

Strategies for Engaging a Mobile Workforce

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Thank you for joining us

What to expect

A recording of this webinar will be shared with you

All attendees will be in listen-only mode during the webinar

Please submit any questions you have via the chat panel

There will be a Q&A session at the end of the presentation

Speaker



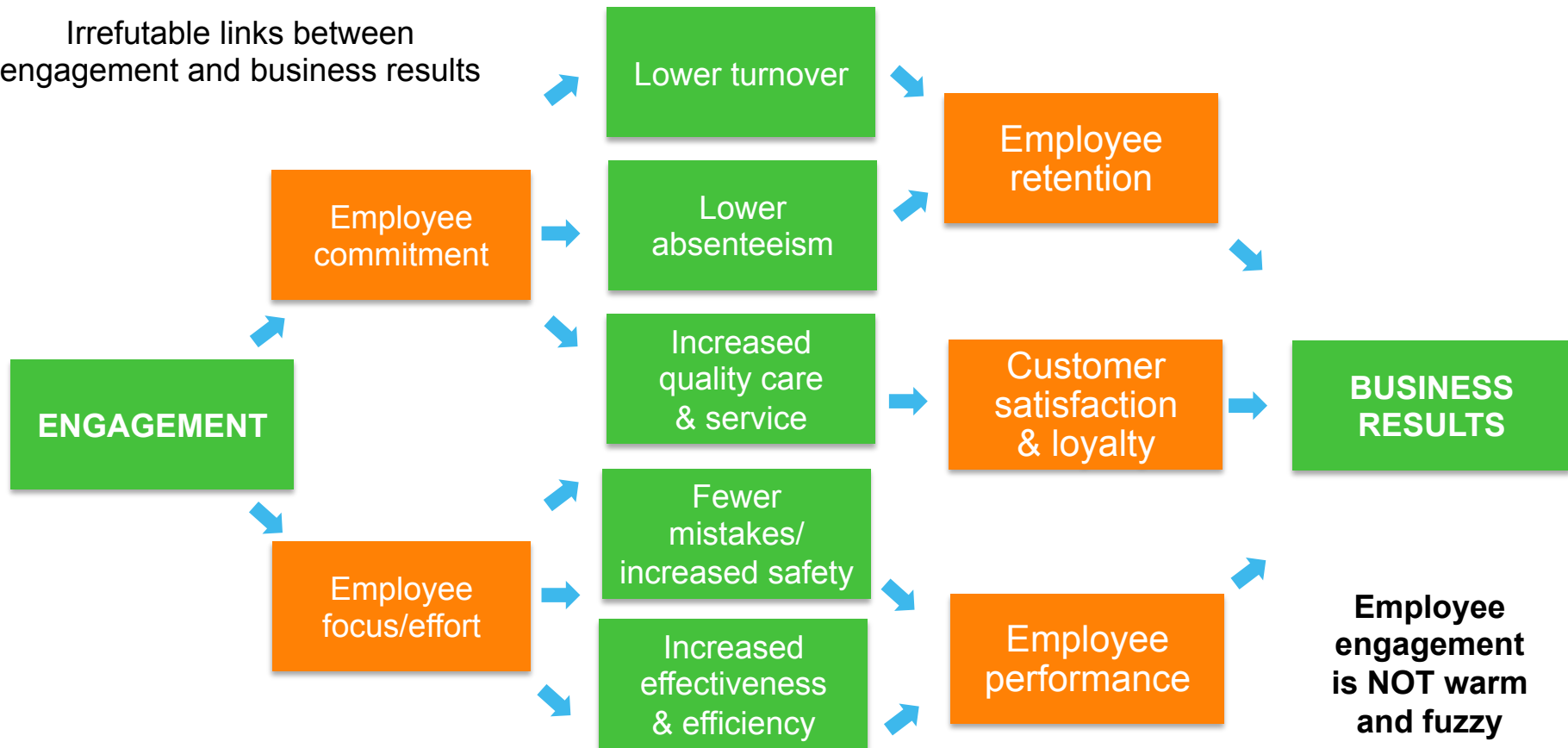
Nancy Anderson

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THE VALUE PROPOSITION

Irrefutable links between
engagement and business results



But here's the problem ...

- Home health care jobs are one of the top ten toughest jobs to fill
- The median Home Care turnover rate for caregivers hit 66.7% in 2017
- 57% of caregivers quit in the first 3 months of employment
- It's predicted that things will become tougher over the next several years!

Today

- Identify three key factors that impact and increase employee engagement
- Evaluate the degree to which each factor exists in your agency
- Provide leadership practices to improve motivation and engagement within your workforce

A sustained

CULTURE OF ENGAGEMENT

requires a leadership
approach that is...

intentional

deliberate

systematic

3 factors that impact engagement

Meaning
and purpose

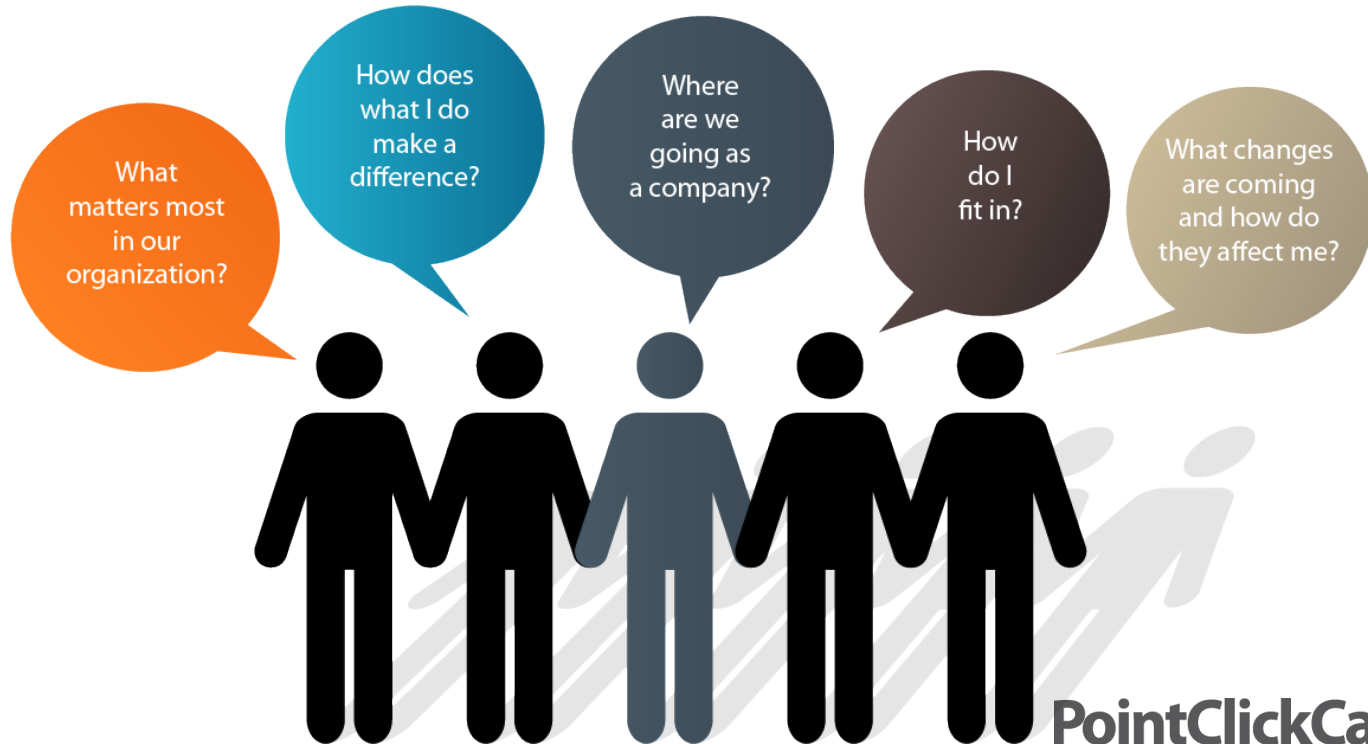
Respect

Opportunity to
learn and grow



Meaning and purpose

Employees want to know...



Engagement survey item:

I have a clear understanding
of the goals and priorities
of this organization.

*“The single biggest problem in communication
is the illusion that it has taken place.”*

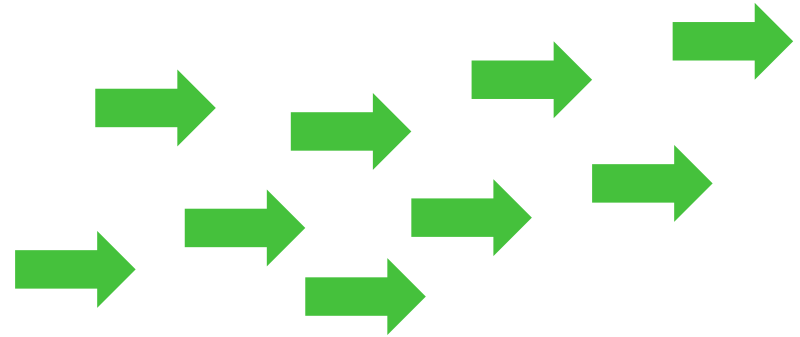
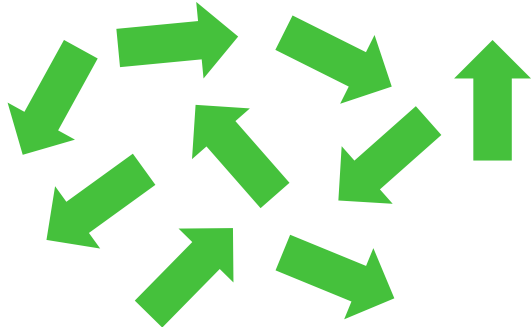
— George Bernard Shaw

Challenges

CHALLENGE #1: A clear purpose is either non-existent or uninspiring

CHALLENGE #2: Misalignment among leaders regarding what's most important (and if leaders aren't clear, no one else will be!)

CHALLENGE #3: No consistent process for communicating purpose and priorities to employees



Communicate and connect

- Tell your story
- Establish a purpose and priorities communication plan
- Communication plan criteria:
 - Consistent, systematic
 - Gets to **ALL** employees
 - Includes employee impact
 - Measurable



Hiring process

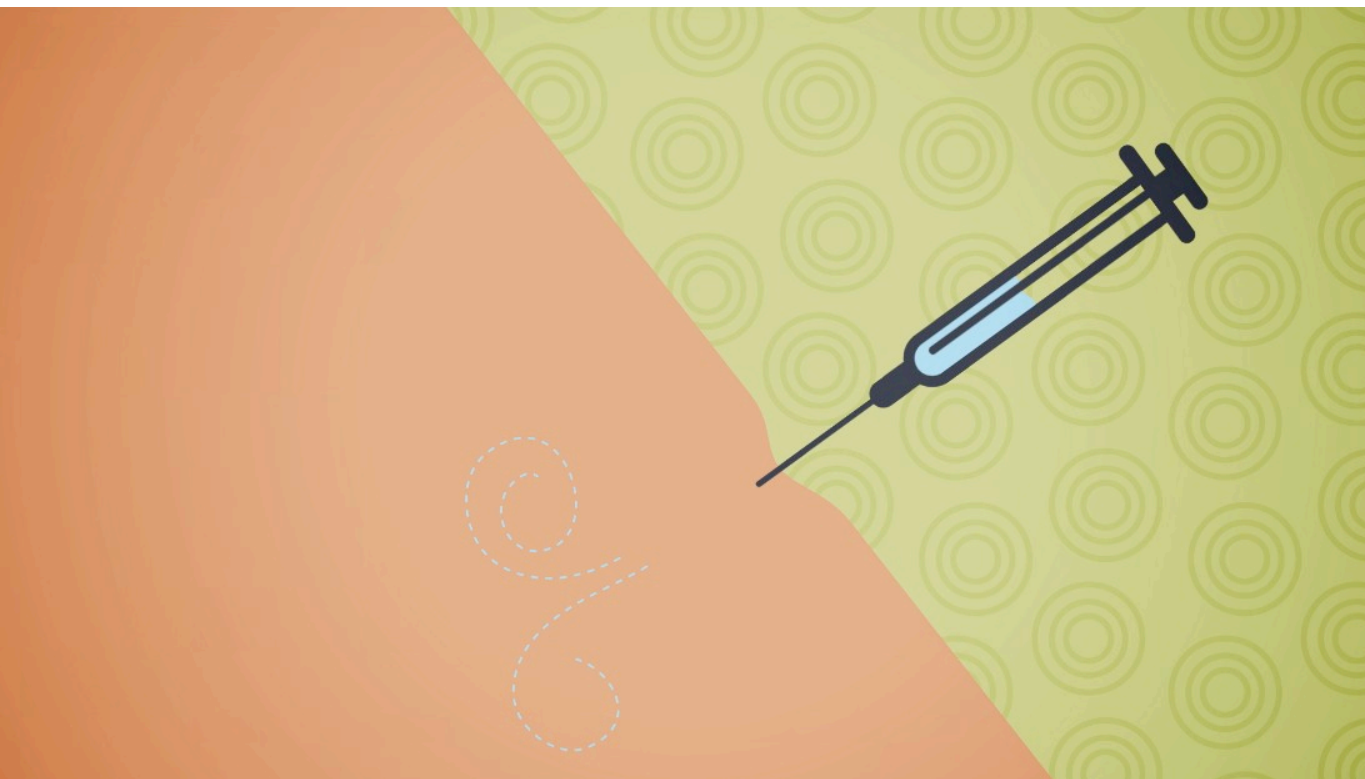
- Ask the right questions
 - ✓ What motivated you to apply for this position? Why do you want to work at this agency?
 - ✓ Tell me about your best day at work. What factors contributed to making it your best day?
 - ✓ When you consider your previous jobs, what was your most favorite and why?
 - ✓ What are the top 2 or 3 factors that would influence you to stay at a job long-term?
 - ✓ What motivates you to go above and beyond in your job?
- Provide a realistic job preview



Advantages

Challenges

Vaccination effect



Small
dose of
job reality

Respect



Do your employees
feel respected?

Challenges

CHALLENGE #1: Leaders feel respected and think this is the norm

CHALLENGE #2: People in positions of power may not get feedback that they are being disrespectful

CHALLENGE #3: The true understanding of what 'respect' means to employees may not be fully understood

Earned respect

Employees are acknowledged and recognized for:

- Doing good work
- Successfully completing a project
- Coming up with a great idea
- Accomplishing something special



Star Throwers



Owed respect



- Every employee is inherently valuable as a human being
- Every employee wants to feel valued, included and treated with civility

Disregard for owed respect

- Ignoring someone
- Dismissive body language
- Blatant disregard for people's time
- Tone of voice that indicates annoyance or displeasure
- Gossiping
- Exclusion or withholding of information
- Making rude remarks
- Insults, belittling, bullying, hostility

The costs

Among workers who've been on the receiving end of incivility:

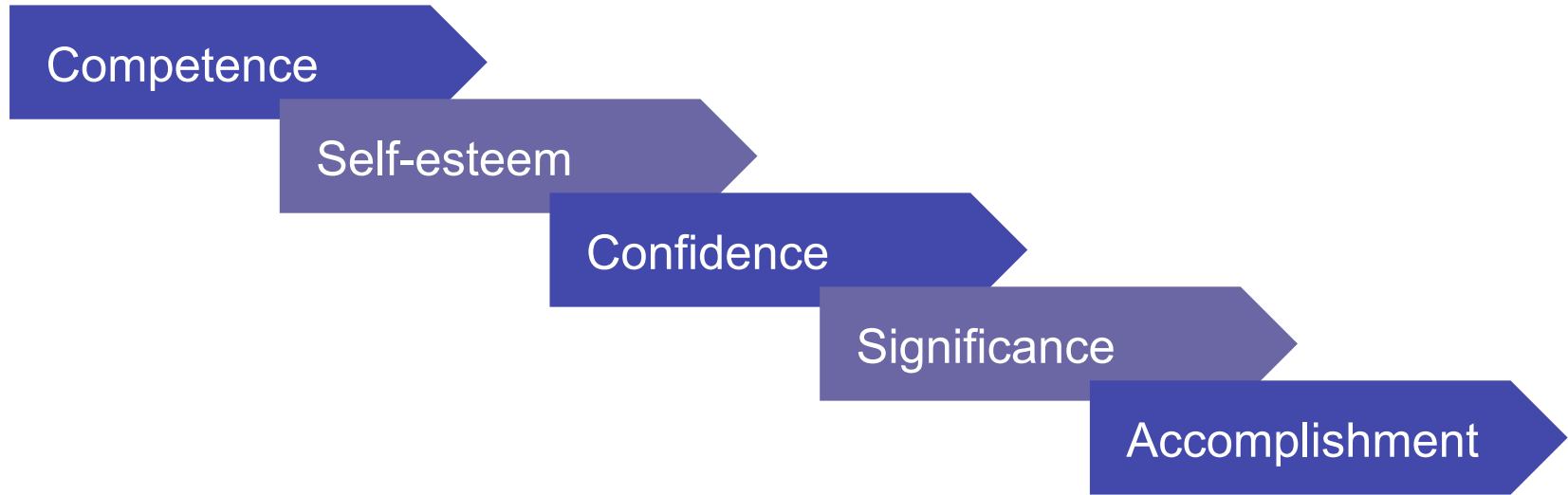
- 48% intentionally decreased their work effort
- 38% intentionally decreased the quality of their work
- 80% lost work time worrying about the incident
- 66% said that their performance declined
- 78% said that their commitment to the organization declined
- 25% admitted to taking their frustration out on customers

Resource: *The Price of Incivility*, Christine Porath and Christine Pearson, HBR, Jan-Feb 2013

Leader actions

- Role model respect
- Actively listen to employees
- Reinforce inclusion
- Convey compassion

Opportunity to learn and grow



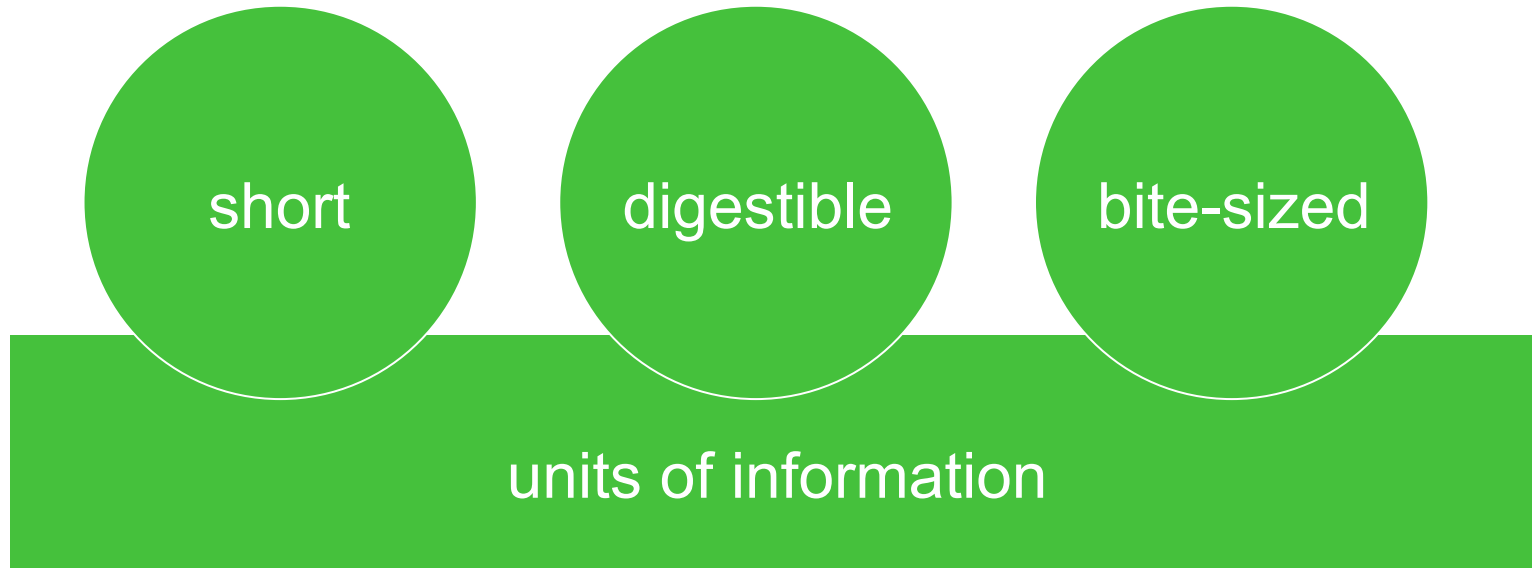
Learning and growth in the workplace

- Career advancement
- Learning a new skill
- Developing expertise in a particular area
- Broadening scope of abilities
- Enhancing personal or interpersonal skills

Getting beyond compliance




Microlearning



Matches the way our brain processes information

Mini case studies

- Foster critical thinking and problem-solving skills
- Develop confidence in anticipating and dealing with challenging situations



Write a few
sentences to
capture
situation or
challenge

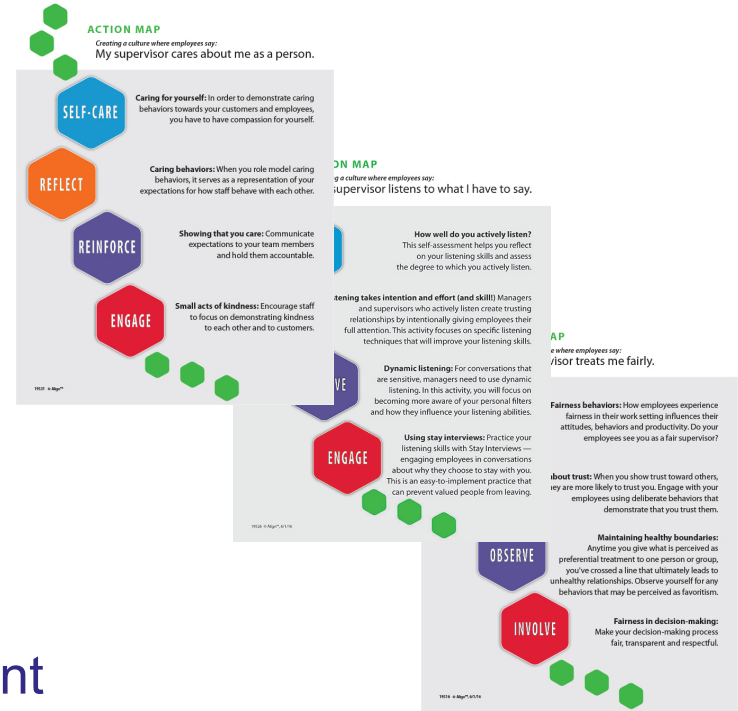
Provide
enough
info to
understand
and assess

Think
through
best
solutions

Leadership development



Action Maps: On-the-job leadership development



Sustainable learning and behavior change

How people best learn:

- Single focus of attention on a meaningful skill
- Learn over time
- Guided, applied on-the-job practice
- Reflecting about what has been learned

3 factors that impact engagement

Meaning
and purpose

Respect

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Questions?

Thank you
for joining us!

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