blitz

Employee-Centered Cultures to Attract & Retain Staff

blitz

Employee-Centered Cultures to Attract & Retain Staff

Without magically finding more hours in your day to help staff or spending a fortune on incentives and rewards.

1. Find ‘em

1. Find ‘em

2. Get ‘em

1. Find ‘em

2. Get ‘em

3. Keep ‘em

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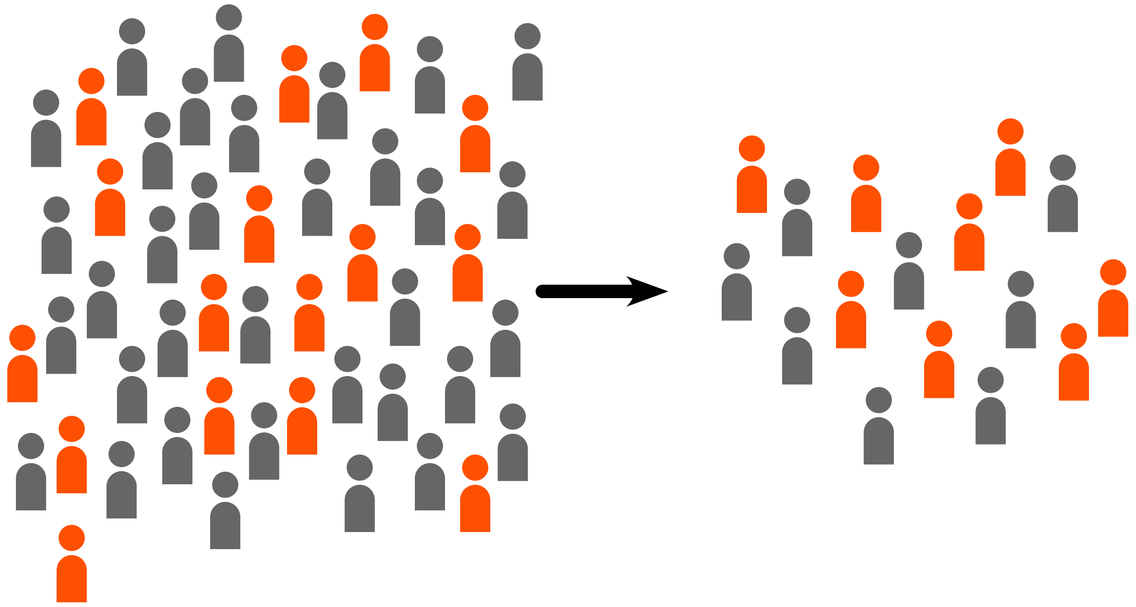

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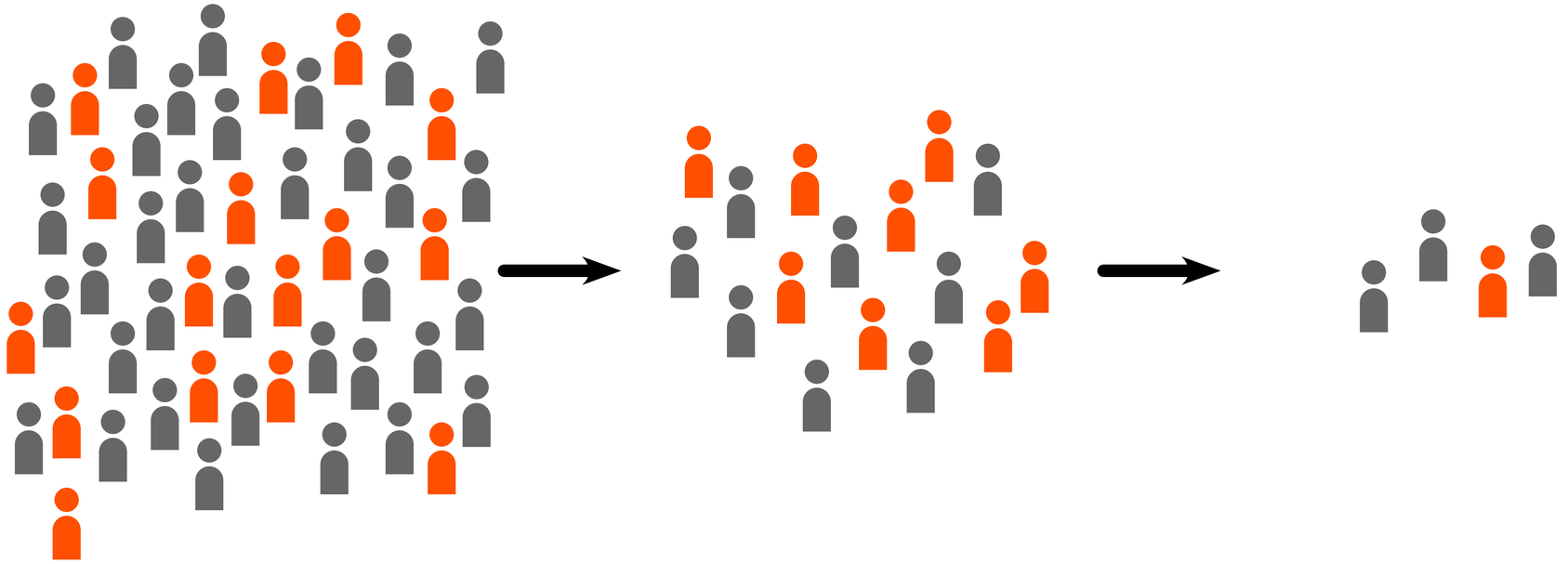

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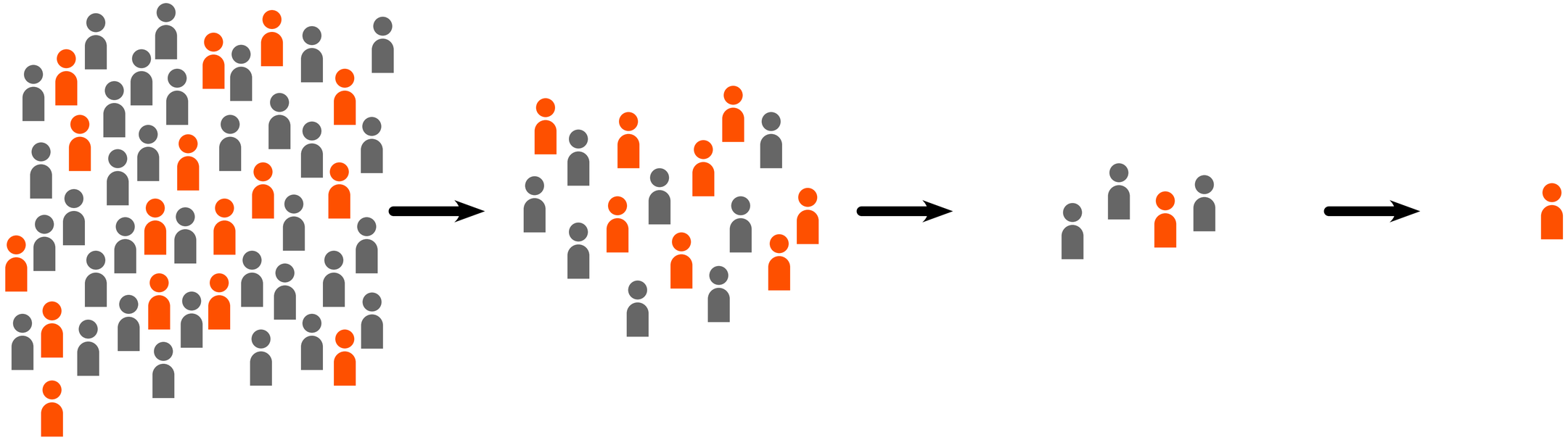

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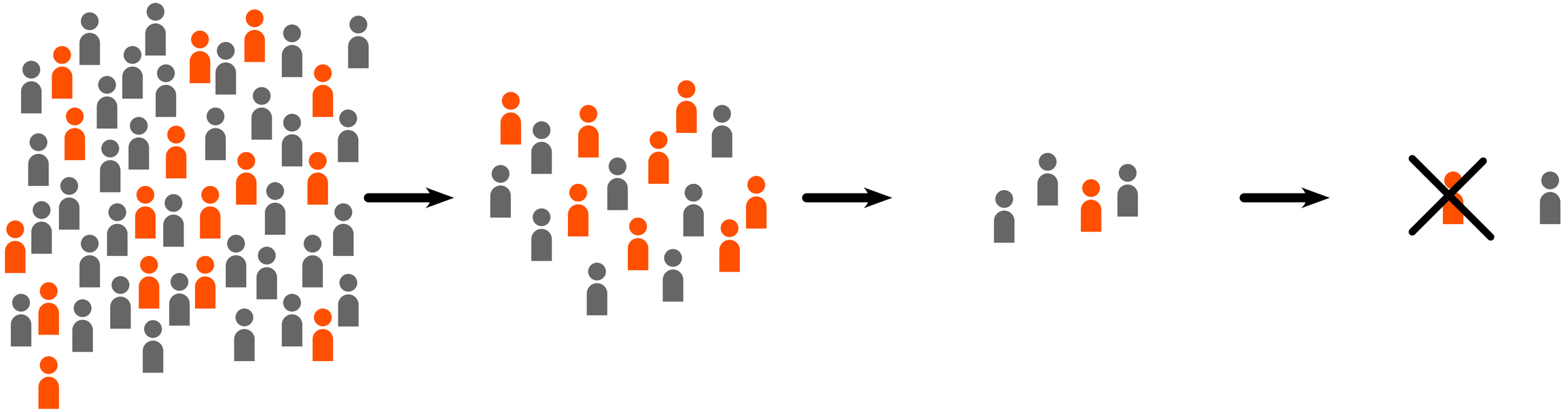

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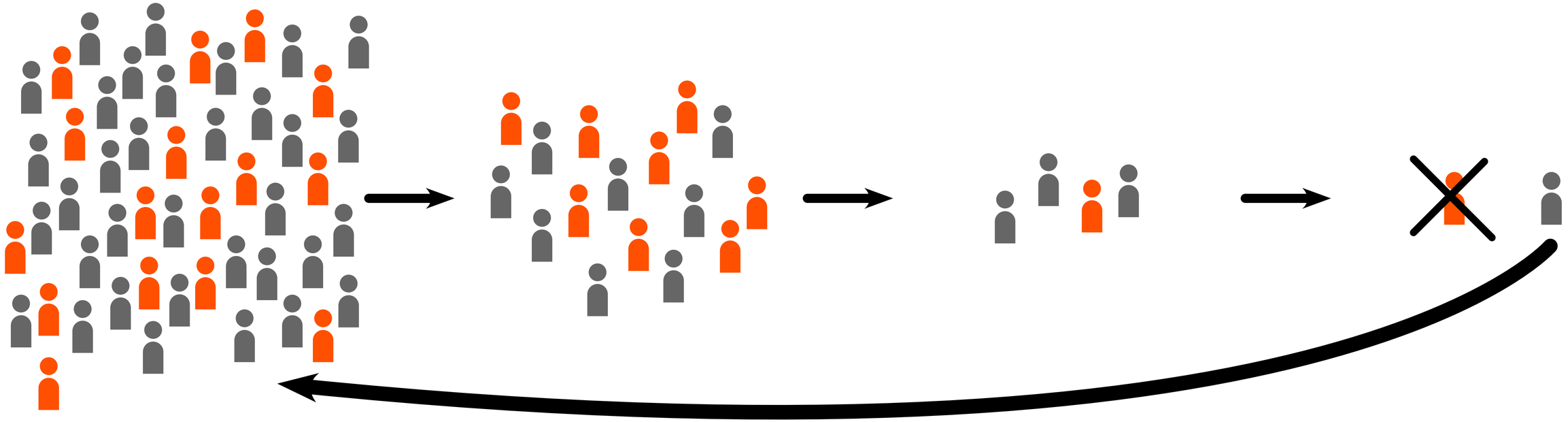

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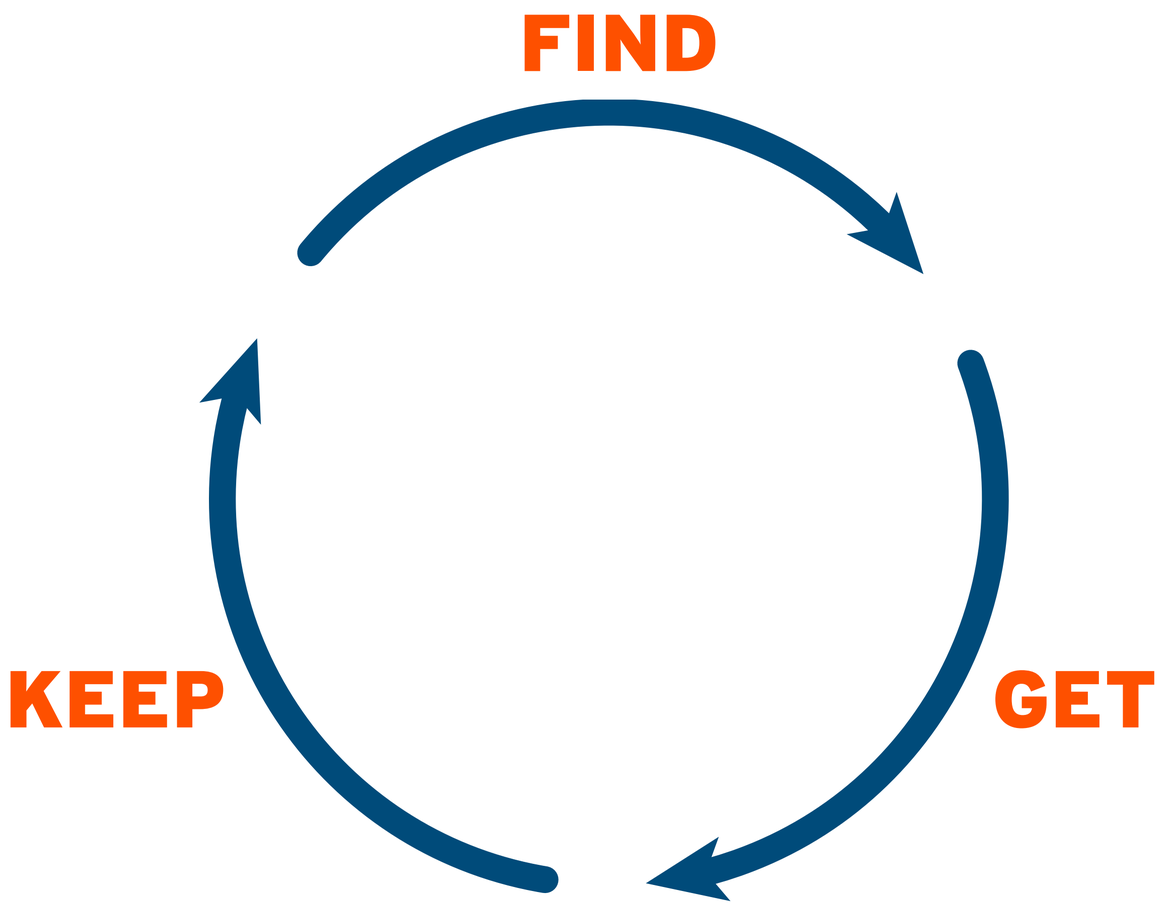
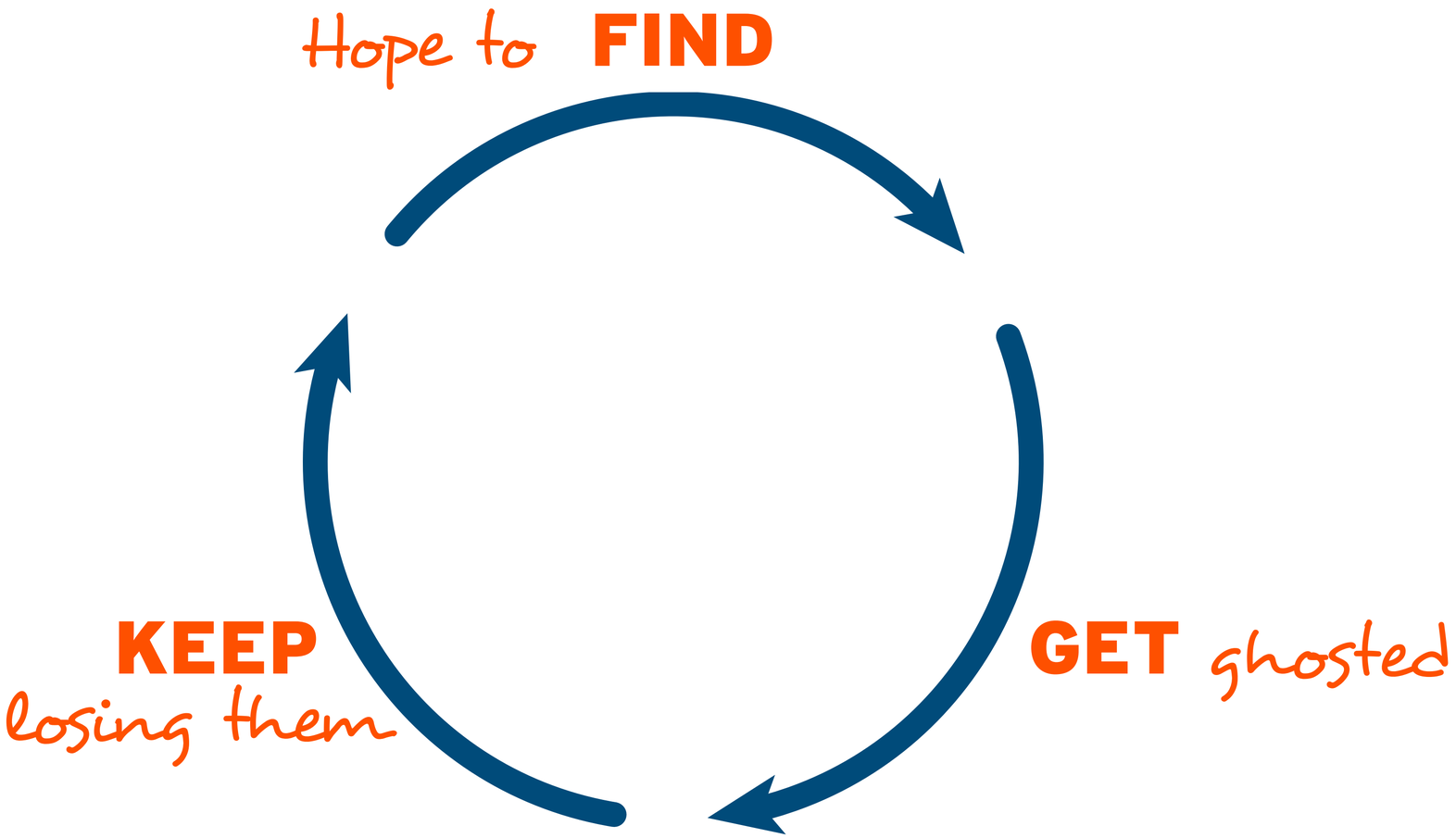
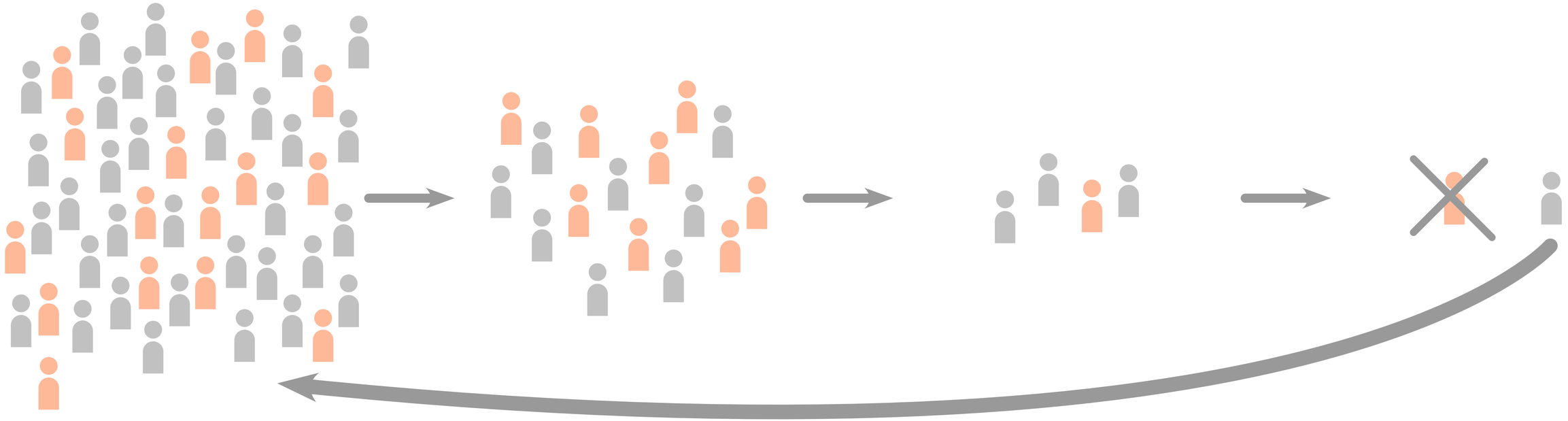

FIND
GET
KEEP


Hope to FIND
GET ghosted
KEEP losing them

DSP
HAMSTER
WHEEL℠

DSP Magnet®



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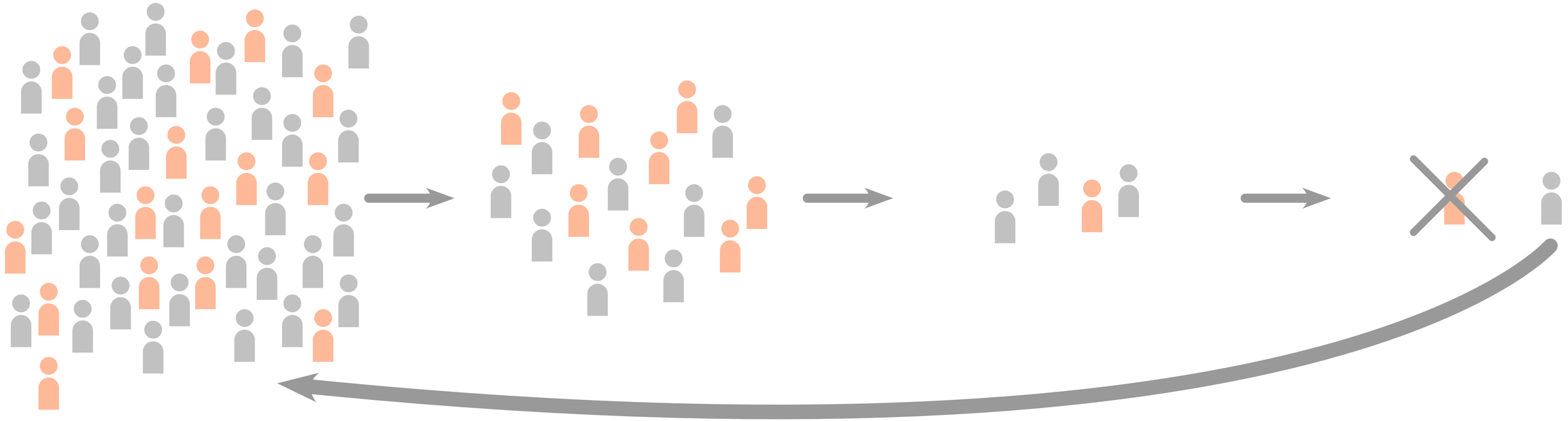

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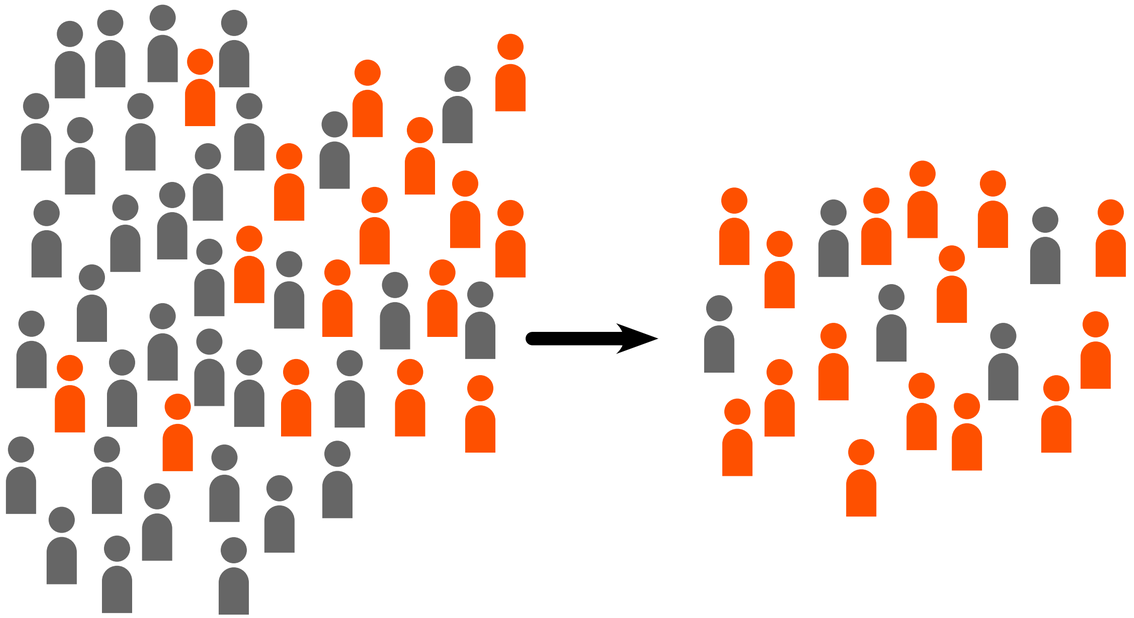

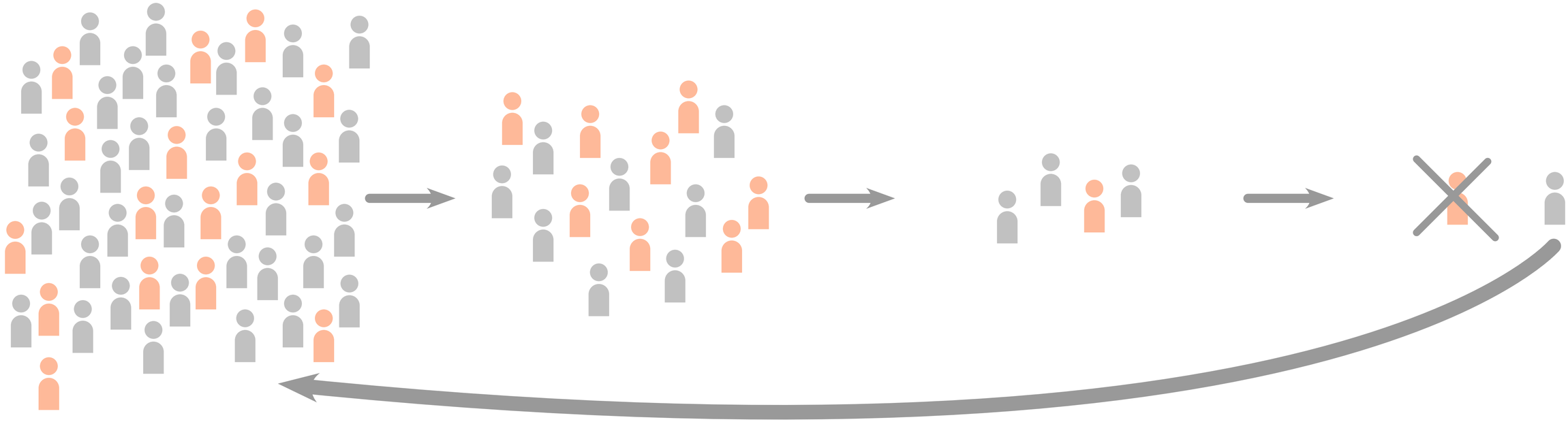

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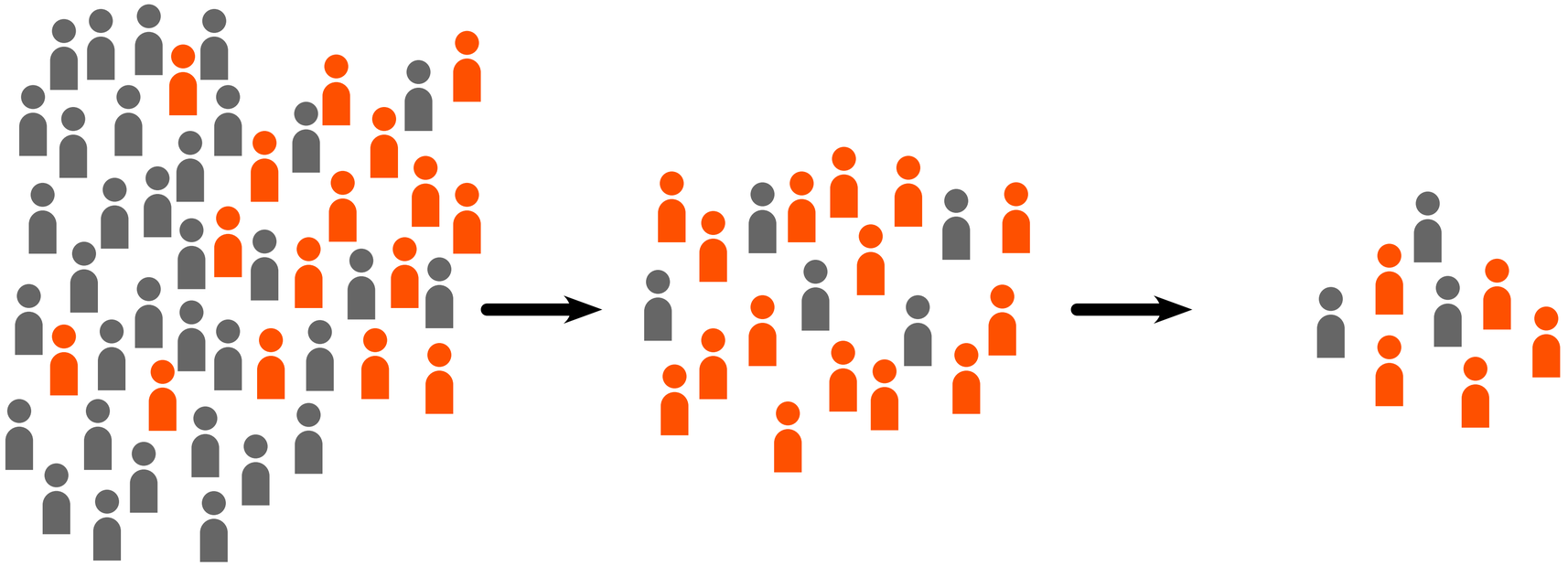

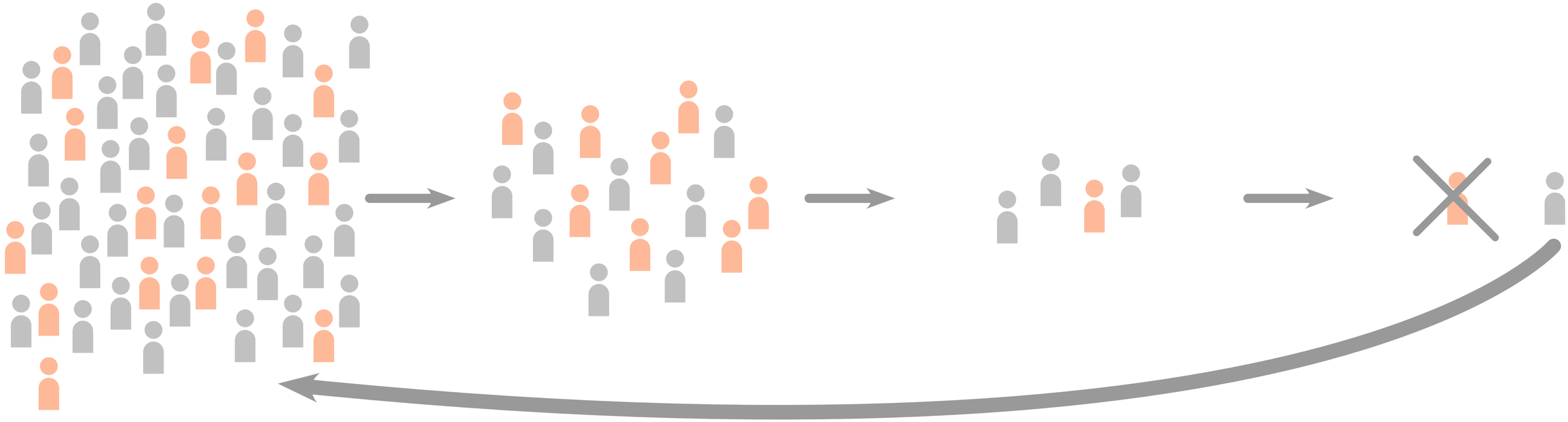

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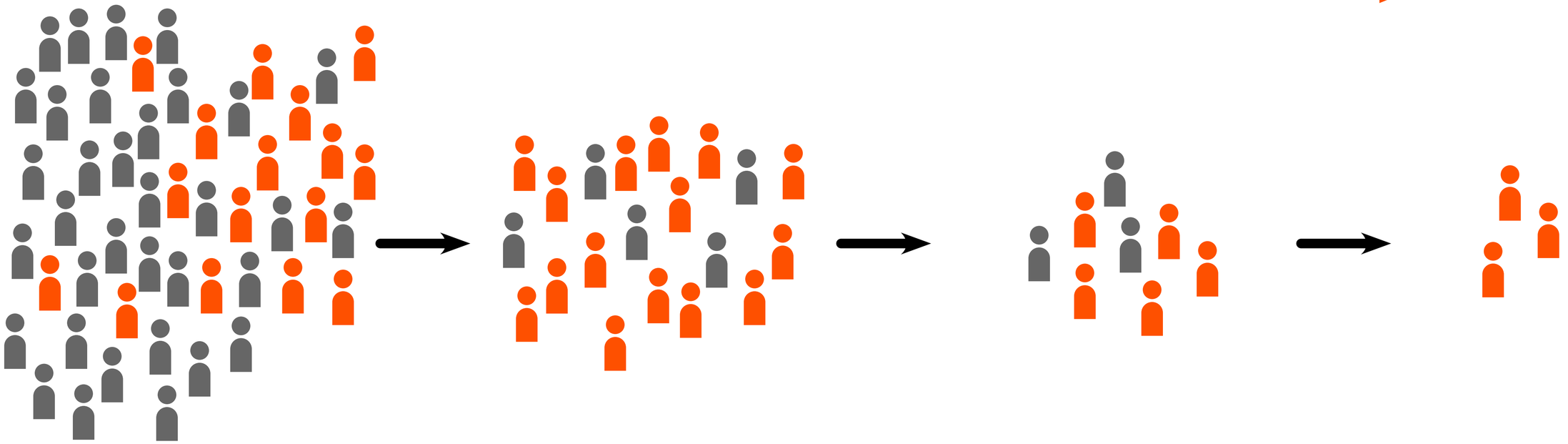
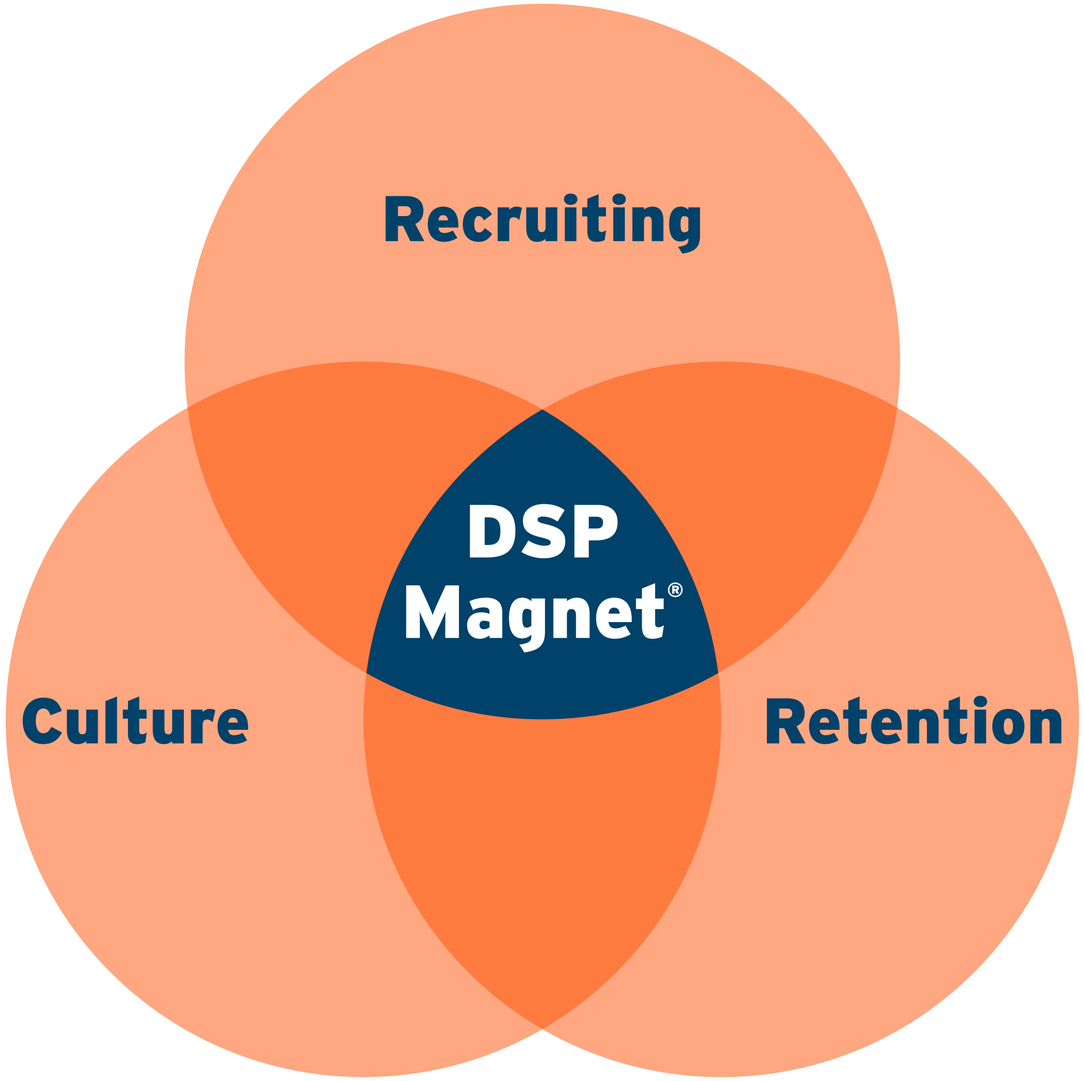



Recruiting
DSP Magnet®
Culture
Retention

Culture: what we'll cover

1. Create an environment they want to be part of
2. Empower them

Craig & Scott de Fasselle
info@blitzcreative.com
937-985-1510

WHAT YOUR PEERS ARE ACHIEVING & SAYING...

Provider turnover from 68.5% to 28%.

" As a result of the last year's work with Blitz, turnover improved from 68.5% to 28%, retention (defined as 6 months) is 83% for individuals we have recruited.

We are also seeing a change in the caliber of the applicants. I am getting ready to utter words I never thought I would say...

I have more applicants than I know what to do with!"

–Brandi Body
Licking County Board of DD

I've been inundated by applicants on Indeed!

"The workshop was PHENOMENAL! I've been doing this for 24 years, and this was the best training I've been to. Since changing our job posts based on the workshop, I've been inundated by applicants on Indeed!"

—Dawn Shannon, RCPA workshop attendee

We are seeing significant improvement

" We are seeing significant improvement around retention, recruitment, and culture in many agencies as a direct result of these workshops.

This is NOT the same old generic presentation that makes you feel good in the moment and then you realize the ideas were good in theory, but you really don't know what action steps are necessary."

–Angie Finck, Director of Provider & Transition Supports
Licking County Board of DD

We just hired EIGHT new DSPs and have 3 more!

"I implemented a lot of things that we had talked about at the training already and it seems to be helping. We just hired EIGHT new DSP staff just last week and we have 3 more getting ready to start this week. It definitely seems to be helping a lot!"

—Courtney, Community Assisted Living

Cracked the code on how to attract & retain

" Blitz has cracked the code on how to attract, engage and retain people who want to support people with intellectual and developmental disabilities! In my 45 years in the field, I have found no others who bring the lessons they learned to life in the hands of people they work with. You will not be disappointed."

–John Dickerson

Quillo

You are spot on with your help

" I love your passion and believe you are spot-on with your recruiting and retention help. I am happy that you have committed your time, energy, and remarkable talents to supporting I/DD providers."

–Jeff Davis, Director
Ohio Department of Developmental Disabilities

ΠBΦ

What motivated you…

Who had your back?

Would you love to create an organization that makes more of those moments for people?

“They should be grateful they have a job.”

“Our biggest challenge with culture is money.”

“They can't hide from me.”

“We’ve tried all that crap!”

Watch your thoughts, they become your words.

Watch your thoughts, they become your words.

Watch your words, they become your actions.

Watch your thoughts, they become your words.

Watch your words, they become your actions.

Watch your actions, they become your habits.

Watch your thoughts, they become your words.

Watch your words, they become your actions.

Watch your actions, they become your habits.

Watch your habits, they become your character.

Watch your thoughts, they become your words.

Watch your words, they become your actions.

Watch your actions, they become your habits.

Watch your habits, they become your character.

Watch your character, it becomes your destiny.

"Take time to look in the mirror and think about what kind of culture you've created.

Be kind."

–Jeff Davis, Director
Ohio Department of Developmental Disabilities

CREATING A STRONG CULTURE IS HARD

How much time do you spend on your culture?

“We wish we had more time to work on our culture.”

You're creating culture every minute and every interaction.

HOW CAN YOU CREATE A CULTURE THAT ATTRACTS & RETAINS

Think of a great employee...

1. Create an environment they want to be part of
2. Empower them

CREATING AN ENVIRONMENT PEOPLE WANT TO BE PART OF

Creating the environment…

a. Big picture: Start with WHY

b. Zoom in: Daily interactions

“People don’t buy what you do. They buy why you do it.

If you talk about what you believe, you’ll attract those who believe what you believe.”

—Simon Sinek

Clarity of WHY

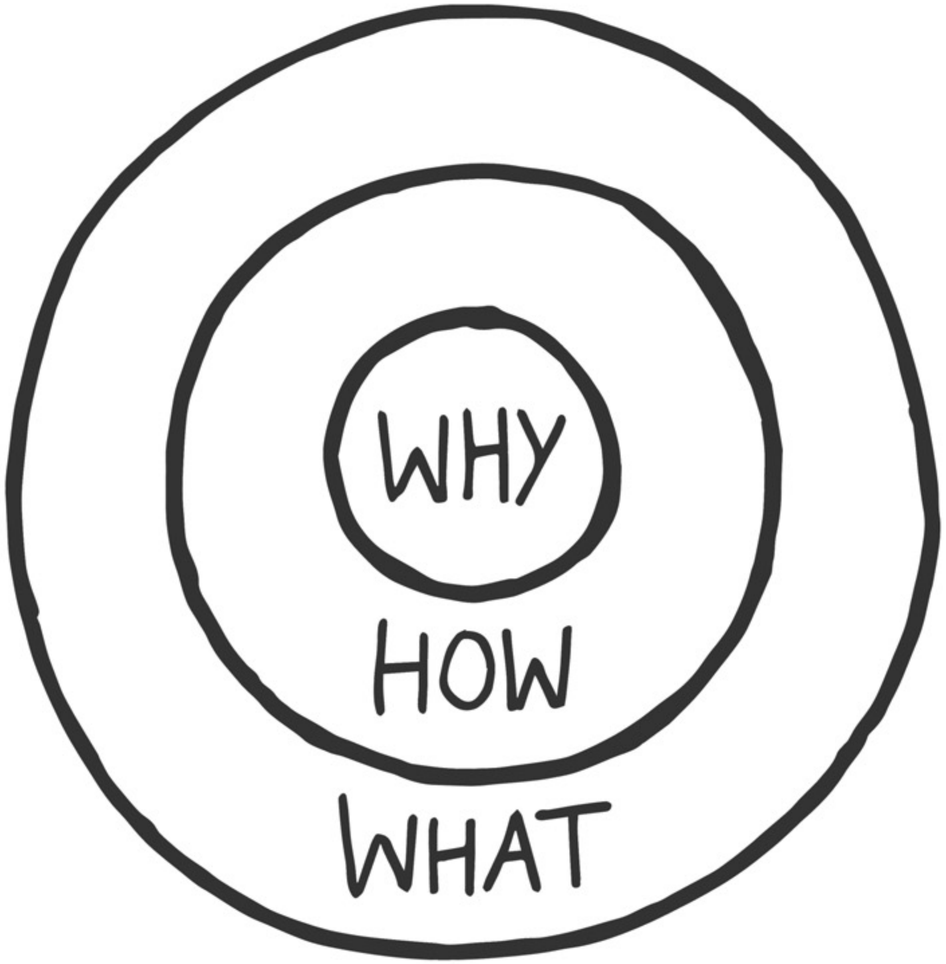
Your purpose, cause or belief.

Discipline of HOW

Your strengths, values or guiding principles.

Consistency of WHAT

Products sold, services offered or your role at work.



Regulations

“We’re under so much regulation—we get mixed messages. ‘This is about compliance and follow these rules and check these boxes.’ But, it’s overemphasized and we lose the passion and good people.”

—Jamie Steele

Providers Mission:

We're Acme Community Supports (ACS), the premier provider in Central Ohio. We were founded 55 years ago. Today we help individuals with developmental disabilities with day programs, community employment services...

Want to help?

Why it doesn't motivate

It lists what you are and what you do.

What if your vision said...

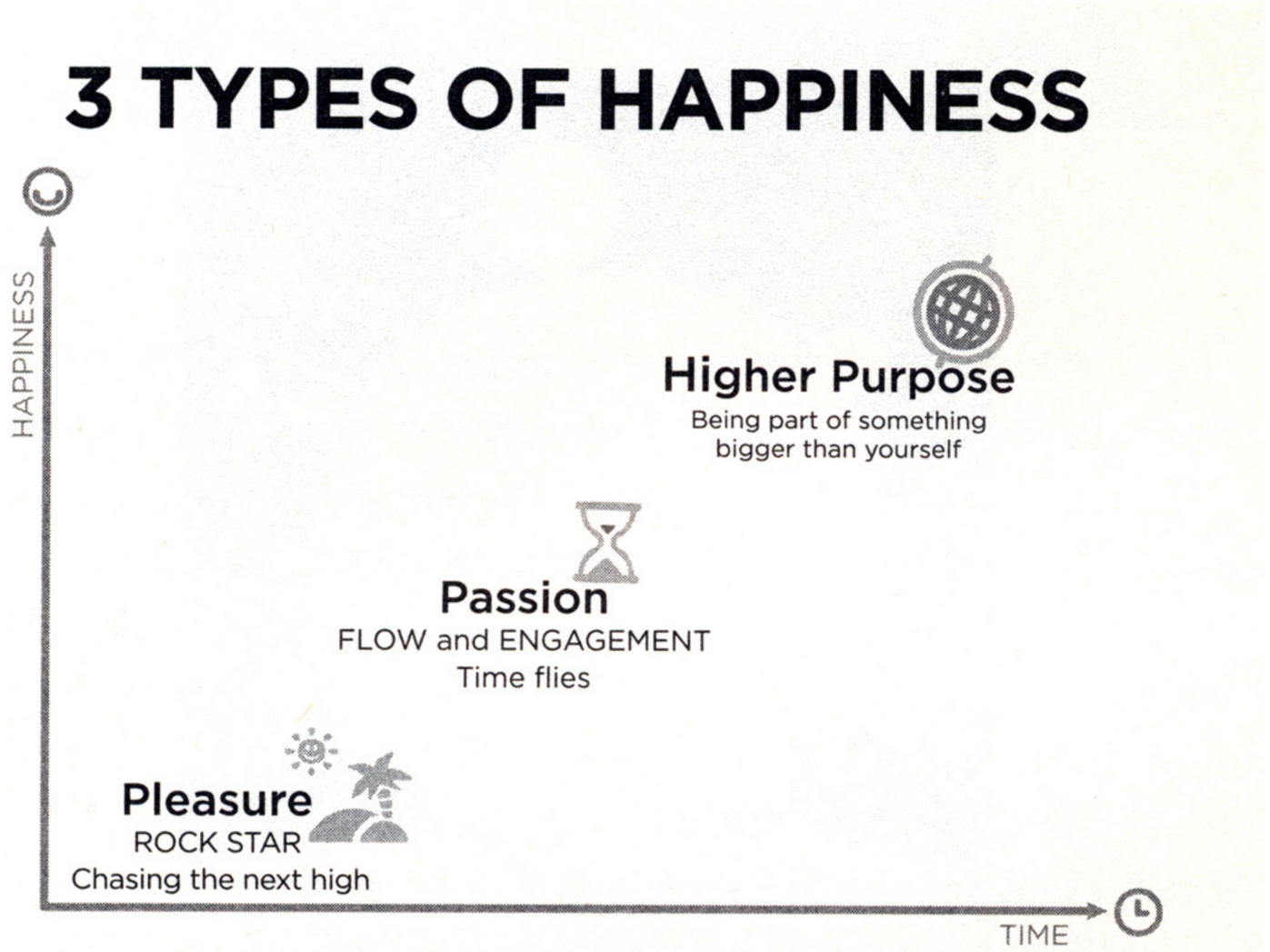
All people, regardless of their abilities, should have the support they need to defy expectations.

Want to join us?

Why that feels right...

You've said what you believe.

It inspires curiousity for the person hearing it.



* from Delivering Happiness by Tony Hsieh

Creating the environment…

- [x] a. Big picture: Start with WHY
- [ ] b. Zoom in: Daily interactions

What if we supported and communicated with staff like we do with clients?

Communication with clients supports, encourages, and builds the relationship.

“70% of DSPs reported communication with their supervisors was predominantly negative.”

—Quillo

Challenges:

- Policies often based on worst offenders
- People expect trouble when the boss comes
- You NEED to...

Positive Interactions:

1. “Need to” VS. “want to”
2. Stop asking, “how are you?” instead…
3. Ask questions that start conversations
4. What’s your biggest challenge right now?

“ How do you get people working in your organization to understand what you want?

The most powerful way to do that is to celebrate them when you catch them doing it!”

—Frank Blake

Image from: fortune.com/2015/01/16/home-depot-former-ceo-retires-as-chairman/

“ Companies with a ‘recognition-rich culture’ experience 31% lower turnover...”

-PHI

A Recruitment and Retention Guide for Employers

Celebrating work anniversaries

Appreciation:

- We're so stressed we often forget
- Your peers often brush off compliments
- What do you specifically appreciate?

Creating the environment…

- ☑ a. Big picture: Start with WHY
- ☑ b. Zoom in: Daily interactions

Cultures that attact & retain

☑ 1. Create an environment people want to be part of

2. Empower staff

EMPOWER STAFF

Empower staff

a. To make decisions

b. Create paths for their growth

Regulations

What happens

- Trainings often list the numerous ways staff can get in trouble or fired
- Negative reinforcement
- Employees become afraid of mistakes

Isolation

Reality:

- Different training
- Different interpretations and expectations
- Think of what “quality care” means to different staff members

"They (the traditional boss) actually teach their employees to need constant managerial intervention because they can't overcome obstacles, plan, take accountability or operate with their strengths on their own."

—What Engaged Employees Do Differently
Gallup

help guide staff
so they feel safe

Exercise to create your own staff traffic light:

Red, Yellow, & Green Lights

Red = MUST ask the boss

Yellow = check with co-worker

Green = good to go

Exercise to create your own staff traffic light:

Red, Yellow, & Green Lights

Who the traffic light for?

What is the situation?

(Pro tip: make different traffic lights for different people and situations.)

When someone comes to you with a problem ask...

1. What options have you considered?
2. What do you intend to do?

Highlight the path

When something good happens, highlight it and...

1. Talk about the thought process & experience
2. How people made it successful
3. Let others ask questions

Empower staff

- [x] a. To make decisions
- [ ] b. Create paths for their growth

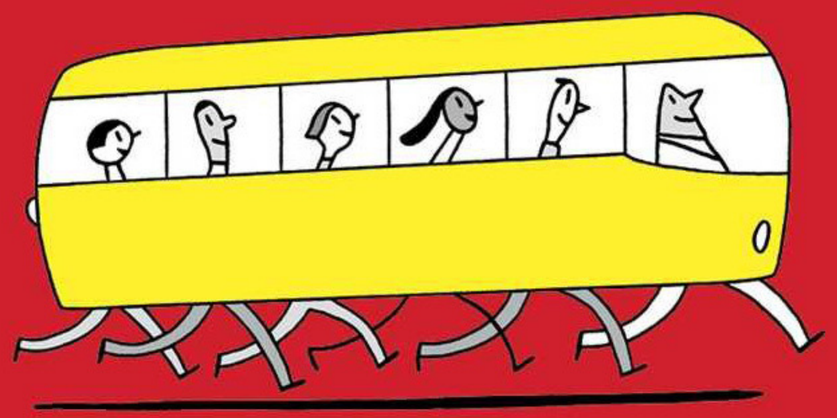
CREATE PATHS FOR THEIR GROWTH

“Staff don’t have any opportunity for advancement.”

Sometimes that's true.

But, you don't have to let your existing hierarchy limit people.

You have opportunities to create unique paths for the right people...



Move Your Bus:

by Ron Clark

1. Your organization is a bus with: a driver, runners, joggers, walkers, and riders
2. “Runners” are burning themselves out.

3 common examples...

I want to
do more.
I'm looking for a job
that will let me run.

I can't do
this anymore.
But I can do
something else.

I'm ready
to retire.
I THINK I'm ready to retire.

Opportunities

1. PRN list
2. Mentor
3. Trainer for new DSPs
4. Social worker for employees only
5. Chief Heart Officer

Look at your best people and proactively think, “what would they be great at?”

Empower staff

- [x] a. To make decisions
- [x] b. Create paths for their growth

You have an advantage...

Cultures that attact & retain

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Thank You!

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