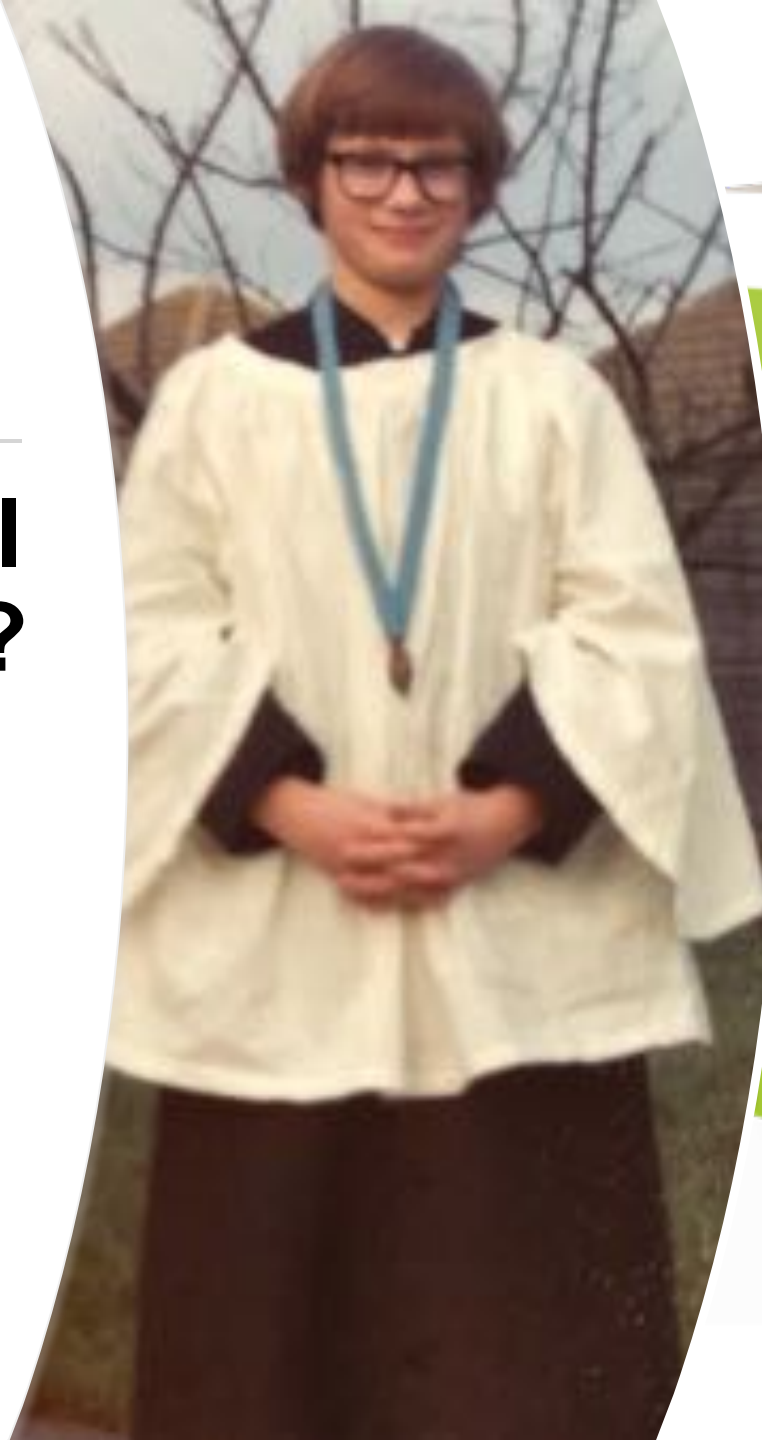


Recruitment best practice in Staffordshire: Bridging the gap

**Neil Eastwood
Author, Saving Social Care
Founder & CEO, Care Friends**



How did I
get here?



We are in a pickle



650 managers: What do you consider to be your top recruitment challenge today?



My 3 Provider-led priorities:

1

Rethink sourcing

- International
- Networks
- Passive applicant-focus
- Measured

2

Upgrade the Candidate Experience

- Faster,
- Responsive,
- Relationship-building,
- Honest

3

Onboarding & 90 day plan

- Consistent
- Managed

1

Rethink sourcing

- International
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2

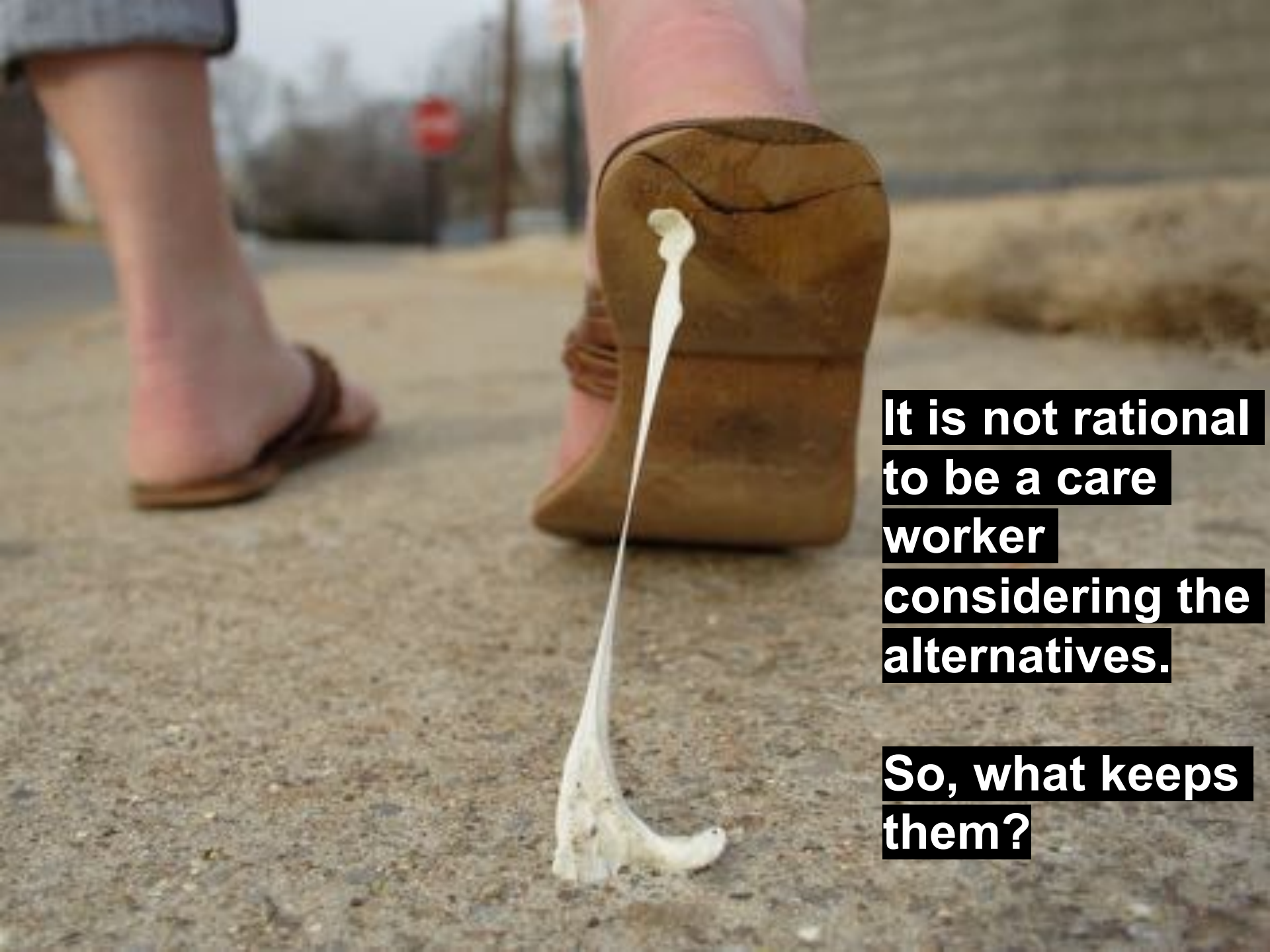
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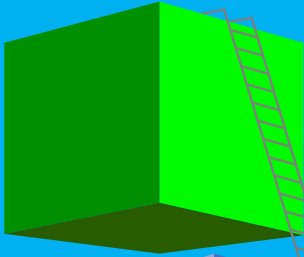
**It is not rational
to be a care
worker
considering the
alternatives.**

**So, what keeps
them?**

The hidden psychological pull of care work

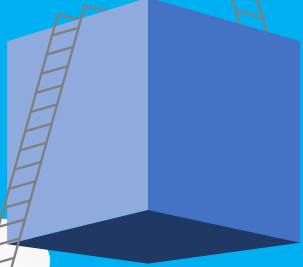
1 Religious or spiritual 'calling' to care

1



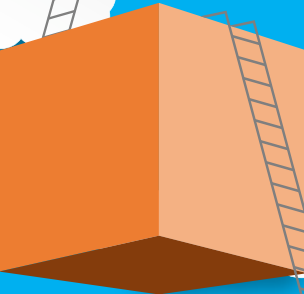
2 Emotional satisfaction, pride, self-esteem

2



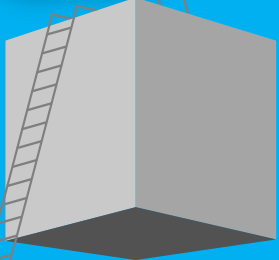
3 Surrogate family, personal connection or bond

3



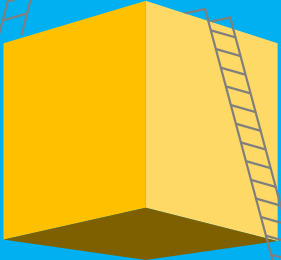
4 Commitment to, responsibility for the client

4



5 Haven from personal challenges

5



High performing long stayers: What was the trigger for you to become a care worker?





Candidates are out there, but we have to go to them

Please could you share one tip on a recruitment initiative or activity that has worked well for you over the last year?



Care workers

Refer a friend: can an app tackle the social care recruitment crisis?

Linda Jackson

Wed 20 Nov 2019 08:43 GMT



Care worker Kerry Marro, left, knew her friend Sam Mitchell, right, would suit a career in social care. Photograph: Paul Richards/Guardian

App helps boost job applications in the care sector

Feb 10, 2023 | Leisure & Lifestyle

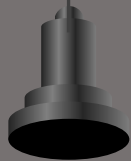


An employment referral app is helping a number of care providers across County Durham to recruit and retain high quality care staff.

Durham County Council is supporting a group of providers to pilot the technology, with more than 100 care staff having already been recruited by one organisation alone.

**Who might come back
to work for you?**





1

Rethink sourcing

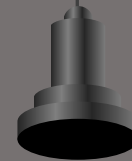
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Onboarding & 90 day plan

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Where can we remove friction?



* 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 choose -



Please attach your CV

Choose File

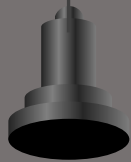
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Reach candidates out of hours

Best times:
5.30pm-8.30pm
Tue-Thurs

Get in touch fast!

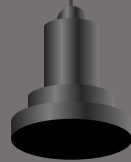




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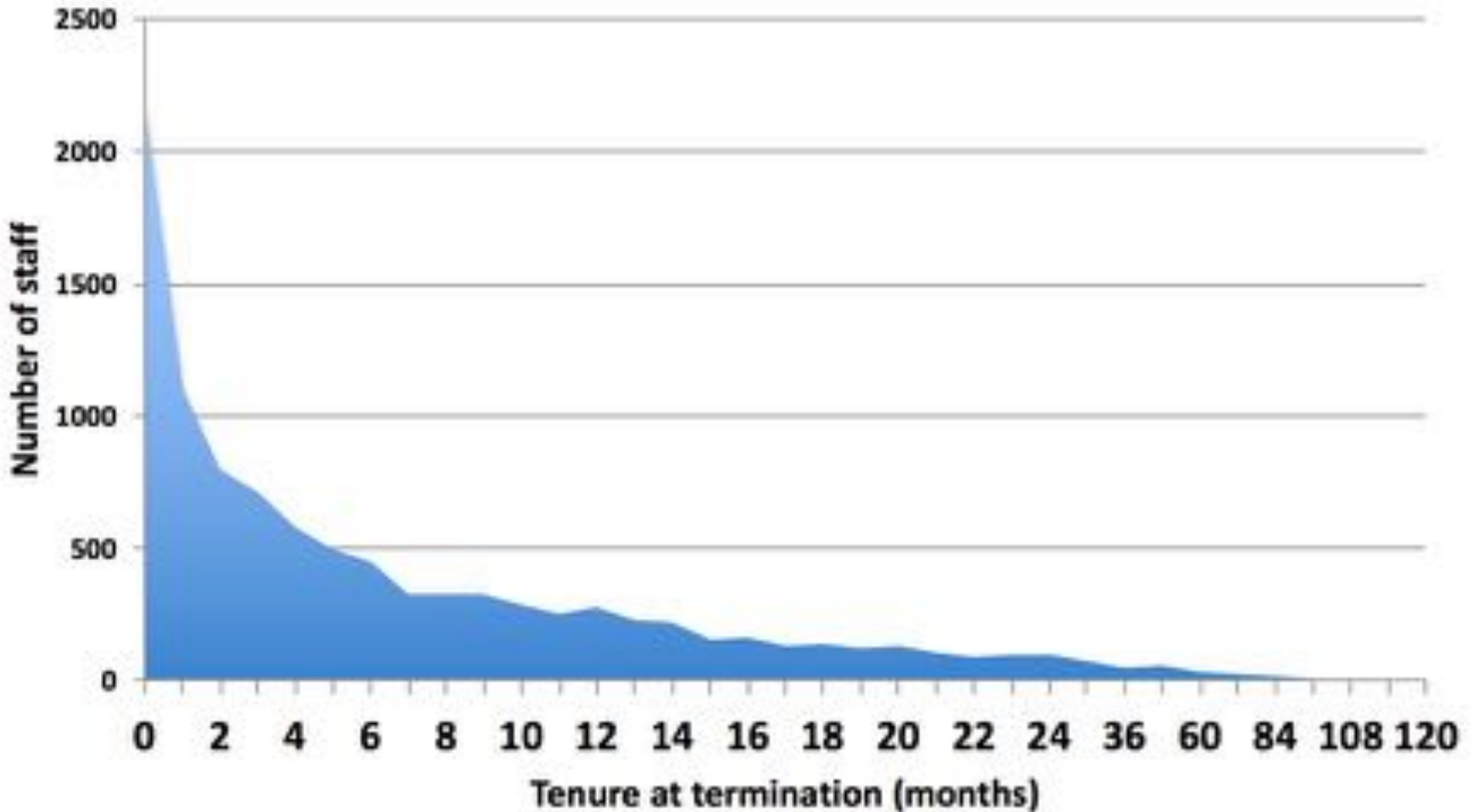


3

Onboarding & 90 day plan

- Consistent
- Managed
- Employer of choice

When do most care staff quit?



Based on 12,000 homecare workers

Photo by [Sara Kurfeß](#) on [Unsplash](#)

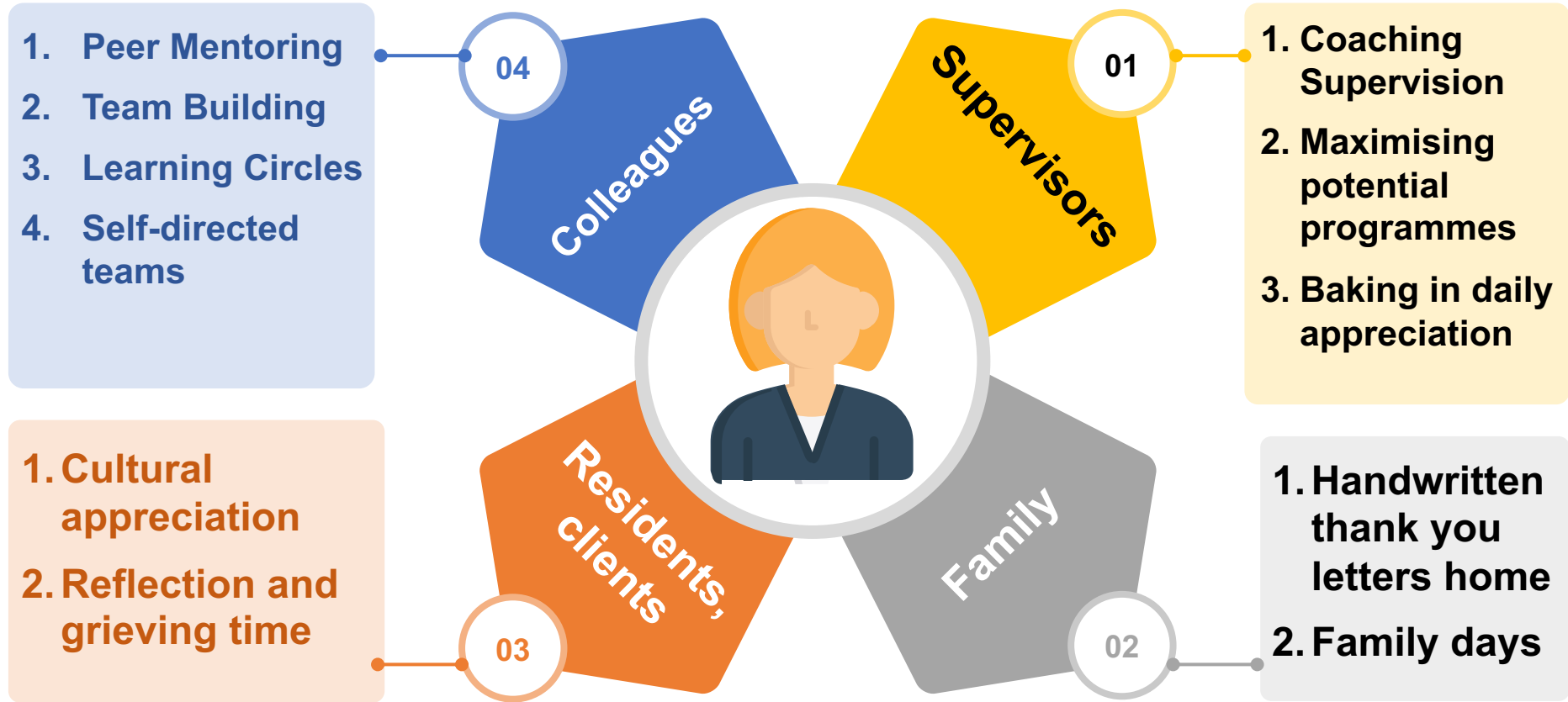
What's your Welcome like?



- use named welcome signage
- goody bag – fleece, merch...
- personal welcome from the boss
- peer mentoring
- book in a future training commitment
- day 1 wrap-up chat
- ‘stay’ interviews



Building respectful relationships



Four lessons



1. Recruit people with **emotional maturity and the right values** using local networks and community outreach
2. Create a **welcome programme**
3. Work on **strengthening the quality** of their work relationships
4. See the **whole person** and know their story

Questions?

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07766 496589

