

BEST PRACTICES TO RECRUIT & RETAIN MILLENNIAL CAREGIVERS




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AGENDA



- 1. Examine myths about millennials**
- 2. Learn how to attract millennials**
- 3. Identify techniques to retain millennials**



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MULTIPLE GENERATIONS AT WORK


- Baby Boomer (1946 - 1964)
- Generation X (1965 - 1983)
- Millennials (1984-2000)
- Gen Z (2001 +)




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[POLL]
TO WHICH GENERATION DO YOU BELONG?

- Baby Boomer (Born 1946 - 1964)
- Generation X (Born 1965 - 1983)
- Millennials (Born 1984 - 2000)
- Other?



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HR Consultant and Advisor
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- ▶ HR professional
 - ▶ Blue-chip background (Procter & Gamble, Siemens)
 - ▶ Home Care expertise
 - ▶ Subject Matter Expert (HRCI)
- ▶ Air Force wife
- ▶ Swim parent

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FRANCHISE CLIENTS



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INDEPENDENT AGENCY CLIENTS

Assured Quality Homecare, LLC
Employee Referral Program

Sunlight Support
Senior Care Solutions

wfc
westchester family care

Alliance
Home Health Care Services

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TRADITIONAL VISION OF CAREGIVER

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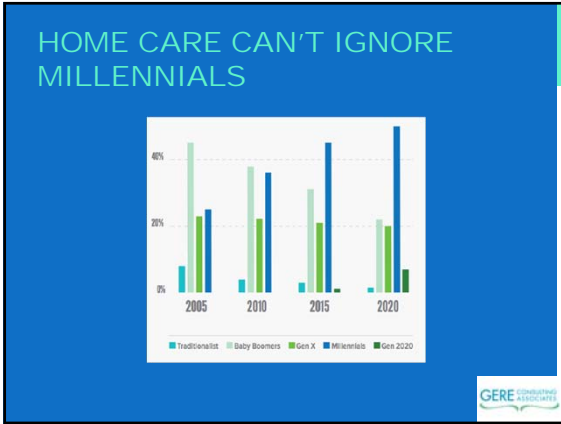
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HOUSTON, WE HAVE A PROBLEM!

The Selfie Generation = Problem employees

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MILLENNIALS IN THE WORKPLACE

Myth #1 – Disloyal

Reality

- Not worse than previous generations
- Frustrated

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MILLENNIALS IN THE WORKPLACE

Myth #2 – Entitled

Reality

- 20% study & work
- Ambitious but lack direction

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MILLENNIALS IN THE WORKPLACE

Myth #3 – Unmotivated

Reality

- Need more handholding
- Motivated by purpose



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REALITY OF MILLENNIAL GENERATION

- Largest & most diverse generation
- First digital natives
- Come of age during Great Recession
- Product of their environment



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What Millennials Value in the Workplace

- 01 Personal development
- 02 Real-time feedback
- 03 Flexible work schedules
- 04 Work-life balance
- 05 Making their community a better place



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ATTRACT MILLENNIAL CAREGIVERS



Technique #1 – Focus on technology and speed

- Mobile friendly application
- Integrated text functionality
- “Quick app”

Bonus Tips

- Create a sensible social media policy
- Texting with recruitment platform



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ATTRACT MILLENNIAL CAREGIVERS



Technique #2 – Brand your organization

- Your mission
- Promote impact on community and family

Bonus Tips

- Stay fresh
- Be seen where millennials are now



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RETAIN MILLENNIAL CAREGIVERS



Technique #3 – Provide career progression

- Mentor new hires
- Caregivers as mentors
- Promote from within

Bonus Tips

1. Train mentors
2. Share on social media



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RETAIN MILLENNIAL CAREGIVERS



Technique #4 – Let them learn

- Impart **knowledge**
- Practice new **skills**
- Grow professional **abilities**



Bonus Tips

1. Measure success
2. Keep it personal



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E-BOOK

02 Be Flexible AND NOT JUST WITH MILLENNIALS
MILLENNIALS GIVE A HIGH PRIORITY TO WORK/LIFE BALANCE. THEY SEEK OUT WORK ENVIRONMENTS THAT DO THE SAME.

40% of Millennials prefer work/life flexibility over more money.

20% of Millennials are interested in telecommuting.

IT'S A BALANCING ACT

- Allow employees to input their preferred schedule.
- Communicate with caregivers how their work schedule impacts the client's well-being.

03 Brand your Organization WITH A FOCUS ON COMMUNITY

MILLENNIALS VALUE COMMUNITY AND FAMILY. THEY WANT TO CONTRIBUTE TO THEIR QUALITY OF LIFE.

Home care offers the unique flexibility to make a difference to the lives of seniors and their families in the local community. Caring and working with seniors is rewarding and meaningful work.

Tip


- Share the agency's mission every chance you get.
- Create paid/volunteer opportunities to "teach" their professional partners.
- Promote the community impact of your agency.
- Train other employees or employees to publicize your agency.

04 Provide Career Progression

- Offer an mentoring program to retain new caregivers.
- Offer your top caregivers the opportunity to take on mentoring responsibility (and more money).
- What it means for home care.
- Develop your best caregivers to

05 Get the 'Deal Right'

RECRUITING CAREGIVERS WHO STAY MEANS HIRING THOSE WITH THE RIGHT SKILLS AND WHOSE VALUES MESH WITH YOUR AGENCY'S CULTURE.



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IN SUMMARY

- Integrating Millennials is work in progress
- Use Millennials as a gage for the larger workforce
- Focus on your success stories
- Learn as you go



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Questions?

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REFERENCES & RESOURCES

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