## The E Series: Culture Driven Recruitment and Retention



#### Trying to hire the "right people" but can't figure out where to find them?

Wish your turnover was lower? We are thrilled to be partnering with Drive, a company that helps organizations improve the resident and staff experience, to offer The E Series! This series will focus on driving retention and improving recruitment efforts by utilizing your unique organizational culture.

You want to attract the best so they stay with you and perform at their highest level. At the same time, you want to create a culture where fewer people leave so you don't have so many open positions to fill! The E Series will be covering both important topics over seven months through two in person sessions and five webinars. For the best outcomes, join us for the entire series!

There is a tremendous opportunity to do things differently when it comes to retaining team members and attracting new people to our field and we'll explore all sides of the issues together. At the end of the series, attendees will be able to:

- Improve retention rates and recruitment efforts by tapping into the fact that senior living can be an incredibly attractive place to work!
- · Identify the unique benefits of working in our field and your individual organization.
- · Implement culture









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We will be collaborating throughout the series in this private online group.

#### This group will:

- Help you stop thinking and help you start doing! Take action on the goals you set.
- **Share practical, actionable tips** and resources with you, every other Monday, to support retention in your organization.
- **Get you unstuck!** The Drive team, and fellow participants, can answer your questions that pop up between sessions.
- Find an awesome tool to help with recruitment and retention? Share it with the group! We'll share ideas, best practices and resources on Basecamp.
- **Develop you continually as a leader and push you forward** on your personal goals with self-reflective questions.

#### **Deliverables that You Can Use Immediately in Your Organization**

Deliverables that we'll share throughout the entire series include: A worksheet for determining the cost of recruitment/retention, formula for "bright spots", sample job postings, sample interview questions, interview guidelines, interview process flow, sample orientation presentations, magical moments guidelines, orientation assessment,

ten must do's for orientation, sample coaching documents and guidelines, checklist for ensuring sustainability of recruitment/retention changes.





## The E Series: Culture Driven Recruitment and Retention



Education	Session	Title
90 Minute Webinar Includes Q&A	Session 1 Oct. 11th	Energized Employees: Thank Goodness It's Monday! 12:30 - 2:00 p.m. (pacific)
Full Day In-Person 9:00 - 4:30 p.m. Wesley Des Moines	Session 2 Nov. 28th	<b>Exceptional Start:</b> Assessing and Building Your Recruitment & Retention Program
90 Minute Webinar Includes Q&A	Session 3 Dec. 13th	<b>Engagement from the Onset</b> 12:30 - 2:00 p.m. (pacific)
90 Minute Webinar Includes Q&A	Session 4 Jan. 24th	<b>Experiencing Orientation:</b> Beyond Policies and Paperwork 12:30 - 2:00 p.m. (pacific)
Full Day In-Person 9:00- 4:30 p.m. Site - SeaTac	Session 5 Feb. 21st	Enthusiasm from Day 1: The First 90 Days
90 Minute Webinar Includes Q&A	Session 6 Mar. 14th	Exceeding Employee Expectations: Building a Coaching Relationship 12:30 - 2:00 p.m. (pacific)
90 Minute Webinar Includes Q&A	Session 7 Apr. 18th	<b>Evolving:</b> Keep People Performing at Their Best 12:30 - 2:00 p.m. (pacific)







### Energized Employees: Thank Goodness It's Monday!

#### Session 1: Webinar | October 11, 2018 | 12:30 - 2:00 p.m.

Use your culture for a competitive advantage! The absolute best way to find the "right" employees and keep them is to effectively demonstrate organizational culture before hire, upon hire and then throughout their many years of employment!

Organizational culture is the glue that holds teams together. It's what motivates employees to overcome challenges or succumb to them. It's the reason why employees want to, or don't want to, get out of bed to go to work in the morning! When an organization purposefully creates a culture that focuses on its greatest asset, its employees, the result can be a deeply engaged, hardworking, workforce that is passionate about the work that they do each day. Imagine employees exclaiming at the beginning of the week, "Thank God it's Monday" as they excitedly show up to contribute their gifts to the organization's goals!

- · Dive into the recruitment and retention issues plaguing our field
- Recognize the importance of organizational culture and how it may be secretly hurting your ability to find the right employees
- Act on tips that can be implemented immediately to assess your organizational culture, with the goal of increasing the talent pool and keeping your best team members.





# Exceptional Start: Assessing & Building Your Recruitment & Retention Program



Session 2: Full Day In-Person | November 28, 2018 | 9:00 a.m. - 4:30 p.m. Wesley Des Moines

Thoughtfully choreographing every moment of your applicant and new hire's experience can create a loyal team member who is a raving fan of your organization. Ignoring these moments can start them on the path to disengagement and give you a group that's just looking to collect a paycheck. In this full-day session we'll give you everything you need to start building a best-in-class recruitment and retention program! We'll cover assessing your current practices, reviewing online and onsite job applications and interviewing do's and don'ts. We'll also dive into creating energizing job ads that stress must-have competencies, engaging interview questions that let you learn more about the candidate, and other best practices for attracting and interviewing that you can implement immediately.

- Assess your organizational practices to find the bright spots as well as areas of greatest opportunity
- Ensure your team members and residents are engaged in finding the right candidates
- Reduce the number of employees you acquire from other providers and instead cast a wider net to attract more people to our field







### Engagement from the Onset

#### Session 3 Webinar | December 13, 2018 | 12:30 - 2:00 p.m. (pacific)

In this session, we will share specific actions to take once an offer has been made to your ideal candidate. How do you keep this newly found perfect person excited about coming to work for your organization and counting down the days until his/her first day? We will help you focus on engaging new team members from the very start by demonstrating to them your exceptional organizational culture and values after the offer has been made. We will discuss how you can make even the mundane tasks of hiring fun, exciting, and uniquely yours!

- · Discover how to make hiring more efficient and fun!
- · Self-assess your current processes and evaluate gaps which need to be filled
- Create new opportunities for sharing your organizational culture through stories, engaging residents and inspiring employees







### Experiencing Orientation: Beyond Policies and Paperwork

#### Session 4 Webinar | January 24, 2019 | 12:30 - 2:00 p.m. (pacific)

Orientation sets the tone for how team members will treat each other and those you serve. Is the experience an inspirational one that lives your company values or a day of signing mounds of paperwork and watching presentations that leave them with their head snoring on the table? Invigorate your orientation for new employees by tapping into the wisdom of leaders, residents and fellow team members. Learn the top ten must do's for orientation to illustrate your organizational culture being lived!

- · Champion the creation of magical moments for new employees
- · Incorporate the top ten must dos in your employee orientation
- Score your current practices and learn simple steps you can take for creating a better orientation experience







# Enthusiasm from Day 1: The First 90 Days

#### Session 5 Full Day In-person | February 21, 2019 | 9:00 a.m. - 4:30 p.m. - SeaTac

In this all-day session, we will define best practices for engagement that start on the new team member's first day, and carry throughout their first 90 days of employment. We will focus on the importance of onboarding employees in a way that connects people to organizational values, and each other rather, than fulfilling an arbitrary "probationary period". Your experience in the group will help you implement supportive practices to help new team members perform at their highest level as quickly as possible and lay the foundation for an engaged employee.

- · Map out the first 90 days for new team members
- · Focus on building a long-lasting bond with new team members
- · Identify ways to match current members of the community with new team members





### Exceeding Employee Expectations: Building a Coaching Relationship



#### Session 6 Webinar | March 14, 2019 | 12:30 - 2:00 p.m. (Pacific)

Leaders must recognize the importance of developing deeper relationships with their team members, including ongoing, regularly scheduled coaching conversations. Coaching is an effective way to set expectations, discuss goals, create plans that drive results, as well as, overcome challenges. Coaching conversations are for focusing on strengths and are as important for your "A" players as they are for your struggling team members. When you develop a coaching relationship with each person, honest feedback is easier and praise is shared more freely.

- · Address the number one reason employees leave their organizations
- · Provide effective, positive, corrective, and developmental feedback
- · Create an on-going coaching plan, that include those difficult candid conversations







# Evolving: Keep People Performing at Their Best

#### Session 7 Webinar | April 18, 2019 | 12:30 - 2:00 p.m. (Pacific)

When you hire the best, they will want to perform at their best. Yet, even the top players can become complacent or bored if they are not consistently challenged in their work. In this final webinar of the series we will discuss the importance of keeping team members engaged, as well as how to personalize growth opportunities for each individual.

- · Utilize people's strengths to keep them engaged in their work long term
- Discover the importance of growing team members through practices including: active involvement on committees, attendance at conferences and encouragement of volunteering
- · Create checks and balances so a strong culture isn't just a program and never sizzles out





### Who Should Attend?



Anyone who hires, or is involved in the hiring process, including leaders, department directors, and managers.

#### Faculty: Denise Boudreau-Scott, President, Drive & Drive Team Members

Bio: Denise Boudreau-Scott is President of Drive, which helps aging services organizations improve the resident and staff experience, and the bottom-line, through more engaged leaders and employees.

A former nursing home and assisted living administrator, Denise co-founded and is chairperson of the New Jersey Alliance for Culture Change, a member of NAB's Exam Writing Committee, and former board member of the Pioneer Network.

Denise received her Bachelor of Science in Gerontology from the University of Scranton and her Master in Health Administration from Cornell University where she serves as a student mentor and speaker. She is proud to share that she started off her career as a dietary aide and nursing assistant.

#### **E Series LeadingAge Washington Member Pricing**

- \$650 Series includes (5) Webinars and (2) Full day
   In-person Trainings
- · In-Person \$150 (ea.) Two available
- Additional attendee for in-person \$99
- Webinar \$100 (ea.) Five available (unlimited listeners)

#### **Non-Member Pricing**

- \$875 Series includes 5 webinars and 2 Full day
   In-person Trainings
- · In-Person \$200 (ea.) Two available
- Additional attendee for in-person \$150
- Webinar \$125 (ea.) Five available (unlimited listeners)

20 DSHS/SHRM Education Credits



LeadingAge™ Washington

Questions? Contact - Pat Sylvia at psylvia@LeadingAgeWA.org



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