

Welcome to Today's Webinar!

HOT TOPICS CULTURE CHANGE in ACTION WEBINARS

The Basics and Beyond
Addressing the Staffing Crisis

AUGUST 23, 2018
GUIDE:
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President DRIVE



HOT TOPICS CULTURE CHANGE in ACTION WEBINARS

The Basics and Beyond | Addressing the Staffing Crisis

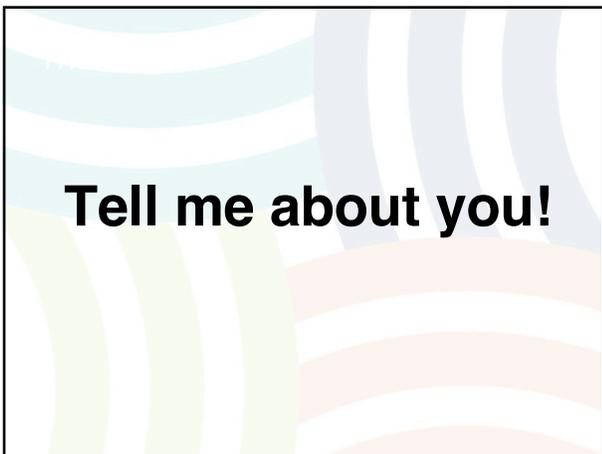
Disclosure: The presenters have no actual or potential conflict of interest in relation to this webinar.

Addressing the Staffing Crisis

Culture Driven Recruitment and Retention



drive Denise Boudreau-Scott, MHA, LNHA





Our Time Together

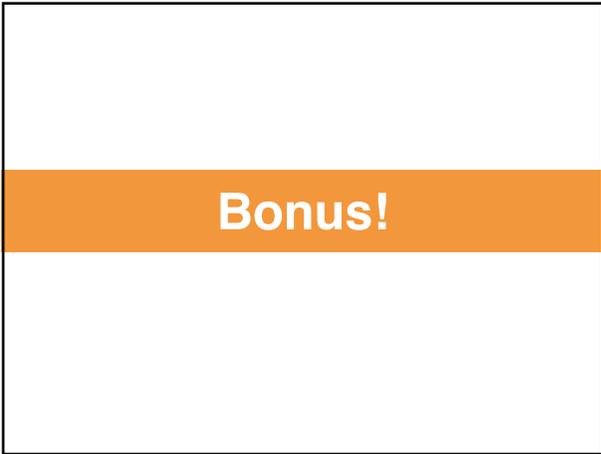
- Explore the current state of the staffing crisis.
- Understand the role of leaders, including direct supervisors, in recruiting and retaining staff.
- Explore strategies for attracting and retaining the right people in your organization.





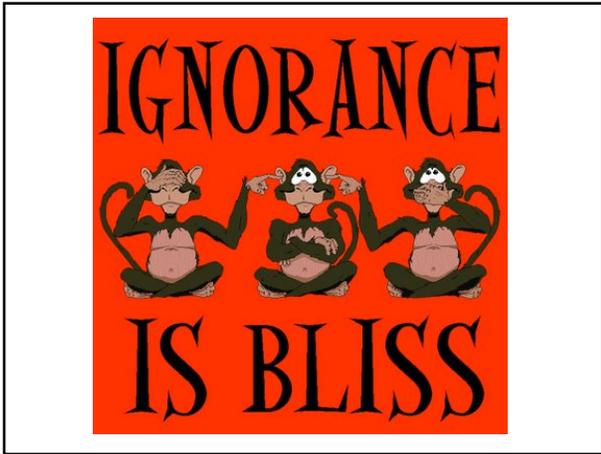












Please Don't!

Item	Monthly Cost
Monthly Overtime Costs	\$10,000
Monthly Agency Costs	\$6,000
Monthly Referrals/Sign On Bonuses	\$800
Monthly lost revenue (open beds)	\$50,000

\$801,600



REALLY Please Don't!

Item	Monthly Cost
Monthly Time for Hiring Activities	
Monthly Ads	
Background/drug/physical/TB	
What else?	

\$?????





Poll Time!

Is your budget for employee engagement, higher, lower or the same as your marketing budget?

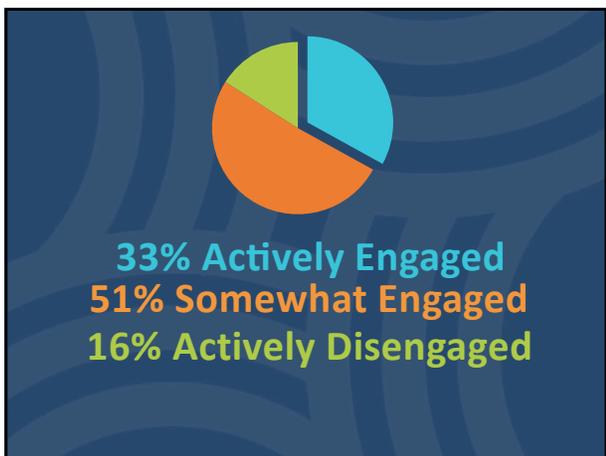
- Employee engagement budget examples:
- Referral bonuses
 - Consulting services
 - Engagement surveys
 - Leadership development
 - Recognition and appreciation events



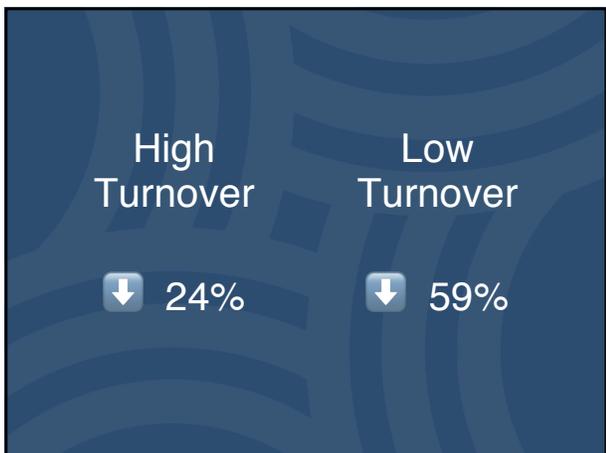




Poll Time!







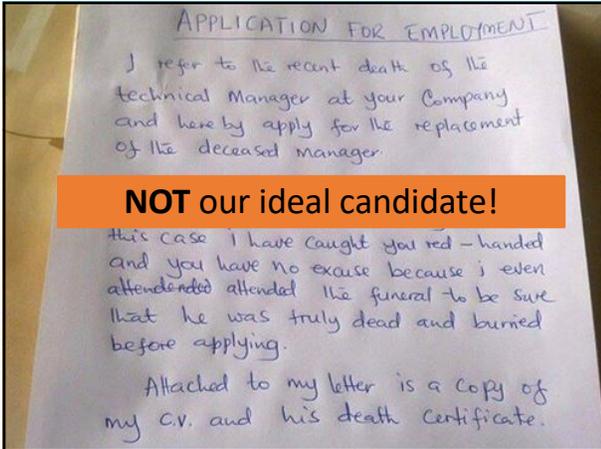






What is your “secret sauce” as an organization?

***This will impact recruitment**







Backdoor References



Google increased referrals 33%
by jogging people's memories!



Put team members
to work!



Put residents & family members to work too!

Original Duty and Responsibility	Patient/Family Centered Change
Able to assess patient pain interfering with optimal level of function or participation in rehabilitation – makes appropriate physician contact for intervention.	In discussion with the patient and/or family, assesses patient pain interfering with optimal level of function or participation in rehabilitation, makes appropriate provider contact for intervention.
Communicates appropriately and clearly to physicians, staff and administrative team.	Communicates, orally and in writing, appropriately and clearly to physicians, staff, patients and their families, the administrative team, and outside entities. Maintains records pertinent to personnel and operation of the department.
Coordinates and directs patient care to ensure patients' needs are met and hospital policy is followed.	Is attentive to ensure that the needs of patients and their families are met and hospital policy is followed. (For example: offering a glass of water, ensuring that the call light is accessible, etc).
New Professional Requirement recommended by Rehab PFAC	Introduces self and explains his or her role to patients and their families.



Sample Questions

Positive Attitude

- What is the single most important factor that must be present in your work environment for you to be successful and fulfilled?

Successful Team Building

- How would your former coworkers describe your work style?

Developing a Rapport with Managers

- Describe the management style that motivates you and inspires you to do your best work.

Caring

- Tell us how you show patients/residents/clients and their families that you respect them and care about them.



Residents & Team Member Help Create Experiences!

Boost Sensory Appeal

raise the Stakes!

Break the Script!



to senior living!

Thinking about leaving the field of senior living?
Tired of suffocating under policies that you don't believe in?
Frustrated your company doesn't mirror your perspective on how residents should be treated?

It can be exhausting to be so relentlessly dedicated!
To your residents. Your team. Your reputation.
You got into this field to change the world and you still want to!

IT CAN BE DIFFERENT

If... you only had the support you need.
From your boss. From your corporate staff. From your company.




People at Parties

centered *center* than about your company?"

"Our leadership team is known in the field as the best of the best. My good friends are jealous that I get to work at Cappella!"

"Cappella has over 45 years of experience in creating communities where aging is honored and celebrated. I'm part of a team that's innovative, but experienced!"

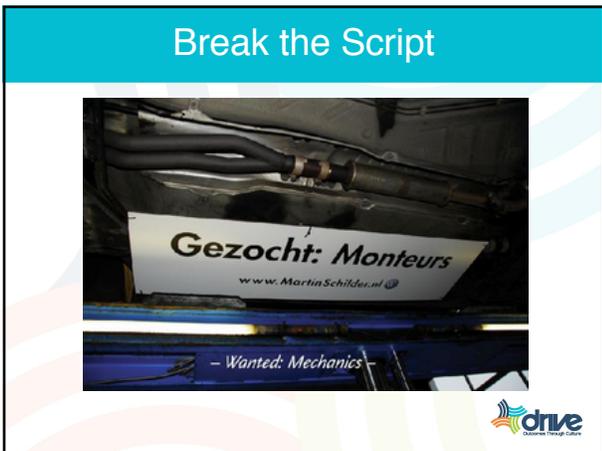
"Every organization says that they want to be person-centered, and they do, but the difference is that Cappella actually backs that up with support and technology."

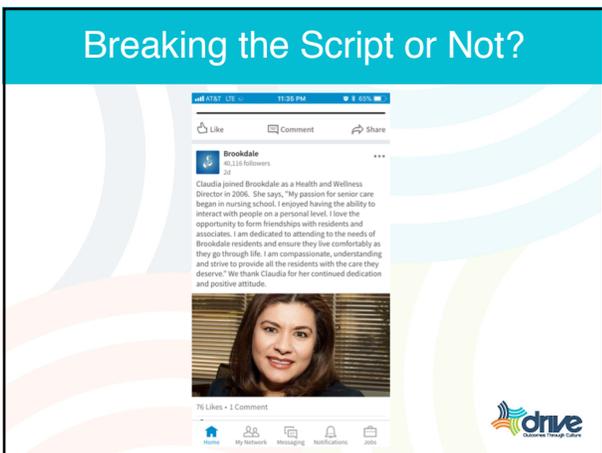
Sarah Winnefield, Executive Director

Things You Tell People At Parties

- Did you know I have a Bachelor's Degree in Public Health Administration, Business Administration, Hospitality or other related degree or equivalent combination of education and experience?
- My great aunt passed, so now I'm the Assisted Living Director!
- I can't believe that I have at least 3 years experience in a leadership position in field of hospitality and relates to personnel management, interpersonal relationships, sales as well as operational and strategic planning.
- If you need someone with great problem-solving skills, you're looking to the right person!
- I applied for the best job ever, Executive Director of Assisted Living!
- I hate changing jobs and once I find the perfect one I give it my all and don't leave!





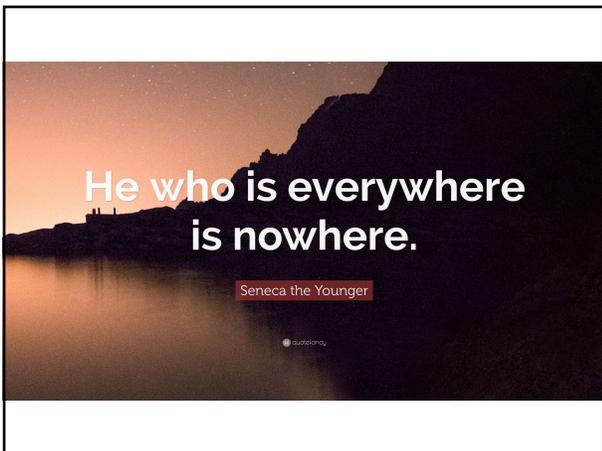




72%
HAVE WORKED RETAIL

43%
HAVE WORKED FAST FOOD

80% of caregivers prefer to work for one company if they can get the hours they want. They also report it's easier to get desired hours in retail and fast food.



**Think about your uniqueness:
Where do “your people” hang out?**

**Casting the Net with
Energizing Job Ads**

Show Proof

WHAT DO YOU WANT TO BUILD?

Lee Company. What do you want to build? - Extended

LEE COMPANY WANTS YOU TO THRIVE

At Lee Company, our mission is to create a workplace where employees can thrive. Sound appealing? Review our current opportunities! Our team is growing and we always need dedicated, hard-working people, ready to thrive. You can find openings in our administrative and support teams, facility management and maintenance, construction, HVAC service and installation, plumbing, electrical and more.

We offer more than just a job. Lee Company University is open to all employees. [Learn more](#)

WE EDUCATE WE ARE WE SUPPORT WE ACHIEVE

Receive notifications of future jobs [Have a Question? Chat Now.](#)

drive
DIVERSITY THROUGH GROWTH

Show Proof

LEE COMPANY UNIVERSITY: THE DIFFERENCE IS OBVIOUS.
Most companies will give you the basic training you need to do a job – whether you're learning how to drive a forklift or where to file corporate documents. Lee Company goes far beyond that. We offer the training you need to build a career. The skills you learn here support lifelong success.

The heart of our educational program is LCU, a free technical training school open to all Lee Company employees. We aren't offering a four-week program where you pick up basics. We're providing a four-year program, where graduates receive a journeyman's license for their chosen trade, a license accredited through the National Center for Construction Education & Research (NCCER).

This nationally recognized license is yours for life. You can take it with you wherever you go. Of course, it's typical for Lee Company employees to stay. We have employees who've been with us for 45+ years – and that's a direct benefit for you. Experienced Lee Company professionals are the instructors at LCU. All our instructors are full-time employees who volunteer their time and expertise to prepare and mentor the next generation of tradesmen in HVAC, Plumbing, Pipe Fitting, Welding, Electrical and Sheet Metal.

BEYOND THE TRADES
To help everyone on the Lee Company team thrive, LCU also offers courses on computer programs such as Excel, One Note, PowerPoint and Publisher. Or, you can learn about crew leadership, site supervision and project management.

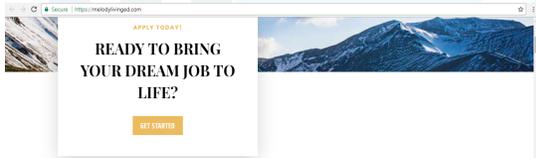
In addition, Lee Company offers a variety of leadership training programs, including coursework presented with Belmont University and Lipscomb University. Our STEP program for home services employees provides a solid foundation in leadership and business management.

START BUILDING. APPLY TODAY.
Ever since Leon Lee launched this company in 1944, we've been building something very special – a company that appreciates the promise and potential of every employee. Check out our job openings, find the one that's best for you, and apply!

[Have a Question? Chat Now.](#)



Speak to Your Kind of People



“This company is one of the best kept secrets, if people could only experience it for a day, then they would see what they are missing.”



Sell by Educating

Only 11% of candidates apply to a job when they visit a job description!

For the other 89%, offer up other “Recommended Jobs”.



Sell by Educating

Overview 1.1k Reviews 55 Jobs 915 Salaries 343 Interviews 230 Benefits 9 Photos

Made-to-order hamburgers are in and franchising is out at In-N-Out Burger. The company owns and operates about 250 popular burger joints located primarily in California. The chain's menu features just four basic items -- hamburgers, cheeseburgers, the... [Read more](#)

Classdoor Awards
 Best Places to Work: 2018 (#4), 2017 (#7), 2016 (#13), 2015 (#8), 2013 (#9)
 Highest Rated CEOs: 2017 (#36), 2016 (#17)
 Best Places to Interview: 2017 (#30)

In-N-Out Burger Reviews
 4.4 Rating Trends
 93% Recommended to a Friend
 97% Approve of CEO

Jobs You May Like
 Executive Director - Indiana
 HFA or RCA required - SK SIGN ON BONUS
 Enlivant - Crawfordsville, IN
 Executive Director - IN HFA or RCA required - SK SIGN ON
 Enlivant - Merrillville, IN
 Project Manager, Fraud

Reach them with Ease!

- 68% of people think it's professional to text regarding a job!
- Text messages have a 98% open rate, email is 23%!
- 75% of people looking have a job and can't talk via phone!
- 87% of people have changed their mind about a job they doubted based on the interview experience.
- One way to create an experience: a culture book that highlights your unique culture that they can read while they wait in the lobby or between interviews!

Make Dad Proud
mailchimp.com/jobs

Mailchimp is an equal opportunity employer. We encourage people of all backgrounds to apply. We are an equal opportunity employer. We encourage people of all backgrounds to apply. We are an equal opportunity employer. We encourage people of all backgrounds to apply.

Google's Three T's of Efficient Hiring

Tone
Timely
Truthful



Set the Tone



Zappos' Tone

What you didn't know about the team:

When we're not heads-down optimizing campaigns to the delicious mix of didgeridoos and glam metal, our Variable Marketing Team enjoys playing ping pong, hoarding shoes, and extolling the virtues of In-N-Out Burger. We also recently learned that we have a team member named Yanny. We'd be calling her Laurel all this time...



Shape the Applicant Experience



KICKSTARTER

Setting the Expectations



What to expect from our interview process

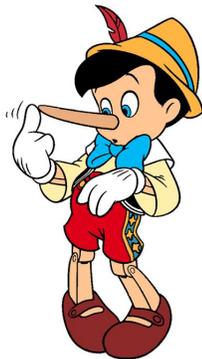
The first step is to email your resume or LinkedIn to jobs@kickstarter.com, along with a sample of something you've worked on — such as a public GitHub repo or side project — and tell us how you connect with the Kickstarter community.

Next, we'll set up a conversation with one of our engineers via a mechanism that works for you: for example via phone, Skype, or Google Hangout. This will be a short chat to learn more about your background and interests, to share more about the job and Kickstarter, and to answer any initial questions you have.

greenhouse.io



Good or Bad News





Infusionsoft

What We're Looking For...

You are:

- A true partner. You truly care for the people you serve, and go out of your way to give them what they need to serve the business.

You are not:

- Stuck in your own world of analysis. You recognize how your work (and how you communicate it) is important to other people.

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Fast Apply for Employment Opportunities at Glacier Hills

Please complete all of the below questions

Upon further review, a representative will reach out to you if an opportunity exists which meets your interests and experience. Please note all positions are located in Ann Arbor, Michigan.

***1. Areas of Interest**

- Dietary
- CNA
- RN/LPN
- Housekeeping/Laundry
- Facilities/Maintenance
- Caregiving (non-CNA)
- Social Work
- Administration

***2. Have you worked for a Trinity Health Facility in the past?**

- Yes
- No

***3. Work Schedule**

- Full Time
- Part Time
- Contingent

***4. Education**

- High School Student
- High School Diploma or GED
- Certified/Licensed
- College Graduate

***5. Please complete the information below:**





Poll Question

Do you involve residents in the hiring process?
Yes/No

If Yes: Please share how in the chat!



Poll Question

Do you involve team members in the hiring process?
Yes/No

If Yes: Please share how in the chat!



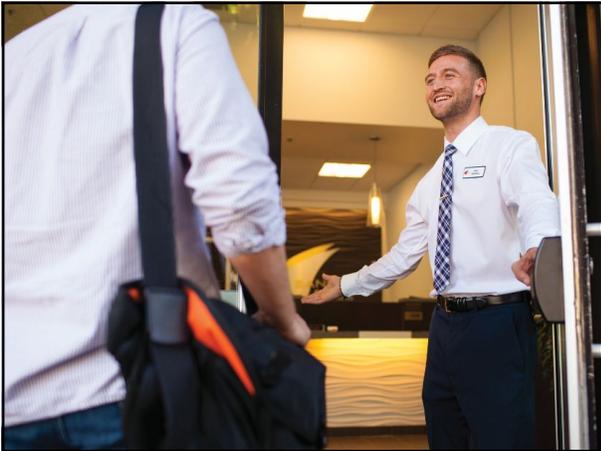


Ideas to be Involved

- Greet applicants/new team members
- Provide tours
- Conduct interviews
- Reach out to successful candidates

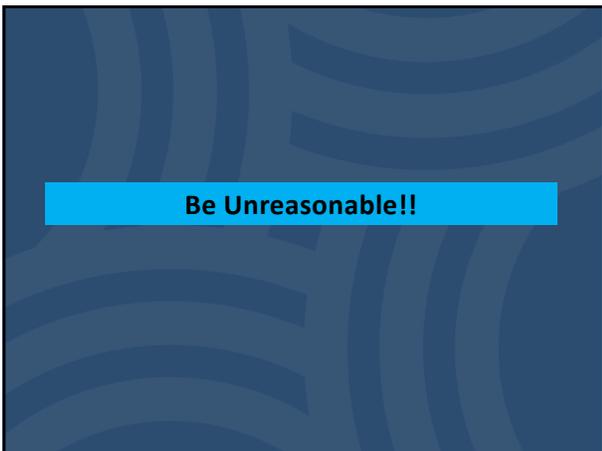












Other Not Reasonable Ideas

- A thank you note to every applicant
- Individualized snack and drink
- Invite children and significant other for a meal
- A personalized welcome note from a resident
- A ritual for every new employee
- Other ideas?



**If risks always paid off,
they wouldn't be risks!**



www.CultureOutcomes.com/inspired



HOT TOPICS CULTURE CHANGE IN SECTOR WEBINARS
The Basics and Beyond Addressing the Staffing Crisis

Questions



**CULTURE CHANGE
in ACTION
WEBINARS**



Our Next Webinar in the Hot Topics Series
THURSDAY, SEPTEMBER 20, 2018
The Basics and Beyond
**Change:
Managing It to
Drive Success**
 Guides:
**Margie McLaughlin, MA and
David Farrell, Vice-President of
Sub-Acute Operations, Telecare**



**CULTURE CHANGE in ACTION
WEBINARS**

New Webinars for a New Year

JANUARY, FEBRUARY, MARCH: Engaging in Person-Centered Care – The Path to Regulatory Compliance	APRIL, MAY, JUNE: More about Engaging in Person- Centered Care – The Path to Regulatory Compliance	JULY, AUGUST, SEPTEMBER Person- Centered Care: The Basics and Beyond	OCTOBER, NOVEMBER, DECEMBER Phase 3 – It's Here, Are You Ready?
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**2018
Webinars**

1 WEBINAR OPTION: \$59	3 WEBINAR OPTION: \$150	12 WEBINAR OPTION: \$550
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