



**NEIL EASTWOOD**  
**CARE RECRUITMENT**  
**EXPERT**

## #1 **Refer-a-Friend**

Measure how many new starters came from your Refer-a-Friend scheme. Is it less than 25%? Do you even have one? Providers globally rate staff referrals as #1. Opportunity?

Tip of the Week



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**#2**

## **Ask families to help you find staff**

Why not tell families of those you provide care or support that you are on the lookout for great new staff members to join the team. In about 45% of cases a family member is  $\leq 10$  miles. I have found they feel goodwill & are pleased to be asked.

**Tip of the Week**



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**#3**

## **Family Carers**

Those who care for loved ones can make excellent paid care staff. They may have never considered the role unless approached. How about offering free spaces on your moving and handling course to local family carers to build goodwill and grow your network.

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## **#4 One-page application form**

This time let's take a critical look at your online application form. You get huge drop-off if it is more than a single page, so only ask what you REALLY need to progress applicants to the next stage (such as WHY they want the job)

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## **#5 Get applicants to refer**

Allow a space on your application form for applicants to list up to 3 people they believe would make a great care worker. Also ask interviewees. A clever way of multiplying your applicants for free - and referrals are usually strong candidates.

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**#6**

## **Manage expectations early**

Establish realistic expectations up front with candidates about workload. Tell them if you expect their schedule will be up and down initially. Explain it may take time for them to build up the work schedule they're looking for. New starters won't get surprised and more will stay.

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## **#7 Looking in related sectors for staff**

Why not try advertising your care job amongst related situations vacant sections online or offline, such as beauty, childcare or retail. How many job seekers in those fields might not have thought of a more rewarding job like care?

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## #8 **Screening questions**

Insightful questions to ask applicants are  
"What attracted you to a job in care?" and  
"Can you tell me why you left your last two  
jobs?"

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## #9 **Non-committal responses**

It's important to listen for non-committal responses to questions about availability, pay etc. such as "I think so", "That's fine", "Not really". These are proven flags to non-commitment and easy to spot if you are aware. Then the interviewer knows to dig.

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## #10 **Over-paid?**

A common red alert for desperation is if they were paid more in their last two jobs than you are offering (unless they cite vocational reasons for taking a care role). If so they are unlikely to stay long with you. Ask at phone interview: "Remind me what your pay requirements are?"

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## #11 **De-stress the interview**

Reduce the interviewee's stress: In interview do not sit behind a desk, sit in comfy chairs with nothing between you. Put them at ease. They may be returners-to-work and very nervous.

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## **#12 Learn from your existing staff (1)**

Track where your best staff came from. Are you doing more of whatever that method was? Sounds obvious but often not considered.

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**#13**

## **Team-building**

Try offering free quarterly office breakfasts where the managers serve the frontline staff. Showing respect like this and serving those who serve others is powerful.

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## #14 **Employee of the month** **risk**

Watch out for employee of the month schemes they can be viewed as favouritism and are often seen as negative and make things worse. Always ask staff what they think.

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**#15**

## **Re-contacting**

Get back in touch with promising applicants who decided against your offer and took another job, after 3 months. Things may not be quite as rosy as they thought.

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**#16**

**Asking good leavers to  
come back**

Send a postcard to past employees who left on good terms and ask them to return. Receiving a card saying "We'd love to have you back" or "Your clients miss you" works wonders.

**Tip of the Week**