



Are you
spending the
right time in
the right place
to attract,
recruit and
retain great
people to your
care business?



Thoughts
Become
Things

Do you want to live in a world
where care is seen as a
profession people aspire to be
part of?



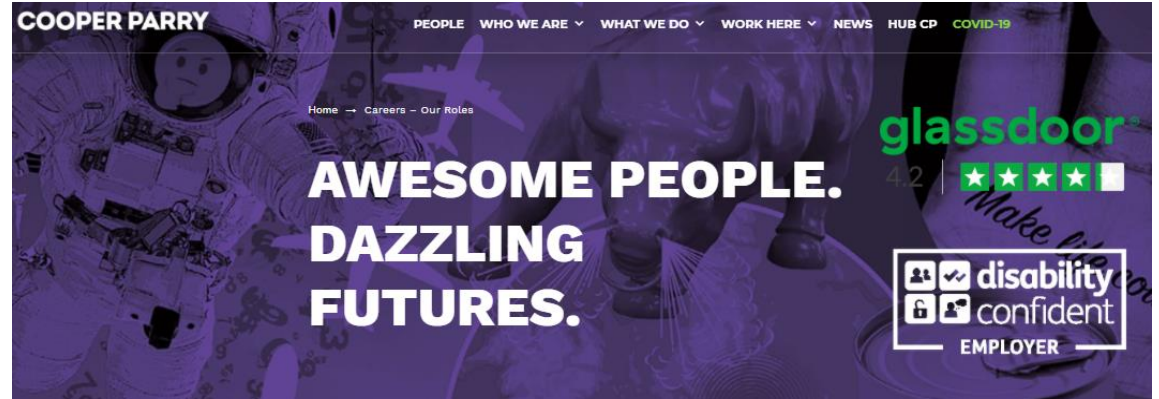
Thoughts
Become
Things

What should a great employer brand achieve?



For people to tell great stories about your business whether they were successful in the recruitment process or not

We need to
look at other
sectors to
know what
'great' looks
like



SMOOTH, SWIFT AND TRANSPARENT. THAT'S OUR APPLICATION PROCESS

Our concept is simple:

We don't just look for people who can "do the job" – we're on the lookout for people who love to challenge the status quo. The bright sparks who are always thinking outside the box. And those who face change and the unknown with excitement and optimism for what's to come.

They're the people who've made us the award-winning market leaders we are today. And you're the people who'll make sure we carry on going from strength to strength in the future.

Whether this is your first step on the ladder of an internship, or you're an experienced professional who's outgrown their current place – if you're licking your lips at the thought of working with likeminded, passionate, energetic, real people; we'd love to hear from you.

And as for the process:

We promise to make it as smooth and simple as possible. No trick interview questions. No corporate gobbledegook. Just us, and you, finding the perfect fit for each other.



What should it feel like?

Culture

Leadership

Feedback

Evidence

A Care Professional Journey – What future employees need from you



Why should I work for you ?

What does your website say that will make me think you are a great business to be part of? If I enquire about a role what will the process feel like? Will it feel welcoming?



What will my first day be like

Will I feel out of my depth? What will the experience be like?



What can I expect from the training

Will I feel supported throughout? Will I be able to ask questions if I'm not sure of anything? Will you cater for my learning style?



Rewards and recognition

Will I feel appreciated within my role? How am I rewarded if I go above and beyond?



Career Progression

How do I progress in my career? What options are available to me



End of employment

What happens when I leave? Will it be positive?



Start with Values

[Values exercise.pdf](#)



Attract & Recruit



Segment your employees so you know who you want to attract & how to attract them, as well as establish where they fit within your business



Using Maslow's Hierarchy of Needs for to attract and retain people to a career in care.

www.thoughtsbthings.co.uk

Key question – Does your recruitment & retention reflect this?

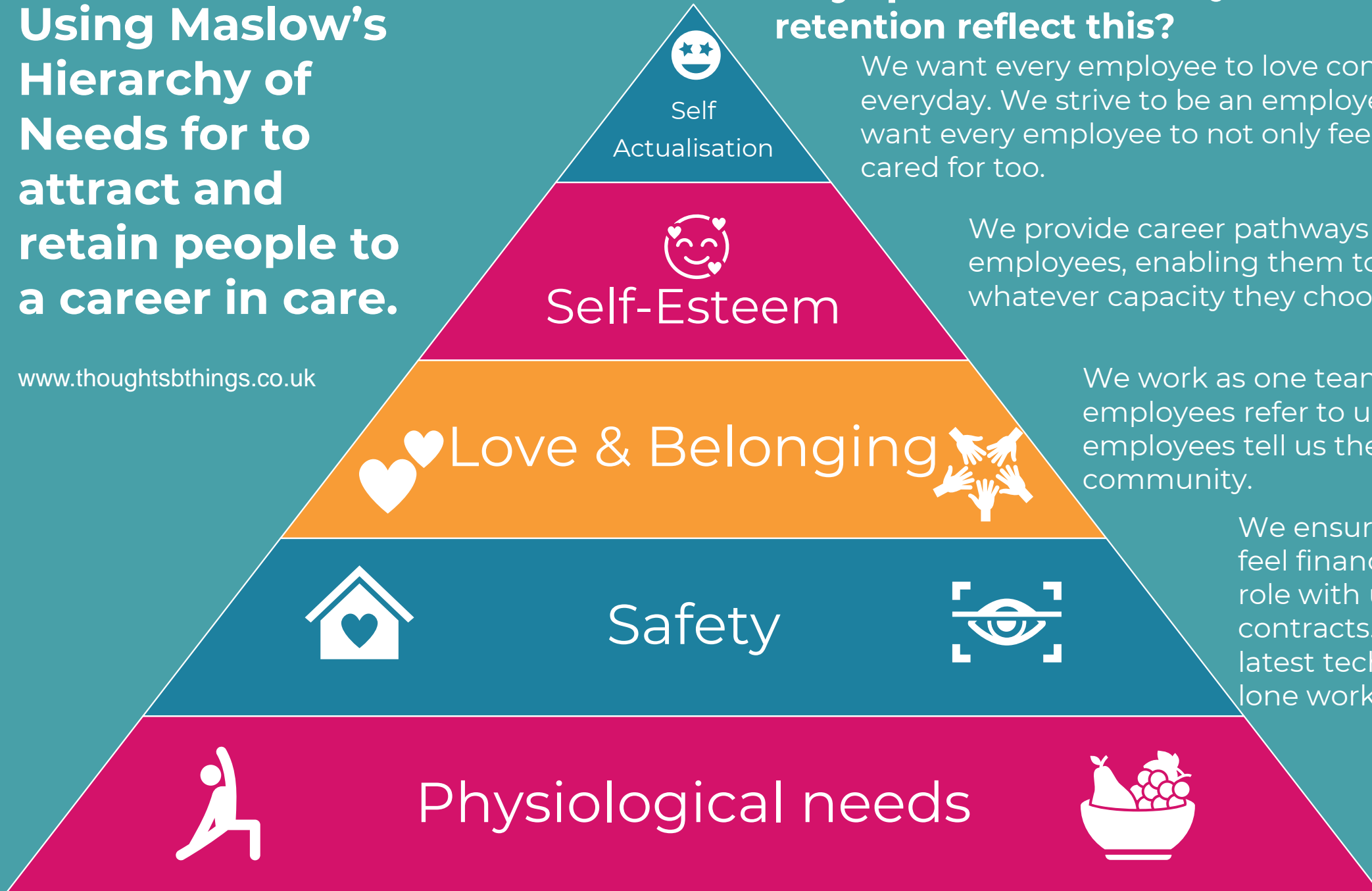
We want every employee to love coming to work everyday. We strive to be an employer of choice and want every employee to not only feel empowered but cared for too.

We provide career pathways for all our employees, enabling them to thrive in whatever capacity they choose.

We work as one team and many employees refer to us as family. Our employees tell us there is a sense of community.

We ensure our employees feel financially secure in their role with us by offering contracts. We also use the latest technology to keep lone workers safe

We have a strong ethos to support our employees well-being





**Create
engaging
Care
Professional
stories**



Communities



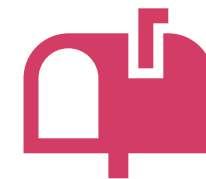
Social
Media



Refer a
friend



PR



Targeted
Leaflet drop

Where to recruit



Recruit - Have a process

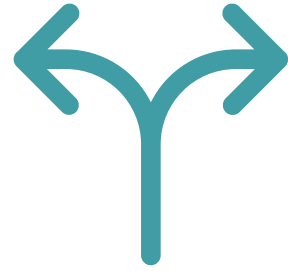
What is your target?

Who is accountable for it?

How will you measure it?



Retain



Have a process with career pathway for all employees



Provide them with the opportunity to give feedback



Implement employee well-being & benefits

START

Wow what a great first day! The team are so supportive. Think I'm going to love working here



Your First Day

I was paired with a mentor for the first 12 weeks. I felt so reassured and supported.



Your mentor support programme

I wanted to advance my career and have now progressed to the management team



Your career pathways support programme

I wanted to specialise in an area I am passionate about. I am now a trained Dementia specialist

I'm sad to leave but I've really enjoyed my time here. I would definitely recommend this company.



Your leavers support programme

The training equipped me with the knowledge & skills to support my clients. It was fun too!



Your learning support programme

They really appreciate what I do and provide me with the opportunity to give feedback.



Your rewards & recognition programme

End of Journey



A Great Employee Journey – How it should look and feel

Putting science to work -
Understanding what works for
workplace mental health
(wellcome.org)



Thoughts
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