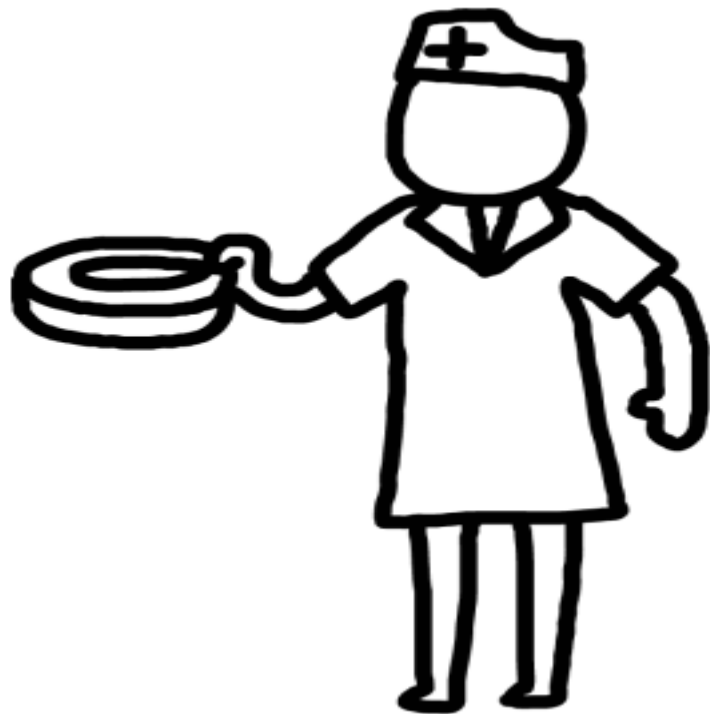
Thinking of
others



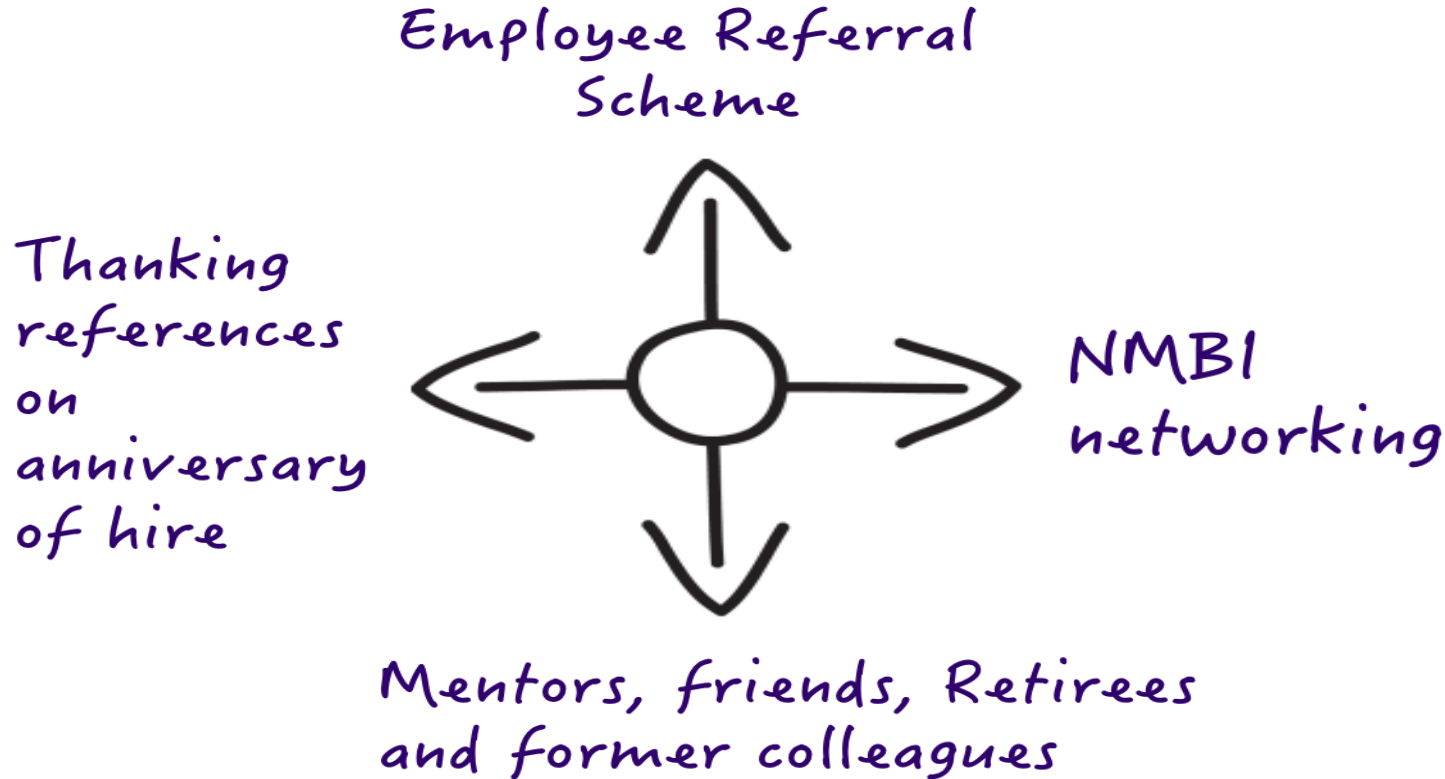
Supporting Causes

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Need a
Nurse?

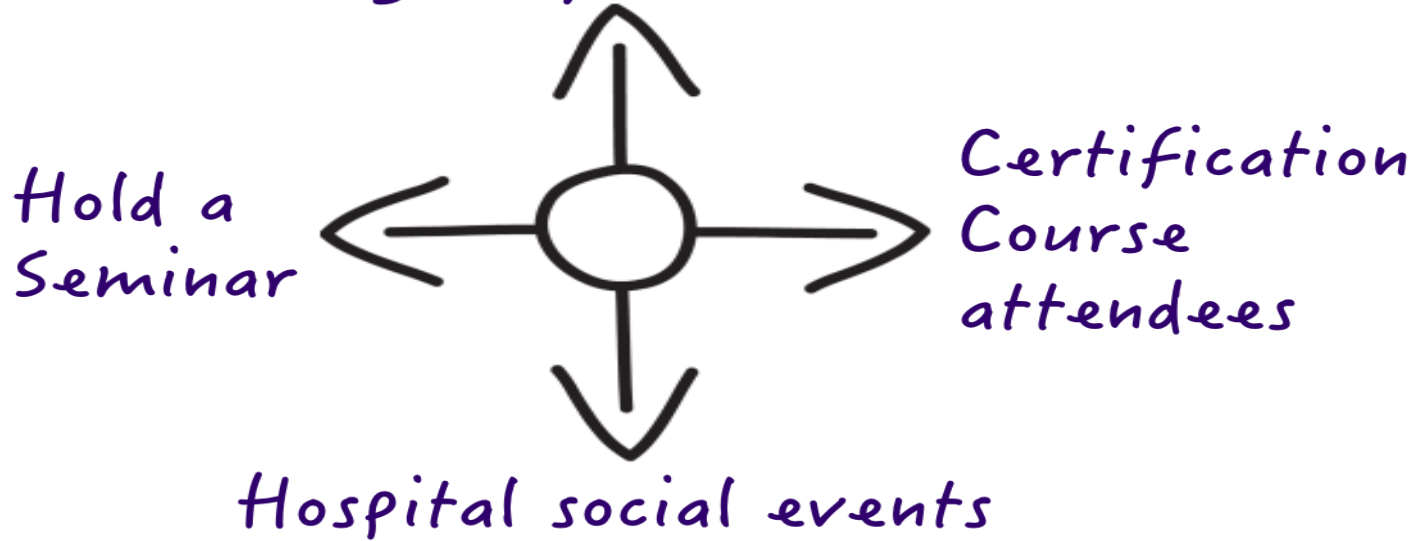


Referral-related methods



Event-related methods

Attendees to bring 3 names from
every Professional Event



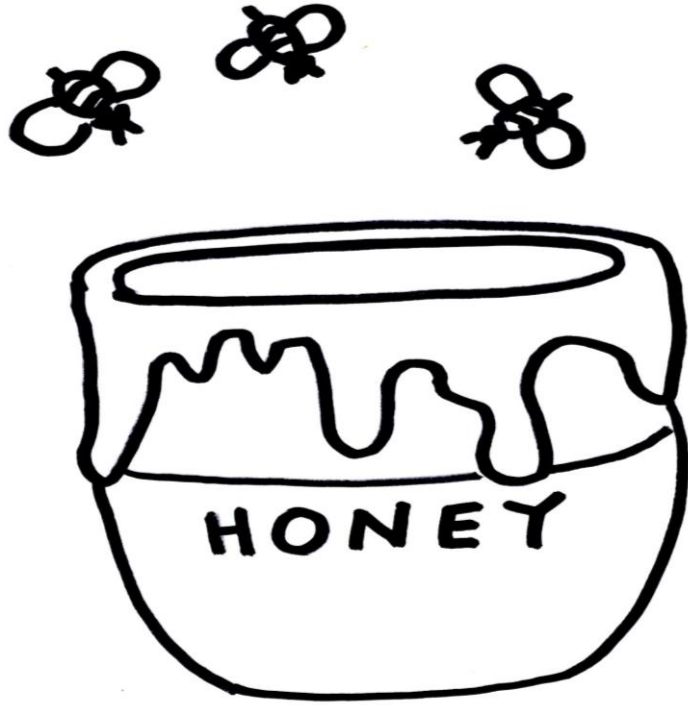


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Getting Nurses to say 'Yes'



- Strong People Ltd 2018



Marketing
to job
seekers

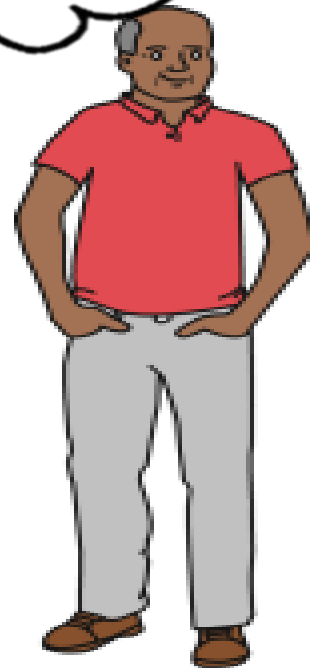
Five types of care worker



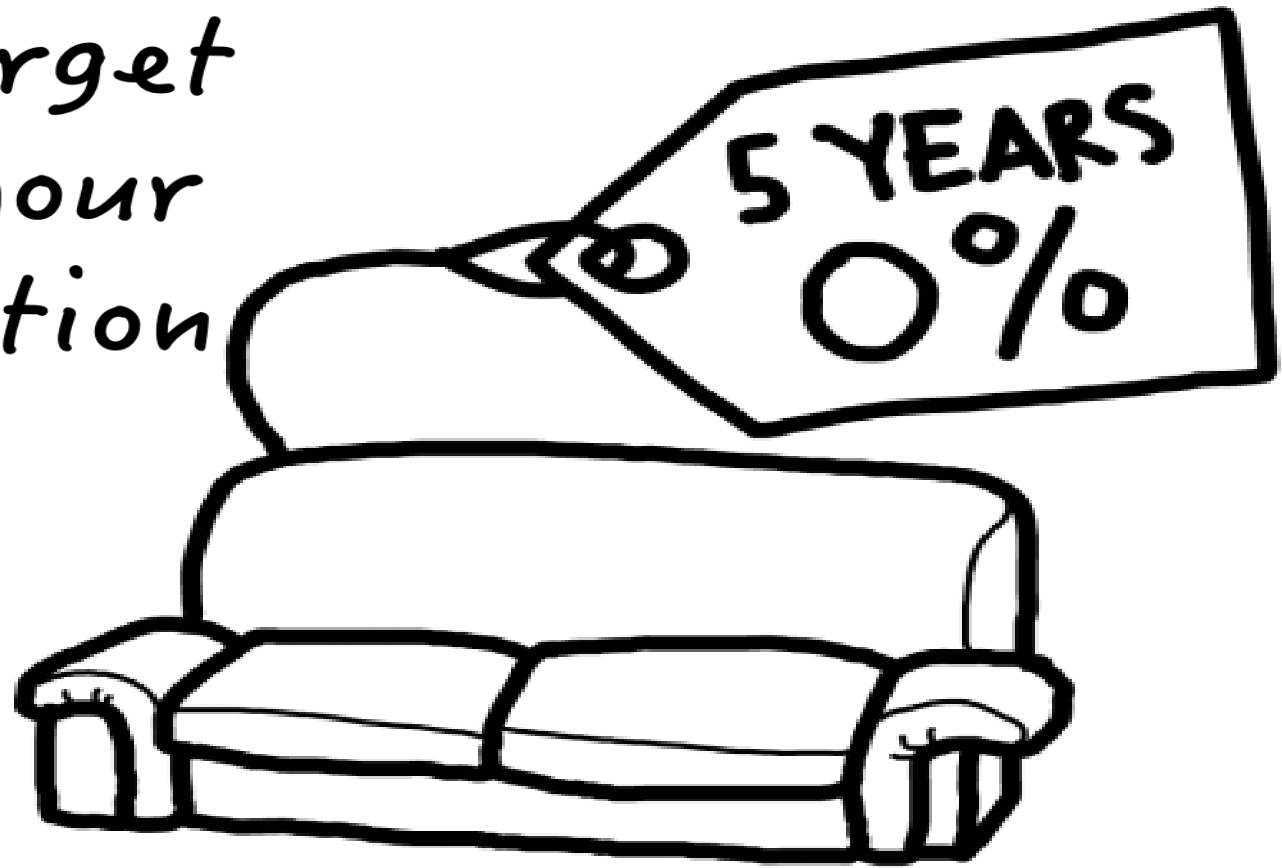
Career
Flexible hours
Money



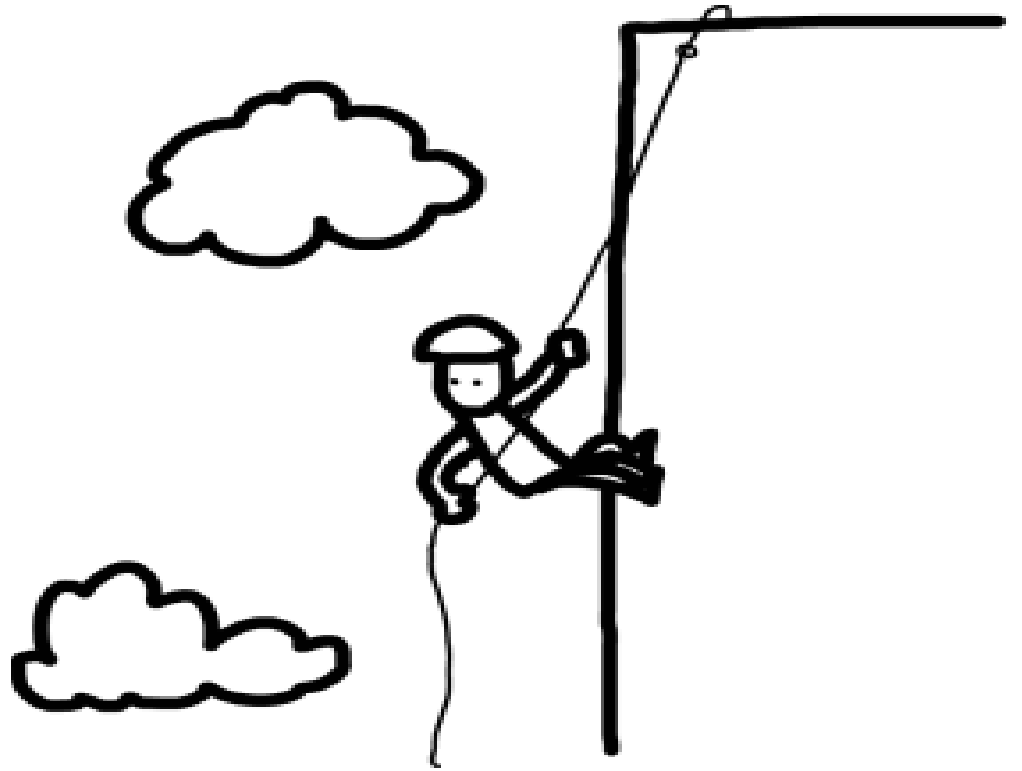
Stay Active
Give back
Meet others

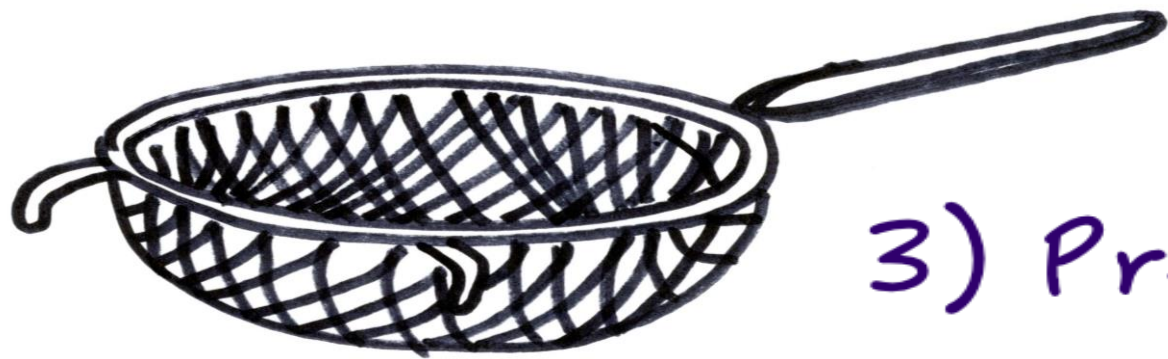


Don't forget
to sell your
organisation



"Make it
easy to
apply"

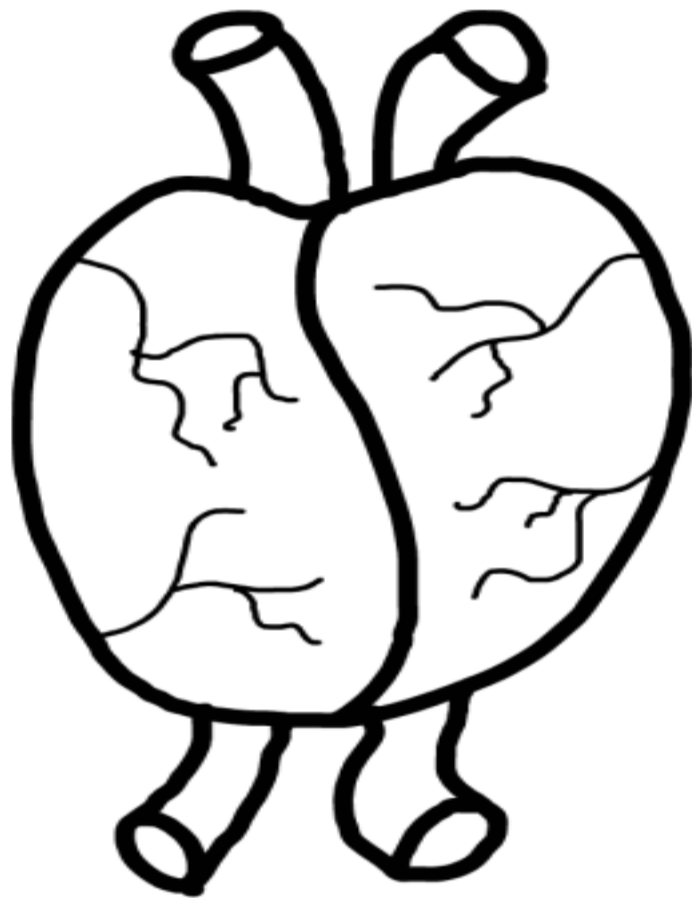




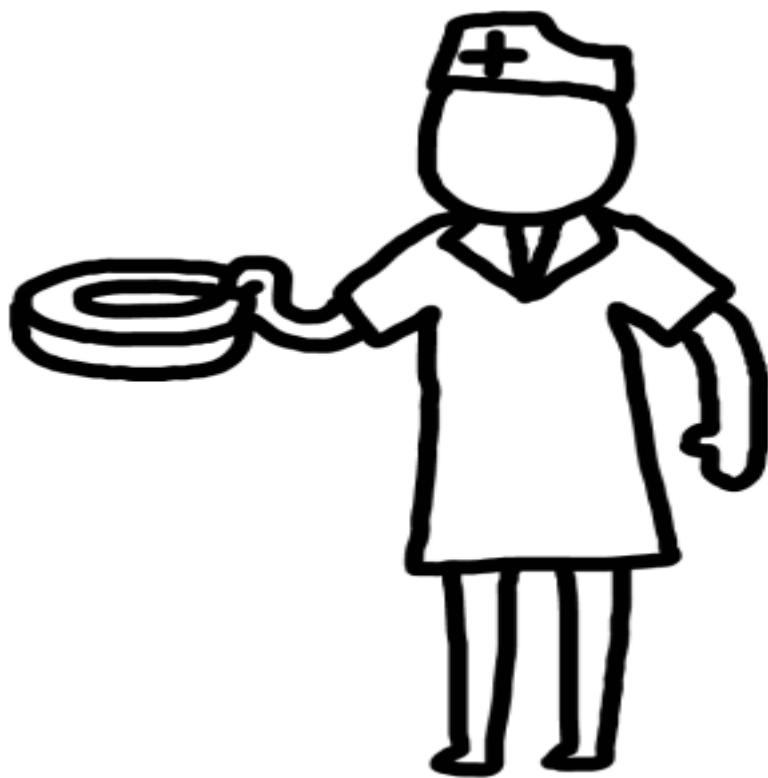
3) Pre-Screening

"How did you
come to work
in care?"

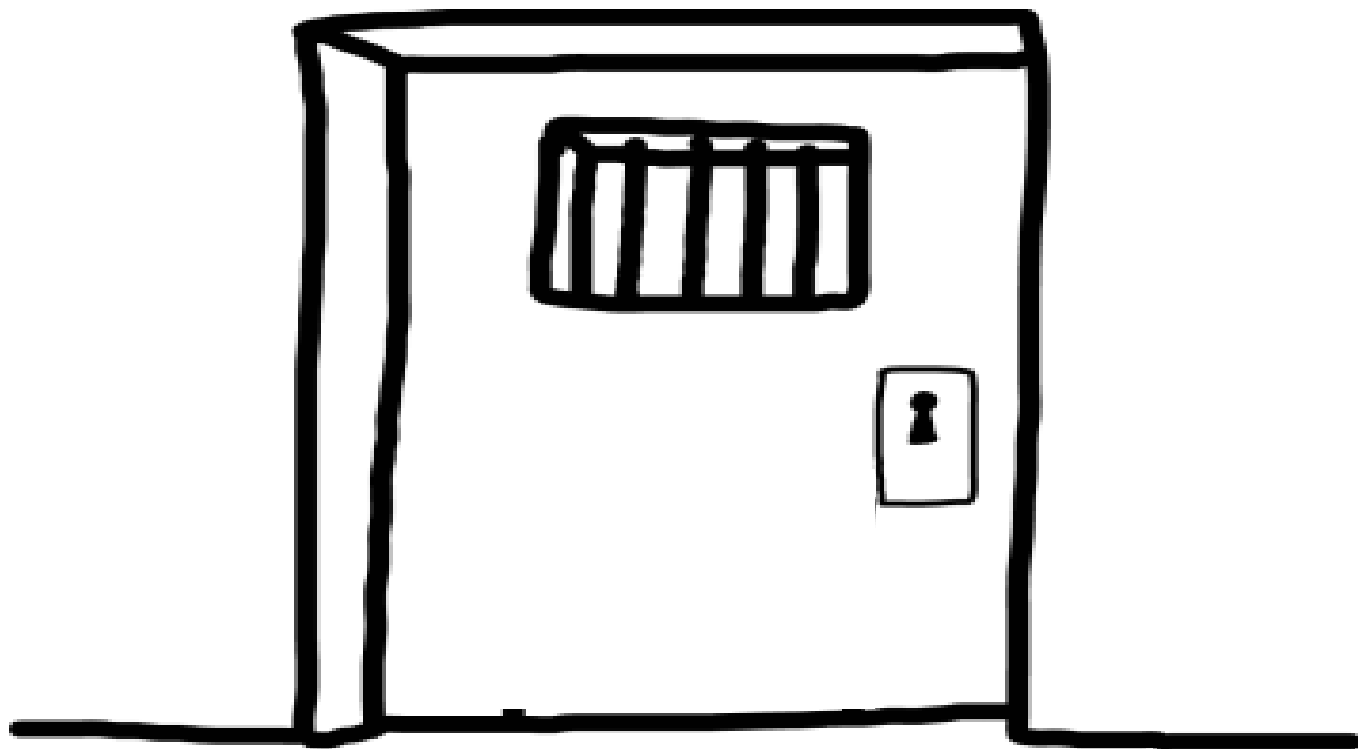


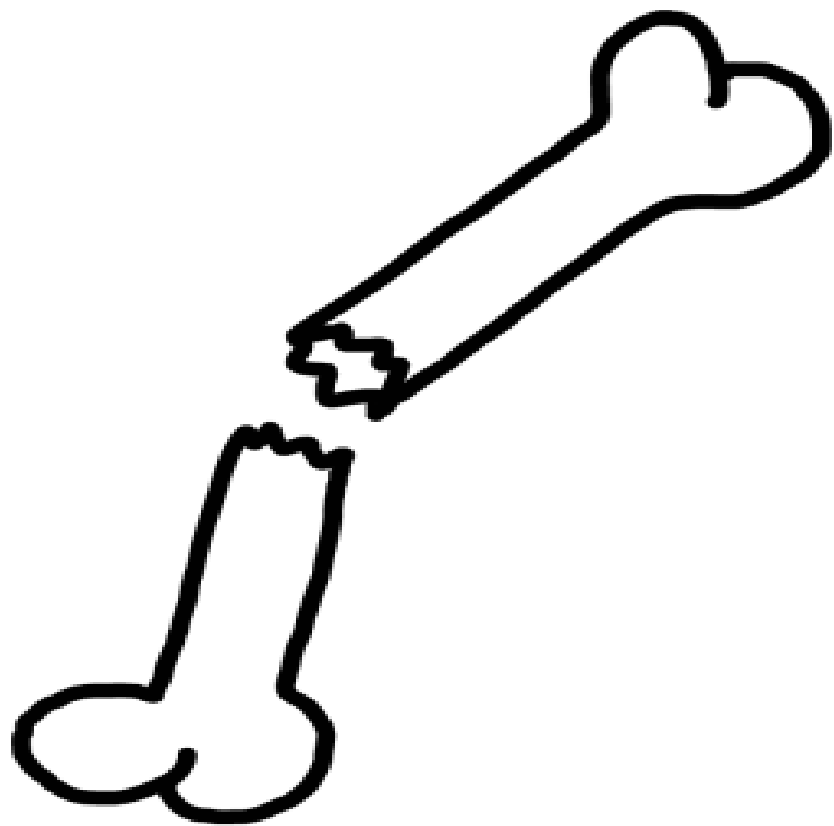


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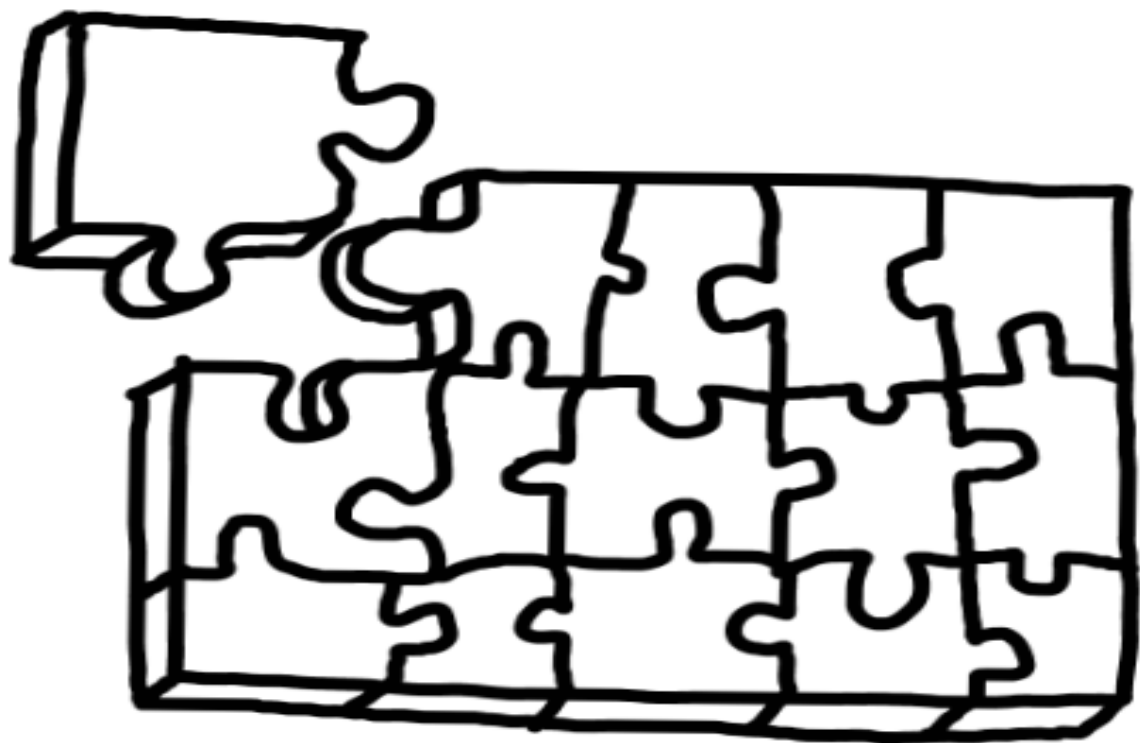




62.5%

vs

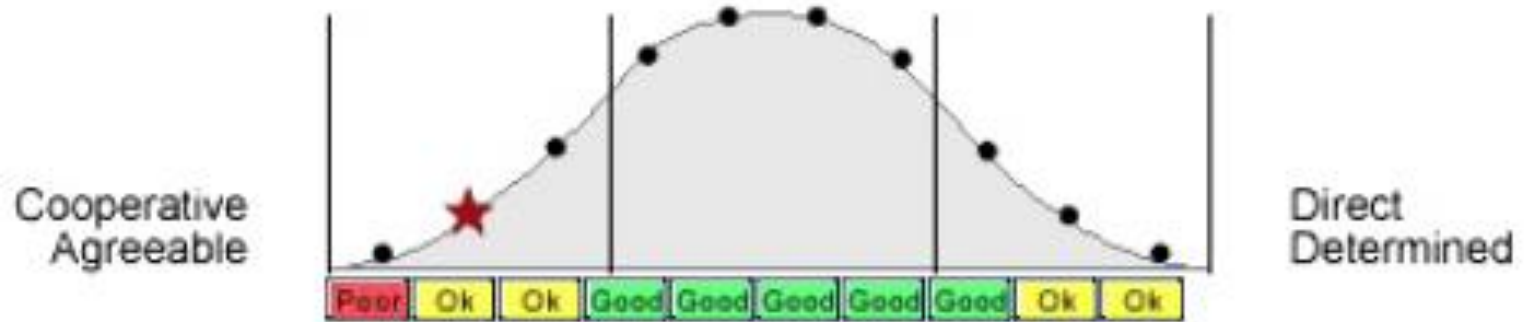
25.6%



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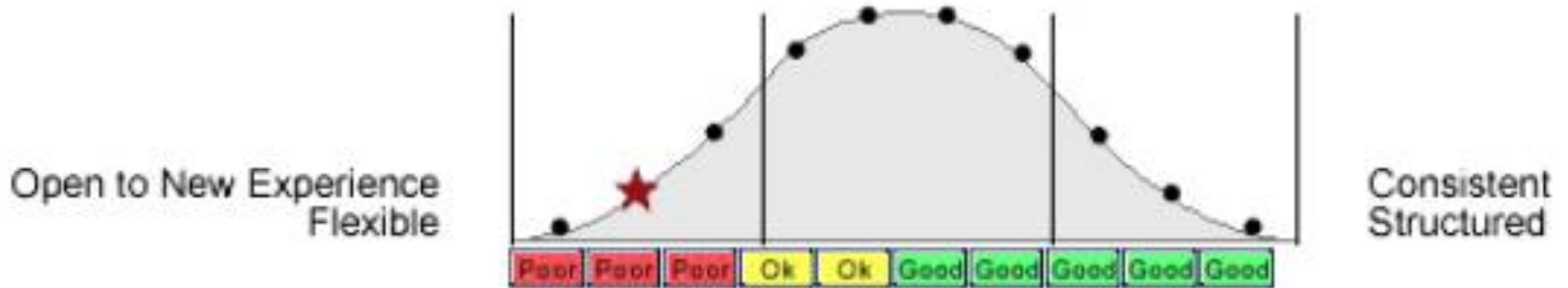
Can they deal with difficulty?

Tough-Minded



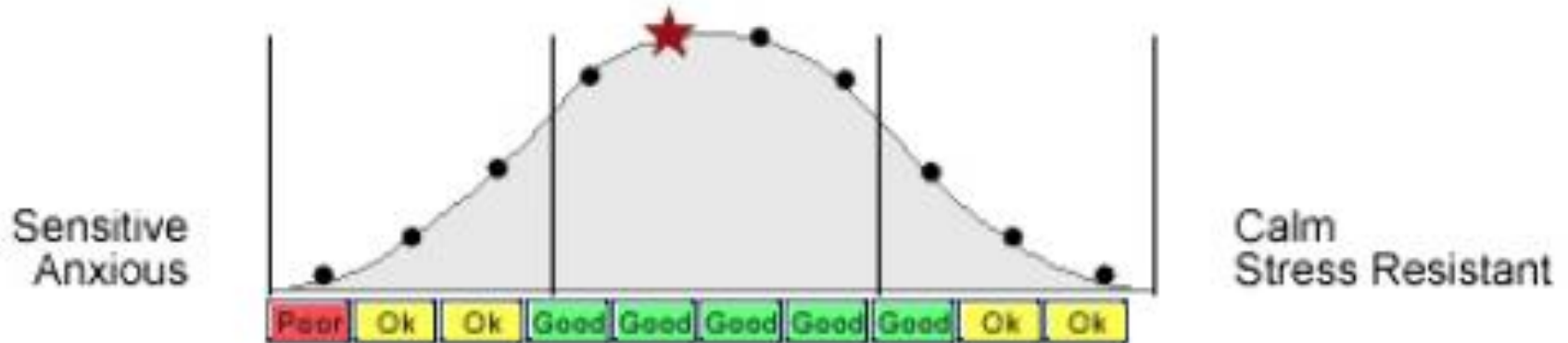
Will they complete a Meds Sheet?

Rules



Will they burn out?

Stable



Safeguarding Screen

Hostility: Handling feelings in regards to aggression, anger and hostility

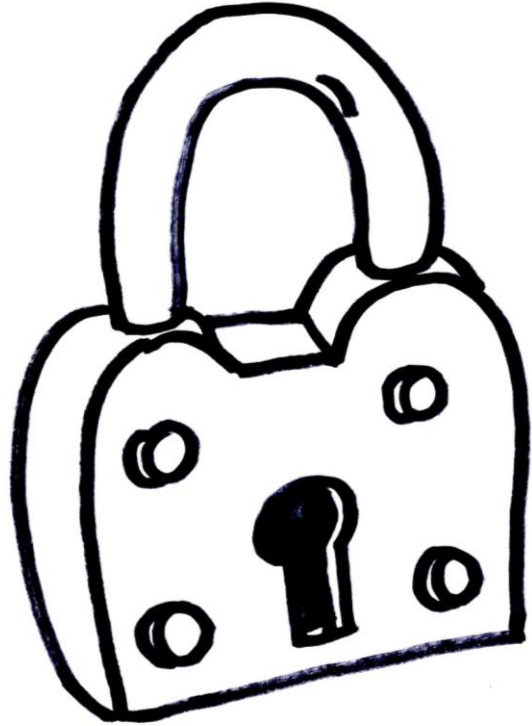


Conscientiousness: Being dependable, organised and reliable.



Integrity: Behaving with integrity and honesty and expecting that colleagues will do so as well.





4) Retention

Company owners think:

1. Good Wages
2. Job Security
3. Development opportunities
4. Good conditions
5. Meaningful work

Care Workers actually want:

1. Appreciation
2. Meaningful work
3. Caring Leadership
4. Flexibility
5. Development opportunities





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Nursing Home Leadership styles



'Shareholder'

14%



'Consultative
Autocrat' or
Autocrat

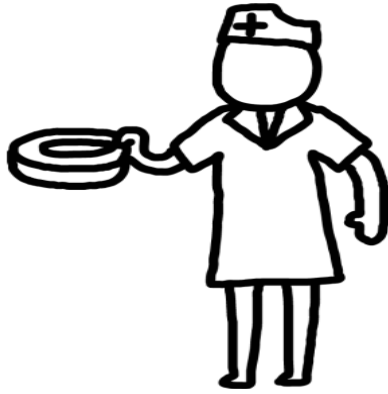
55%



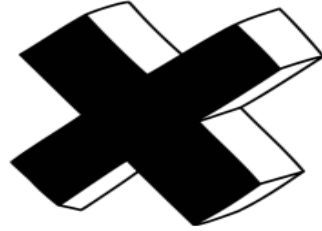
'Consensus'

31%

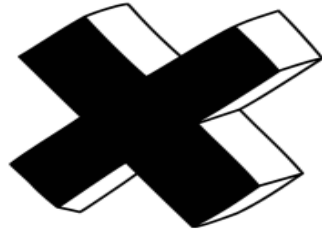
Staff Loss with a 'Shareholder' leader...

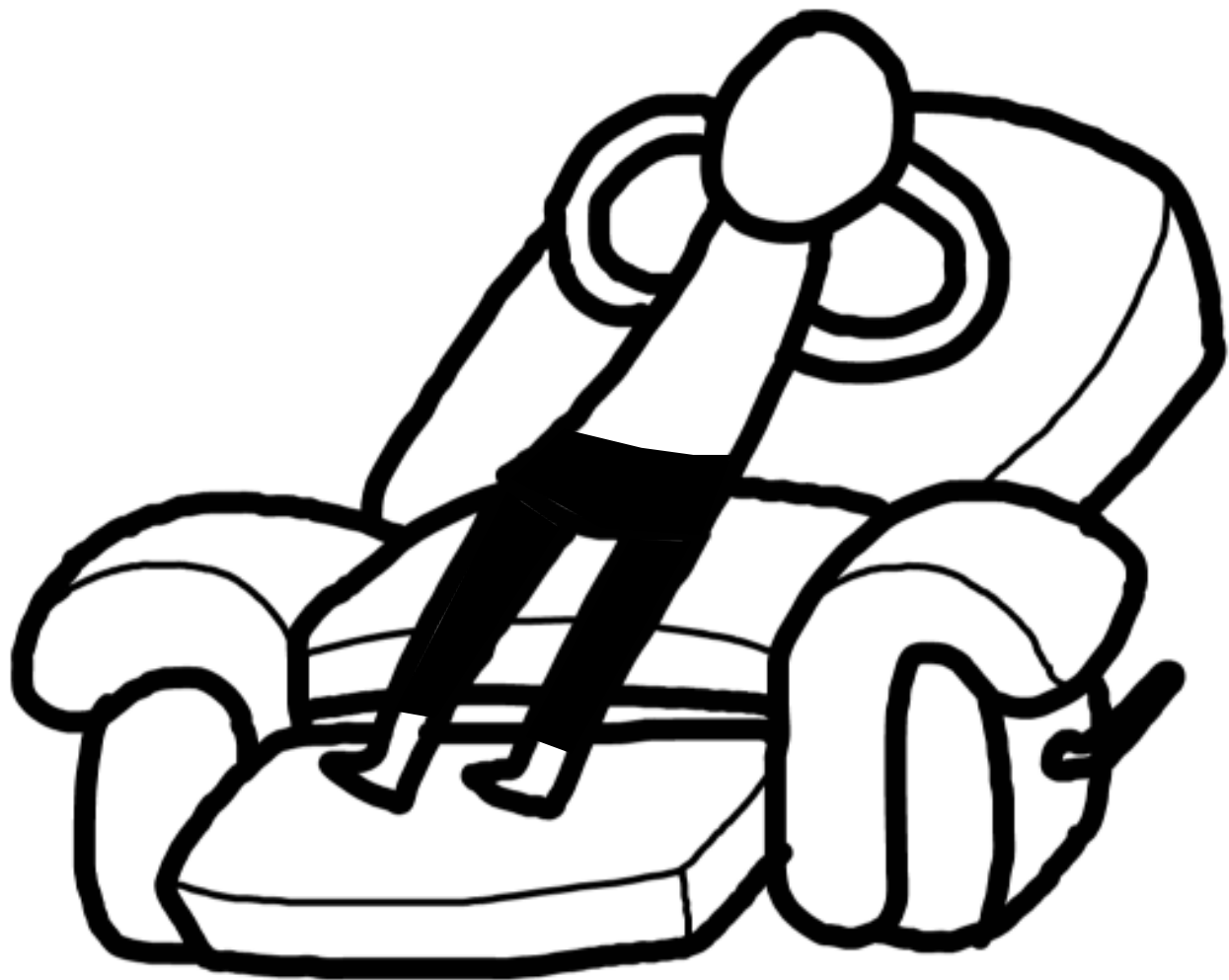


5



4





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