



The E Series: Culture Driven Recruitment and Retention

Trying to hire the "right people" but can't figure out where to find them? Wish your turnover was lower? We are thrilled to be partnering with Drive, a company that helps organizations improve the resident and staff experience, to offer The E Series! This series will focus on driving retention and improving recruitment efforts by utilizing your unique organizational culture.

You want to attract the best so they stay with you and perform at their highest level. At the same time, you want to create a culture where fewer people leave so you don't have so many open positions to fill! The E Series will be covering both important topics over seven months through two in person sessions and five webinars. For the best outcomes, join us for the entire series!

There is a tremendous opportunity to do things differently when it comes to retaining team members and attracting new people to our field and we'll explore all sides of the issues together. At the end of the series, attendees will be able to:

- Improve retention rates and recruitment efforts by tapping into the fact that senior living can be an incredibly attractive place to work!
- Identify the unique benefits of working in our field and your individual organization.
- Implement culture driven changes after assessing recruitment, hiring, orientation, and onboarding efforts.

Education	Session	Title
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90 Minute Webinar Includes Q&A	Session 1	Energized Employees: Thank Goodness It's Monday!
Full Day In-Person 8-4pm	Session 2	Exceptional Start: Assessing and Building Your Recruitment & Retention Program
90 Minute Webinar Includes Q&A	Session 3	Engagement from the Onset
90 Minute Webinar Includes Q&A	Session 4	Experiencing Orientation: Beyond Policies and Paperwork
Full Day In-Person 8-4pm	Session 5	Enthusiasm from Day 1: The First 90 Days
90 Minute Webinar Includes Q&A	Session 6	Exceeding Employee Expectations: Building a Coaching Relationships
90 Minute Webinar Includes Q&A	Session 7	Evolving: Keep People Performing at Their Best



Energized Employees: Thank Goodness It's Monday!

Session 1: Webinar

Use your culture for a competitive advantage! The absolute best way to find the "right" employees and keep them is to effectively demonstrate organizational culture before hire, upon hire and then throughout their many years of employment!

Organizational culture is the glue that holds teams together. It's what motivates employees to overcome challenges or succumb to them. It's the reason why employees want to, or don't want to, get out of bed to go to work in the morning! When an organization purposefully creates a culture that focuses on its greatest asset, its employees, the result can be a deeply engaged, hardworking, workforce that is passionate about the work that they do each day. Imagine employees exclaiming at the beginning of the week, "Thank God it's Monday" as they excitedly show up to contribute their gifts to the organization's goals!

From this session you will:

- Dive into the recruitment and retention issues plaguing our field
- Recognize the importance of organizational culture and how it may be secretly hurting your ability to find the right employees
- Act on tips that can be implemented immediately to assess your organizational culture, with the goal of increasing the talent pool and keeping your best team members.

Exceptional Start: Assessing & Building Your Recruitment & Retention Program

Session 2: Full Day In-Person

Thoughtfully choreographing every moment of your applicant and new hire's experience can create a loyal team member who is a raving fan of your organization. Ignoring these moments can start them on the path to disengagement and give you a group that's just looking to collect a paycheck. In this full-day session we'll give you everything you need to start building a best-in-class recruitment and retention program! We'll cover assessing your current practices, reviewing online and onsite job applications and interviewing do's and don'ts. We'll also dive into creating energizing job ads that stress must-have competencies, engaging interview questions that let you learn more about the candidate, and other best practices for attracting and interviewing that you can implement immediately.

From this session you will:

- Assess your organizational practices to find the bright spots as well as areas of greatest opportunity
- Ensure your team members and residents are engaged in finding the right candidates
- Reduce the number of employees you acquire from other providers and instead cast a wider net to attract more people to our field

Engagement from the Onset

Session 3 Webinar

In this session, we will share specific actions to take once an offer has been made to your ideal candidate. How do you keep this newly found perfect person

excited about coming to work for your organization and counting down the days until his/her first day? We will help you focus on engaging new team members from the very start by demonstrating to them your exceptional organizational culture and values after the offer has been made. We will discuss how you can make even the mundane tasks of hiring fun, exciting, and uniquely yours!

From this session you will:

- Discover how to make hiring more efficient and fun!
- Self-assess your current processes and evaluate gaps which need to be filled
- Create new opportunities for sharing your organizational culture through stories, engaging residents and inspiring employees

Experiencing Orientation: Beyond Policies and Paperwork

Session 4 Webinar

Orientation sets the tone for how team members will treat each other and those you serve. Is the experience an inspirational one that lives your company values or a day of signing mounds of paperwork and watching presentations that leave them with their head snoring on the table? Invigorate your orientation for new employees by tapping into the wisdom of leaders, residents and fellow team members. Learn the top ten must do's for orientation to illustrate your organizational culture being lived!

From this session you will:

- Champion the creation of magical moments for new employees
- Incorporate the top ten must dos in your employee orientation
- Score your current practices and learn simple steps you can take for creating a better orientation experience

Enthusiasm from Day 1: The First 90 Days

Session 5 Full Day In-person

In this all-day session, we will define best practices for engagement that start on the new team member's first day, and carry throughout their first 90 days of employment. We will focus on the importance of onboarding employees in a way that connects people to organizational values, and each other rather, than fulfilling an arbitrary "probationary period". Your experience in the group will help you implement supportive practices to help new team members perform at their highest level as quickly as possible and lay the foundation for an engaged employee.

From this session you will:

- Map out the first 90 days for new team members
- Focus on building a long-lasting bond with new team members
- Identify ways to match current members of the community with new team members

Exceeding Employee Expectations: Building a Coaching Relationship

Session 6 Webinar

Leaders must recognize the importance of developing deeper relationships with their team members, including ongoing, regularly scheduled coaching conversations. Coaching is an effective way to set expectations, discuss goals, create plans that drive results, as well as, overcome challenges. Coaching conversations are for focusing on strengths and are as important for your A players as they are for your struggling team members. When you develop a coaching relationship with each person, honest feedback is easier and praise is shared more freely.

From this session you will:

- Address the number one reason employees leave their organizations

- Provide effective, positive, corrective, and developmental feedback
- Create an on-going coaching plan, that include those difficult candid conversations

Evolving: Keep People Performing at Their Best

Session 7 Webinar

When you hire the best, they will want to perform at their best. Yet, even the top players can become complacent or bored if they are not consistently challenged in their work. In this final webinar of the series we will discuss the importance of keeping team members engaged, as well as how to personalize growth opportunities for each individual.

From this session you will:

- Utilize people's strengths to keep them engaged in their work long term
- Discover the importance of growing team members through practices including: active involvement on committees, attendance at conferences and encouragement of volunteering
- Create checks and balances so a strong culture isn't just a program and never sizzles out

Who Should Attend?

Anyone who hires, or is involved in the hiring process, including leaders, department directors, and managers.

Faculty

Denise Boudreau-Scott, President, Drive

& Drive Team Members

E Series Pricing

\$699 Series

Additional attendee for in person \$125

Webinar only \$125

Day as a standalone \$175



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