

How to Create a Culture of Engagement

Are you ready for the next wave of American seniors? Senior living association Argentum recently indicated that our industry will need more than 1.2 million new workers by the year 2025 just to meet demand.¹ With numbers like those, you might be tempted to focus just on new hires. However, that would overlook an equally important consideration: keeping your existing staff engaged.

With retention and engagement high on the minds of senior care managers, you may be looking for effective ways to increase employee engagement. Intentionally changing your focus from satisfaction to engagement is a proven effective business strategy for building a thriving culture. That kind of change doesn't happen overnight, but the results are worth the investment.

By the Numbers

- By 2025, the LTC industry will need an additional 1.2 million new workers
- Employee retention increases by 59% when managers are engaged
- Most employees report that 70% of their satisfaction at work is directly attributed to engaged managers
- Technology is helping managers eliminate manual tasks so more time can be spent engaging and interacting with employees

What's the difference between satisfied and engaged employees? Satisfied staff members focus on your organization's benefit to themselves. An engaged employee goes beyond "what's in it for me" to feeling an emotional commitment to your senior living community. So how do you create an environment that welcomes and encourages that commitment?



Think Top Down

At least 70 percent of the difference in employee engagement scores can be traced to managers. Highly engaged managers inspire employees, and that translates into a 59 percent higher likelihood of an engaged workforce.²

Numbers like these demonstrate that managers who have a solid understanding of their employees' challenges and know what's going on in the community positively influence engagement. Taking the time to walk the floors and talk with employees and residents helps fuel staff feelings of engagement. Likewise, listening to frontline employees' ideas and involving them at all levels of decision-making provide them with a sense of empowerment and value to the company.



Assess, Rinse, Repeat

It's time to consign the dreaded annual review to the Hall of How We Used to Do Things. Relying on annual employee reviews and exit interviews results in lost opportunities to catch problems before they become issues. Engaging employees on an ongoing basis is an effective way to retain team members.

Technology-enabled stay interviews and real-time assessments give you the opportunity to discover operational strengths and weaknesses. Easy-to-use employee feedback systems can uncover trends that may lead to

disengagement if not caught early. Additionally, these assessments provide insights as to why employees chose your company to begin with and, more importantly, why they stay.

Stay interviews and real-time assessments offer valuable insights into team members' commitment to your vision and culture, an important indicator of employee engagement. As a bonus, engaged staff members are also some of the best resources for recruiting like-minded new hires.



Equip and educate

Technology is transforming both your employees' and your residents' expectations. With the speed of that change, continuing staff education has become critical to developing and maintaining engagement. Equipping employees with the tools to do their jobs is an investment; ongoing training helps to realize the highest ROI on that investment.

As smartphones and tablets become commonplace outside of work, your staff's expectations of workplace technology may change as well. Tech tools that are easily accessible can provide a wealth of information and



offer the ability to quickly communicate with the entire organization; they are rapidly becoming the new norm.

Your residents, especially the generations moving into senior care now, expect the highly personalized service they experience in consumer venues – think Amazon and Disney. With today's technology, your staff can meet those expectations by accessing everything from the resident's electronic health record to their personal preferences. Empowering your staff with high levels of information can make every contact a five-star experience.

Most senior care employees come to your organization with a sincere interest in serving residents. Providing the tools that help them do their jobs, and giving them a voice in the way your senior living community functions, can help create an environment comprised of fully engaged personnel. Engaged employees are the cornerstone of your organization's mission of providing resident-pleasing care. And that translates into better outcomes at every level.

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¹ <http://blog.pointclickcare.com/vibe-attracts-tribe-senior-living-staffing-success/>

² https://pointclickcare.com/pdfs/CustomerExperience_EmployeeEngagement_Solution-Sheet.pdf