



Target Audience

Managers across a range of Housing, Health and Social Care settings.

Well-led, Recruitment and Retention is a national leadership development programme for managers of adult social care services working in the private, public or third sectors with responsibility for recruitment and workforce planning within a service or team.

The programme is specifically designed to develop skills and capabilities to drive and execute successful recruitment and retention strategies. The programme is grounded in the reality of the pressures around recruitment and retention within social care delivery and has been developed in partnership with hiring, marketing, and learning development experts from inside and outside the Health Housing and Social Care sectors.

The Well-led, Recruitment and Retention programme is delivered over four learning and development modules and supported by a resource pack of key learning materials and practical tasks which can be used to cascade and embed back into the workplace. Real-life examples of well executed recruitment and retention strategies and creative session planning to push creative thinking in campaign planning.

The programme will support learners to gain a clear understanding of what well-led recruitment and retention within services looks like and find solutions to improve the quality of people coming into and developing within care jobs. The programme is underpinned by models of recruitment and retention leadership that can be practically applied to deliver change and secure a well-led future for hiring and developing great care staff.

This course is delivered using a range of methods and resources including:

- ◆ Live tutor facilitation, questionnaires, interactive polls, questioning and participation and an end of module assessment.

The programme is delivered through four interactive modules covering the objectives below:

Module 1: Good “People” Leadership in Adult Care Recruitment Practice

- ◆ What is strategic workforce planning and how it impacts hiring and retaining great people?
- ◆ Defining capability and capacity and building this into planning
- ◆ Learn how planning aligns to business vision and values and how to promote these to people you hire and lead
- ◆ Develop your emotional intelligence and leadership mindset to influence, motivate and develop people
- ◆ Understand the impact your leadership mindset has on others around you. Overturning legacy processes and adopting a fresh approach to hiring and retaining great people

Module 2: Leading Successful Services with Great Workforce Strategy Planning

- ◆ Learn how to assess your current team’s requirements, both in the short and long term
- ◆ Discuss and explore ways to have a more flexible work force and build an internal bank-based service
- ◆ Understand the impact that reliance on agencies has and build a plan to reduce agency spend and have control over the workforce
- ◆ Assess where agency or bank staff is a necessity and how to choose the right agency partner and negotiate terms
- ◆ Understand a hiring marketplace
- ◆ Discover ways to build great hiring stories and produce content to attract staff
- ◆ Consider recruitment attraction ideas and build a campaign across offline and digital marketing platforms



Module 3: Leading and Managing the Recruitment and Retention Function, Systems and Processes

- ◆ Define what responsibility and accountability looks like within hiring and retention
- ◆ Discover who your employee champions and influencers are
- ◆ Critique your own team's performance in hiring and staff retention – analyse what is working and where there is room for change and improvement within attraction, engagement, interviews, feedback to onboarding and development
- ◆ Prioritising hiring and retention in financial budgets. How to scale costs associated with engaging and developing people
- ◆ Learn how to assess your team's skills and build a development plan focused on key performance indicators
- ◆ Discuss how current technology is supporting the hiring and retention processes and how innovation can drive improved efficiencies
- ◆ Discover how employees can steer their own development. Understand the importance of succession planning both short and long term

Module 4: Driving Business Performance with Great People

- ◆ Understand your organisation and teams hiring markets and position your own service alongside companies you will compete with
- ◆ Discover how you compare? Explore the meaning and importance of having Employee Value Proposition "EVP" and start to build and brand your services "EVP"
- ◆ Build a SWOT to understand the full positioning of your hiring and retention function and the changes required to enable improvement
- ◆ Finally, discuss the desired impact your Recruitment and Retention strategy will have on – your team, your service, your community, and your overall business performance

Duration: 4 Days