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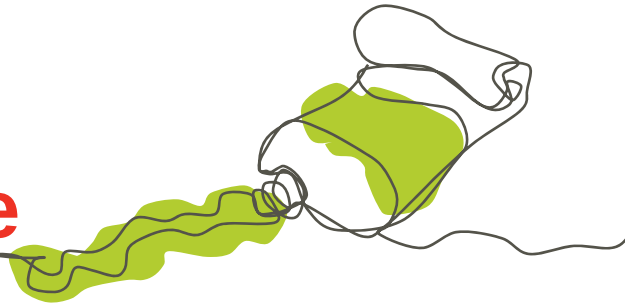
Recruiting and Retaining an Excellent Child Care Workforce



as long as it takes

Recruiting and Retaining an Excellent Child Care Workforce

- With a competitive recruitment marketplace in a sector which is consistently front-page news and has to face new policies and structural changes, it’s a tough time to be a social work recruiter.

Social Lives (2008)

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- *"making a difference to people's lives".*
- *"Creativity, flexibility and autonomy“*
- *"my suggestions and opinions are valued“*
- *The freedom to be creative“*
- *"It's different everyday. You never know what is going to come in."*

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- Recruitment and Advertising
- Learning and Development
- Performance Management
- Strong Leadership
- Workplace Culture

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1) Recruitment and Advertising

Attractive Recruitment

- Career development/progression opportunities
- Reputation/image of employer

Style matters as much as content: if we want to be considered lively, fresh, innovative and professional, our

- advertising needs to be lively, fresh, innovative and profession

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- **The “magnificent ” attractions**
- We are a visionary innovator
- We make a positive difference.
- We provide some of the best training
- We value and welcome talent from diverse and unconventional backgrounds.

- **What are your magnificent attractions, and how do you evidence them in your adverts?**

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- **What makes them want to leave?**
- Bureaucracy and red tape is making their jobs harder to perform.
- they do not have access to the training and development they need to perform their role.
- Lack of support from senior leaders

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- Stressed out workers make mistakes
  - Work life balance centre 2008

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2) Learning and Development

- to be recognised as providing the highest standard of learning and development for employees who wish to make a difference for children. To be the employer of choice.

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ensuring we are business led and that all staff feel equipped to deliver their job;

ensure we have the right systems, structures and relationships in place which allow a true learning environment that meets needs at all levels and finally,

ensure we have policies and processes that deliver a responsive and planned provision using a blended learning approach.

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- Focus of Learning and Development

- Social Care and Education
- People Management and Safety
- Business Management and IT
- Strategy Leadership and Change

Each area is co-ordinated by a Steering Group

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- Prioritising Learning and Development
- Mandatory
- Business Critical
- Professional Development
- Personal Development

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3) Performance Management

- ensures that your organisation has a sustainable future;
- ensures your vision, values and mission are shared.
- can inspire and deliver high performance in your staff;
- and demonstrate the value placed on everybody's contribution.

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4)Strong Leadership

- **Providing leadership and direction**
- Championing the organisation's vision and goals, engaging others in a shared commitment
- **Working in partnership**
- Working collectively with all key partners in the delivery of services
- **Delivering excellent results**
- Drawing on experience, generating new ways to achieve desired outcomes

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- **Motivating and managing people**
- Working with staff, supporters and volunteers to meet tomorrow's challenges
- **Making a personal impact**
- Leading by example, upholding values, ethical and equality centred
- **Being accountable**
- Contributing to safer care through taking responsibility
- **Learning and sharing**
- Creating a culture of continuous improvement

Like a dysfunctional family many organisations find it impossible to get on with the task at hand because they are preoccupied by issues of power, c

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5) Workplace Culture

- **Stories -.**
- **Rituals and Routines**
- **Symbols –**
- **Organizational Structure**
- **Control Systems**
- **Power Structures –**

- Johnson and Scholes' Cultural Web

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Workplace Culture contd

- **Communication:**
- **Reliability:**
- **Get to know people you find hard to connect with:**
- **Be professional when it gets personal:**

- Getting Work Relationships to Work

  Counselling in companies 2008

Recruiting and Retaining an Excellent Child Care Workforce

- Recruitment and Advertising
- Learning and Development
- Performance Management
- Strong Leadership
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bibliography

- Social Lives- Exploring the attitudes and motivations of social workers. (2008)
- Work life balance centre 2009 survey
- Johnson and Scholes' Cultural Web
- Getting Work Relationships to Work Counselling in companies 2008

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