

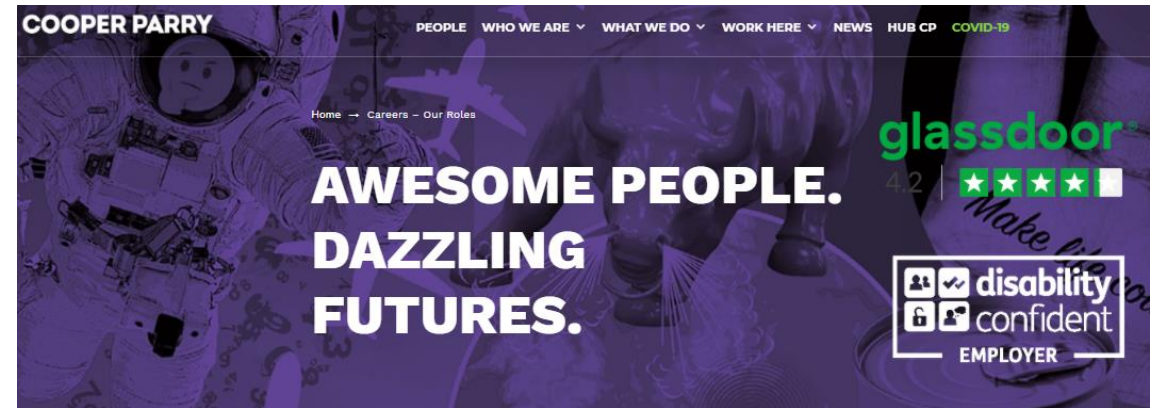


Are you spending
the right time in
the right place to
attract, recruit
and retain great
people to your
care business?



Thoughts
Become
Things

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 gobbledygook. Just us, and you, finding the perfect fit for each other.



What should it feel like?

Culture

Leadership

Feedback

Evidence

A Care Professional Journey – Does your process achieve this?





Attract & Recruit



Start with Values

[Values exercise.pdf](#)



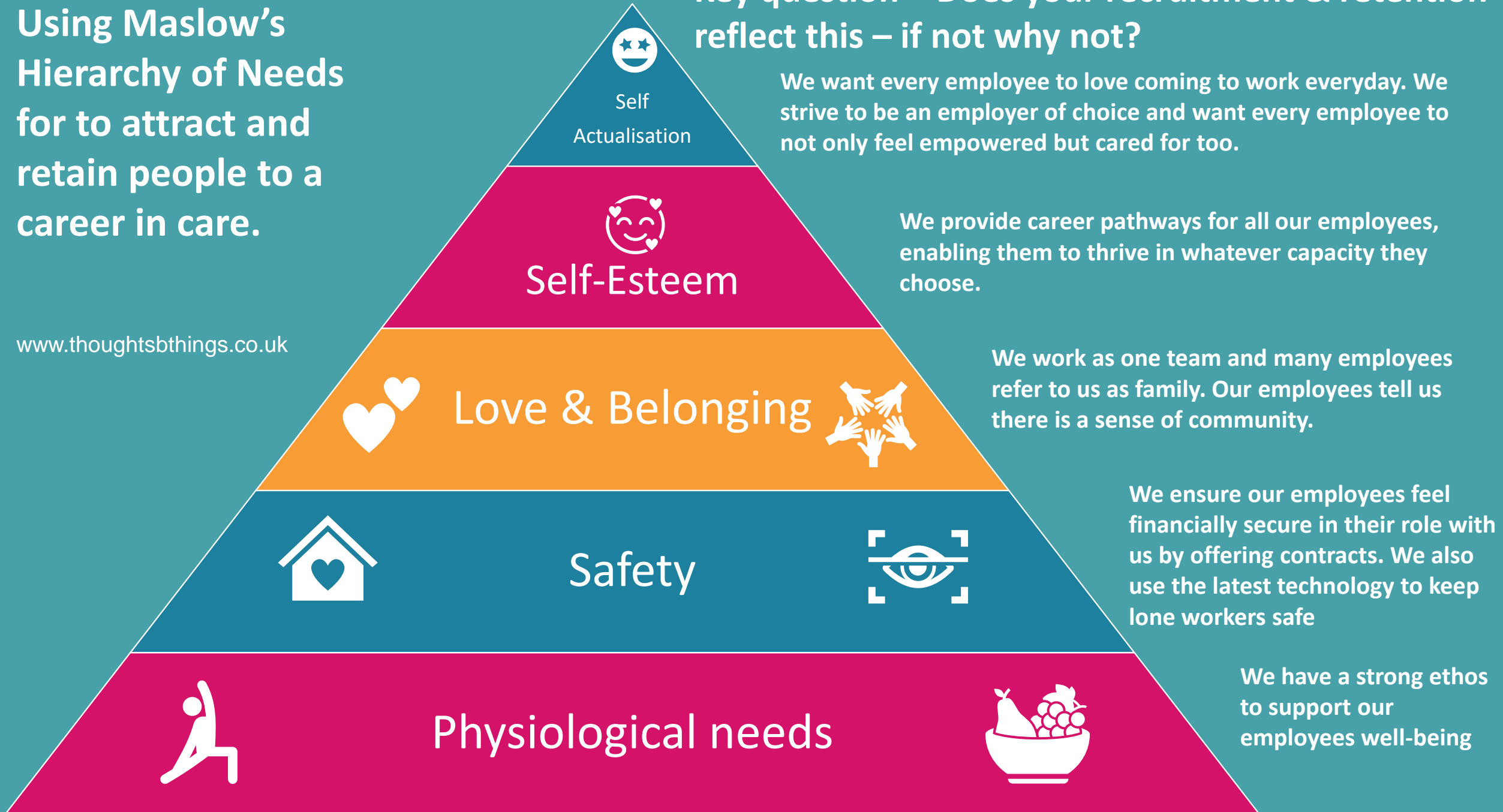
Segment your employees so you know who you want to attract & how to attract them, as well as establish where they fit within your business



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 – if not why not?





**Create
engaging Care
Professional
stories**



Communities

Where to recruit



Social Media



Refer a friend



Targeted leaflet drops



Recruit - Have a process

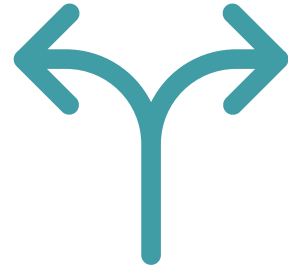
What is your target?

Who is accountable for it?

How will you measure it?



Retain



Have a career pathway for all employees



Provide them with the opportunity to give feedback



Implement employee well-being & benefits



www.thoughtsbthings.co.uk

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