



Improving retention in social care – What you shouldn't ignore!

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Introductions



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Our Services: Recruitment & Workforce Solutions

Campaign Management

Complete Outsourced
Recruitment

Early Talent Recruitment
(Graduate/ Apprenticeship and
other)

Bank Management & Neutral
Vendor Managed Services

Retention Services
(Exit & Retention Interviews)

Contingent Recruitment
(Individual vacancies)

Care Character
Psychometric Assessments

Applicant Tracking Systems

Research & Audits

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Reach. Engage. Retain

Mental Health

Poor benefit offering Fear Nervousness Increasing turnover
Flexibility Lack of flexibility
Fed up Long hours No 121 VOCD
Lack of L&D Transport issues Family
Recognition Covid-19 Work-life balance Too many temps!
Vaccinations Training Over-regulated
Not recognised Digitalisation Unskilled work
Hard to recruit Poor pay



Case Study: Somerset Care

Awards & Recognition

Apprenticeships

Wellbeing

Setting the Scene: 2021

Learning & Development

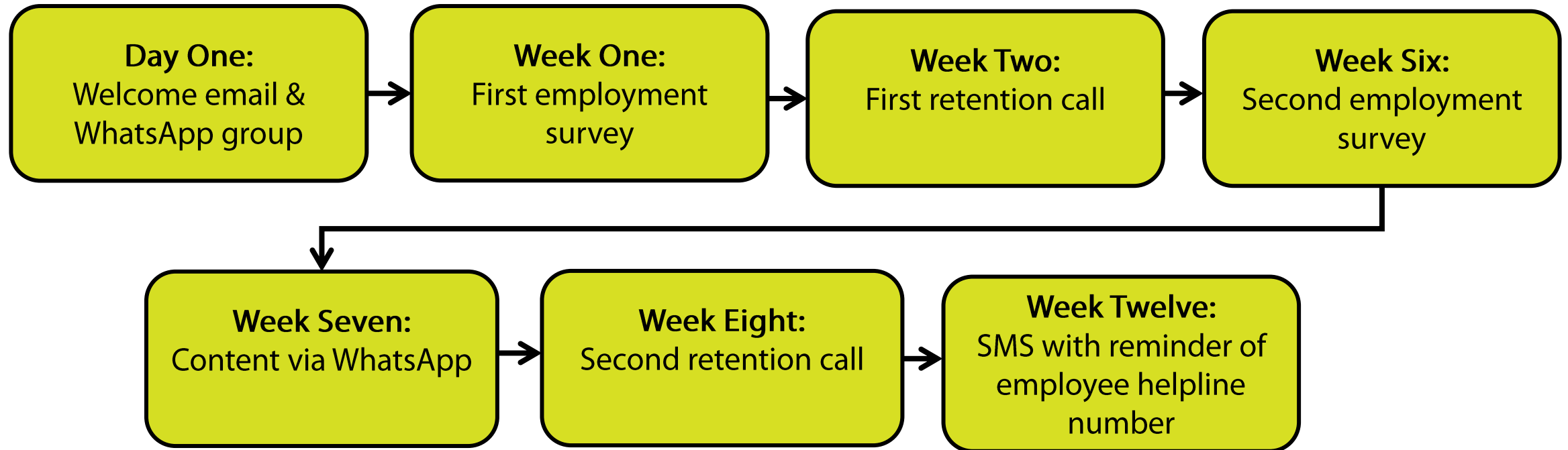
Kickstart programme

Employee Surveys





Retention Interviews & Additional Touchpoints



Stay Interviews

- What talents, or skills do you have that we haven't made the most of?
- What is one thing you wish you could change about working here?
- What would you like to learn during your time here?
- How do you like to be appreciated and recognised?
- As your manager, how can I best support you?
- What do you look forward to when you come to work each day?
- Do you have the tools and resources needed to effectively do your job?

Care Character

- Online assessment designed specifically for the care sector
- Researched & created by experts and validated
- Assesses the seven Qualities of Care
- Supports Values Based Recruitment

Communication

Compassion and Empathy

Dutifulness

Teamworking

Inclusivity and Respect

Adaptable and Resilient

Procedural Compliance

Compassion and Empathy

1 2 3 4 5 6 7 8 9 10

This dimension concerns the extent to which a person seeks to build meaningful and trustful relationships with others.

- Showing concern and awareness for how someone is feeling
- Providing a tailored individual approach towards others
- Demonstrating a sensitive and tactful approach to care

Based on your results, consider the following as you develop your career in care:

Develop your sense of the situations that call for heightened awareness of how others are feeling and their concerns. How could you show that you understand people in those situations?

Think about ways that you could use your awareness of emotions to help people through difficult situations.

Compassion and Empathy

1 2 3 4 5 6 7 8 9 10

Candidate's profile indicates that they...

- Are inclined to empathise with persons supported and are quick to read others' emotions
- Generally consider others' well-being but may appear less sympathetic at times, particularly when under pressure

RECOMMENDED INTERVIEW QUESTIONS

- Describe a time when you helped someone with a problem they were facing. How and why did you do this?
- Tell me about a time when you had to give non-judgemental advice to someone. What approach did you take?

Development Report

- Allows managers to have structured conversations around development areas identified using the assessment.
- Development discussion points, action plans, reflection and feedback are all features on the report.
- Use of the reports and monitoring of action will be important.

Communication

DEVELOPING

STRENGTH

Communicating effectively with staff and the people supported and adapting communication style depending on the target audience. Communicating face-to-face with clarity and appropriate tone, whilst both asking and being open to questions. Promoting a positive and warm interactional style whilst demonstrating active listening. Taking care with detail in communication, for example in plans, reports and handovers. Empowering the people supported by ensuring they feel listened to and that they are kept involved in their care.

WORK BEHAVIOUR IMPLICATIONS:

Your profile indicates that you...

- May feel uncomfortable when talking with people for the first time
- May come across as quiet and reserved to others
- May tend to prefer to keep your distance from others
- May find it harder to adapt your communication style with different people

Development Discussion 1:

The first development discussion is designed to help you explore potential ways to develop and improve as you start your role. The discussion should be held with your manager. Give thought to situations in which Communication is relevant, how you behave in those situations, and how you feel. Some suggested development activities are presented, and you can discuss how these may be useful for your learning and development. After the discussion, make some notes on the key points, agreed actions to work on, and any key people who can support you

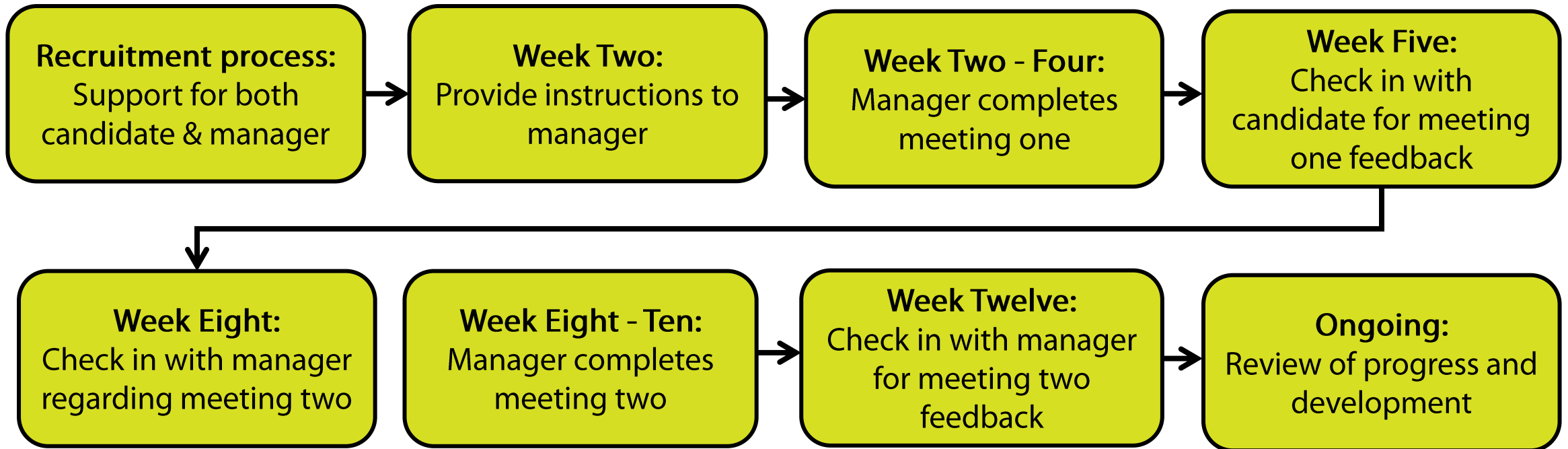
The Communication dimension is relevant in the following situations at work:

- Meeting and interacting with colleagues and people you support
- Listening to people and ensuring they feel involved in their care
- Speaking and contributing in discussions with others or in handovers

To develop in this area, you could try the following development activities:

- Make effort to speak to people you are supporting, even on occasions that you are busy.
- Introduce yourself and start a conversation with your new colleagues and find out about them.
- Reflect on how you come across to others when interacting with them. Seek some feedback from your mentor or manager about your communication style and how to adapt it to present a warm and open style.
- Practice ways to provide positive and supportive reassurance to colleagues.

Care Character in the employee journey





“Was very easy to complete and help me prepare interview questions accurately”

“The care character assessment helps me prepare for my interview and it's the best tool for getting you ready to answer the questions during my interview.”

“It reflected my ability and it is easy to understand”

“It was a great tool and will help me explain my strengths and weaker areas in interviews”

“It highlighted some of my limitations and how I can use them to become my strengths.”

“The results of the survey will enable self reflection and hopefully help me improve my quality of care.”

“I would look back on this questionnaire to help me refresh my knowledge”

“It gives hints and tips to develop myself further within the care industry and what they are looking from me in return”

Buddy Programmes

- Campaign management of Buddy Programme
- Liaison with L&D to design a formal Buddy Training programme
- What's in it for the Buddy? Consider Recognition/reward & Progression opportunities
- 13% of new starters with a buddy more likely to be happy at 8 weeks
- Focus on New to Care

Ongoing Initiatives

A pack for every
new starter, service
and organisation
relevant

New Starter
Checklists

Internal
Movements

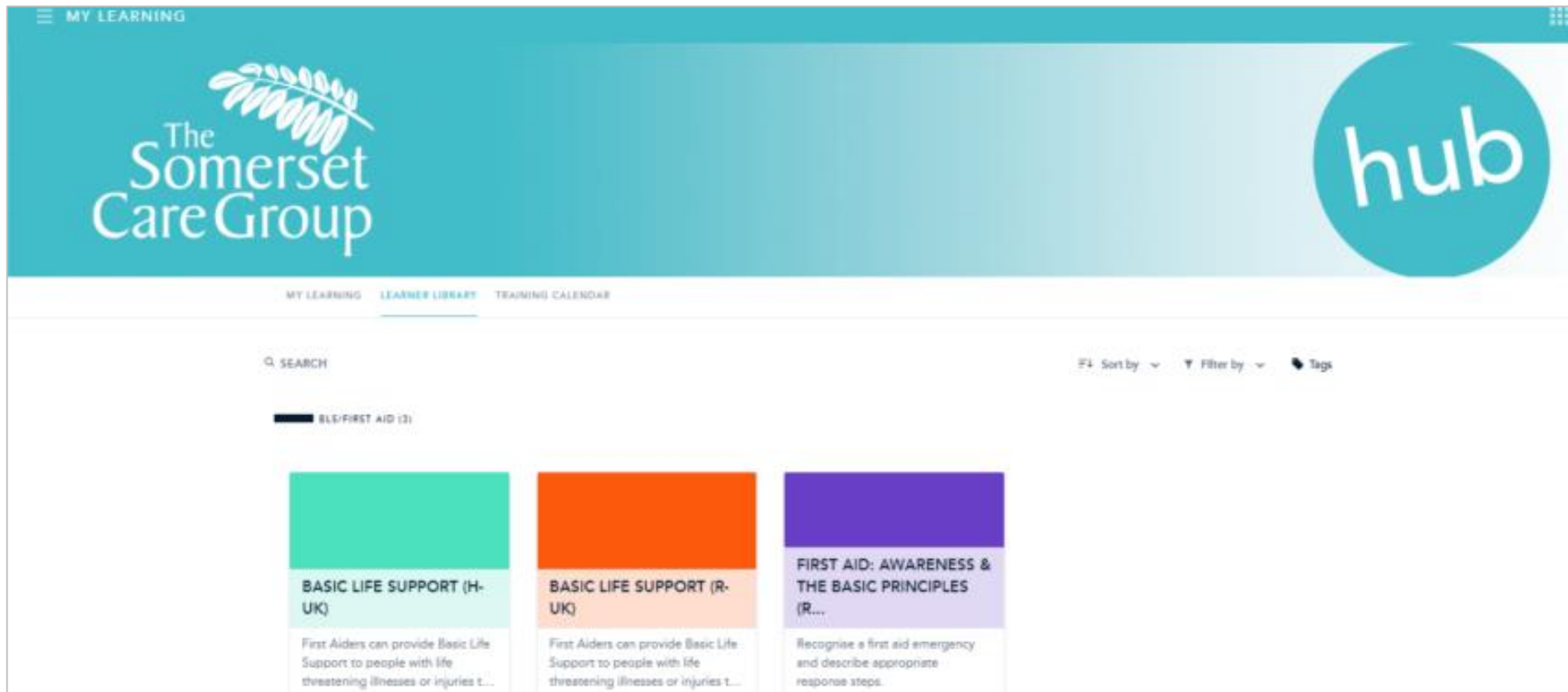
Wellbeing
Champions

Liaison with
Managers and
Delegates
regarding key
stages

Culture & Values

Somerset Care
Support Line
(Signposting and
Issue Management)

Learning in the Recruitment Process



The screenshot displays the 'MY LEARNING' section of the Learning Hub. At the top, there is a teal header with the 'The Somerset Care Group' logo on the left and a circular 'hub' logo on the right. Below the header, a navigation bar includes 'MY LEARNING', 'LEARNER LIBRARY', and 'TRAINING CALENDAR'. A search bar is located on the left, and on the right, there are options for 'Sort by', 'Filter by', and 'Tags'. The main content area shows a search result for 'BLS/FIRST AID (3)'. Three course cards are displayed:

- BASIC LIFE SUPPORT (H-UK)**: First Aiders can provide Basic Life Support to people with life threatening illnesses or injuries t...
- BASIC LIFE SUPPORT (R-UK)**: First Aiders can provide Basic Life Support to people with life threatening illnesses or injuries t...
- FIRST AID: AWARENESS & THE BASIC PRINCIPLES (R-UK)**: Recognise a first aid emergency and describe appropriate response steps.

Learning in Recruitment - Results

"Useful learning
experience"

88%

"Happy" or "Very
Happy" in role

97%

Drop out between
offer & start

18%

High uptake of candidates opting in to complete the training before starting. New starters begin their learning journey earlier rather than waiting for day one in post.

Hiring managers are confident that starters without prior care experience have an understanding of dementia and ageing.

Apprentices & Young People

- Higher percentage of Gen Z than in the sector
- 6% of workforce on apprenticeships currently
- Good Kickstart results
- Princes Trust local delivery partner TBC

In Summary...



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Reach. Engage. Retain

Getting Ahead in the race for Early Talent...



Thu 09 Jun 2022
10am - 11am | Online

Getting Ahead in the Race for Early Talent: What social care providers should do

[Register for the event](#)





Care Home Open Week

Care Home Open Week

This year's Care Home Open Week is set to take place from the 27th June – 3rd July 2022.

To register visit:

<https://championingsocialcare.org.uk/care-home-open-day/>



Care Home Open Week

- To champion and celebrate social care
- To show what care homes can offer, promoting their facilities, activities and services
- To showcase the career opportunities available in care
- To encourage greater community engagement and volunteering

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YOUR PEOPLE BUSINESS

www.cohesionrecruitment.com