Bridging the Gap: How to Inspire Your Direct Care Staff to Work With You
Employee RETENTION

How to **BEAT the ODDS and KEEP** your **BEST EMPLOYEES Around LONGER**
Think about it:

Customers will never love a company until the employees love it first.

“People don’t quit companies, they quit managers.”
Where do we even start!? Completing Simon Sinek’s Golden Circle
IT ALL STARTS WITH WHY

What is your driving purpose?
What is your cause?
What is your belief?
Why does your organization exist?
Why do you get out of bed in the morning?
Why should people care?
Examples of WHY?

To Feel:

- Important
- Appreciated
- Useful
- Able to protect
- Challenged to make a difference
- Validated
- Valued
- Apart of a family
- Needed
- Love
Using Tools of Choice with all staff is **HOW** you will achieve your **WHY**!

**Tools of Choice teaches us:**

- Pivot on the person, to an activity, or another person
- Behavior (Desirable and Undesirable)
- The behavior is always right given the history and environment
- It takes time to change behavior
- Negative, Coercive Consequences result in many problems
- The Tools Approach= discipline by teaching, modeling, and motivating
- Coercion and its effects (Avoid, Get Even, Escape)
- Body Language/Facial Expressions/Tone of Voice
- Stay Close Cool, Random, Routine, Hot
- Open Ended Questions, Empathy, Encouragement
- Reinforcement
- Setting Expectations

HOW can you use TOOLS with your staff?
WHAT? The product, the service, the job

We all know what we do:

- Direct Care
- Residential Care
- PCA
- Respite
- Behavioral Services
- Employment Services
- Day Habilitation
Which one are you?

**BOSS**
- Drives employees
- Pushes employees
- Criticizes
- Depends on authority
- Inspires fear
- Says, “I”
- Places blame on others
- Knows how it is done
- Uses people
- Takes credit
- Commands
- Says, “Go”

**LEADER**
- Coaches employees
- Inspires employees
- Gives advice
- On goodwill
- Generates enthusiasm
- Says, “We”
- Fixes problems collaboratively
- Shows how it is done
- Develops people
- Gives credit
- Asks
- Says, “Let’s go”
Where do you think majority of your employees would fall?

Employee Dissatisfaction

- Poor pay
- Poor compensation
- Poor work conditions
- Lack of promotions
- Poor benefits offering
- Lack of job security

Factors leading to dissatisfaction:

When these factors are optimal, job dissatisfaction will be eliminated. However, these factors do not increase job satisfaction.

Employee Satisfaction

- Good leadership practices
- Good manager relationship
- Recognition
- Advancement
- Personal growth
- Feedback and support
- Clear direction and objectives

Factors leading to satisfaction:

When these factors are optimal, job satisfaction will be increased.
Leadership is a CHOICE

• A choice to make a difference in the world and the lives of others around you.
• A choice to respond to reality
• A choice to accept responsibility to be the change we want to see in the world
• A choice to inspire hope in others
• A choice to motivate others to participate in a meaningful journey of change
• A choice to be selfless enough to pay the price for the whole
What now?

- Identify the leaders within your agency
- Complete your personal Golden Circle
- Reflect and identify the skills YOU need to lead effectively
- Ask for feedback from co-workers, direct care staff, clients, etc.
- Practice! Practice! Practice!
- Take responsibility and reflect on your performance
- Attend further leadership and management trainings
- Accept failure as a building block to success!
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“AUTHENTICITY IS ABOUT IMPERFECTION. AND AUTHENTICITY IS A VERY HUMAN QUALITY. TO BE AUTHENTIC IS TO BE AT PEACE WITH YOUR IMPERFECTIONS. THE GREAT LEADERS ARE NOT THE STRONGEST, THEY ARE THE ONES WHO ARE HONEST ABOUT THEIR WEAKNESSES. THE GREAT LEADERS ARE NOT THE SMARTEST; THEY ARE THE ONES WHO ADMIT HOW MUCH THEY DON’T KNOW. THE GREAT LEADERS CAN’T DO EVERYTHING; THEY ARE THE ONES WHO LOOK TO OTHERS TO HELP THEM. GREAT LEADERS DON’T SEE THEMSELVES AS GREAT; THEY SEE THEMSELVES AS HUMAN.” ~ SIMON SINEK
Thank You!