



# TIRED OF TURNOVER?

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# OBJECTIVES:

- 1) Contrasting **retention** vs. **engagement**.
- 2) Review national workforce **retention and engagement trends**.
- 3) Discuss **evidence-based practice techniques** for employee engagement.



## TODAY'S REALITY

More than 95% of workers are thinking about leaving their jobs and 92% are considering a career change.

White, M. C. (n.d.). You're not the only one who's had enough - 95 percent of workers are considering quitting.

<https://apple.news/AZBUN34WgQgWW-WgMNCg88w>.



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## MORE REALITY

**56%** of nurses report sacrificing **mental health** for their job...

**37%** don't feel supported by their employer with their **mental health**...

**41%** feel they lack overall support from management...

Although **72%** of nurses have access to **mental health support**...just **10%** use it.

**41%** considering leaving the profession for good...



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# RETENTION VERSUS ENGAGEMENT



# AREN'T THEY THE SAME?

## Retention

- Static
- Simple
- Statistic

## Engagement

- Dynamic
- Thoughtful
- Qualitative





“EMPLOYEES WHO ARE ENGAGED CONSISTENTLY  
SHOW UP TO WORK AND HAVE A GREATER  
COMMITMENT TO QUALITY AND SAFETY...AND  
OBTAIN IMPRESSIVE ORGANIC GROWTH”

Mann, J. H. and A. (2021, July 9). *The right culture: Not just about employee satisfaction*.  
Gallup.com. <https://www.gallup.com/workplace/236366/right-culture-not-employee-satisfaction.aspx>.





# DISENGAGED EMPLOYEES COST US COMPANIES \$450B-\$550B

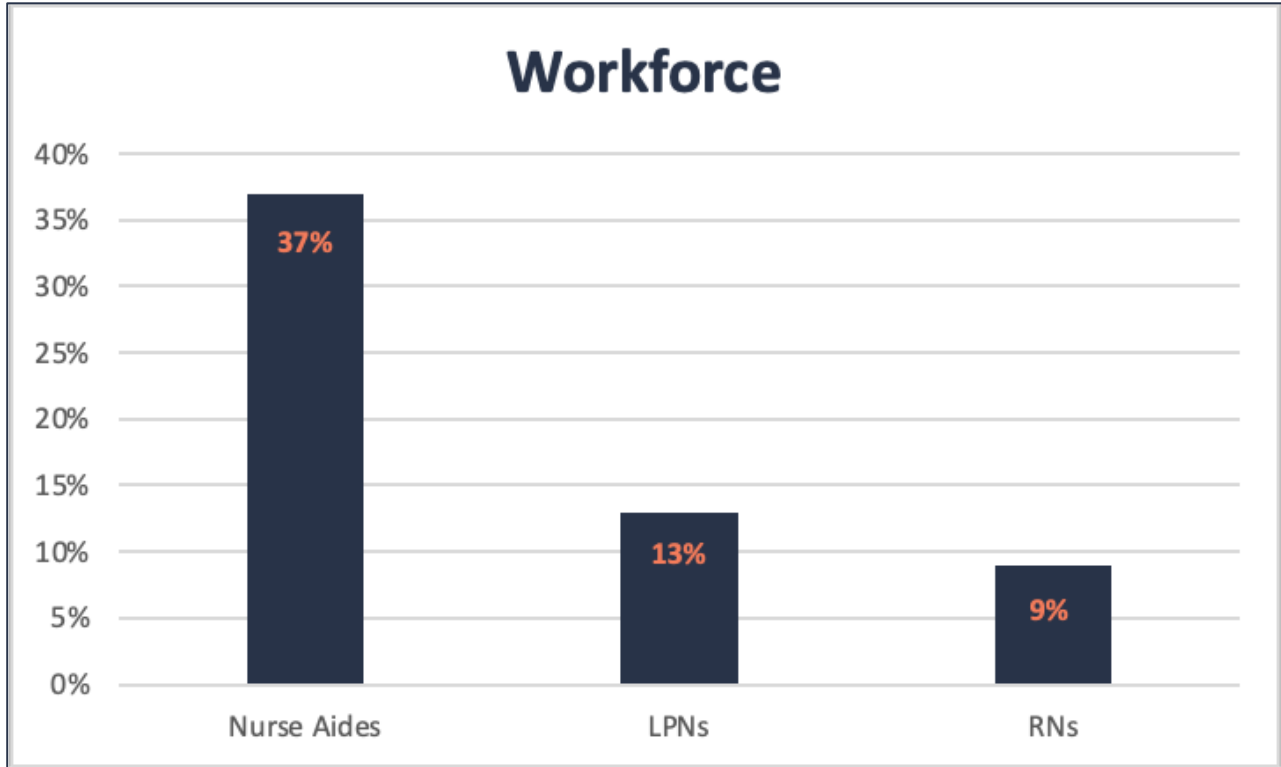


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# RETENTION AND ENGAGEMENT TRENDS

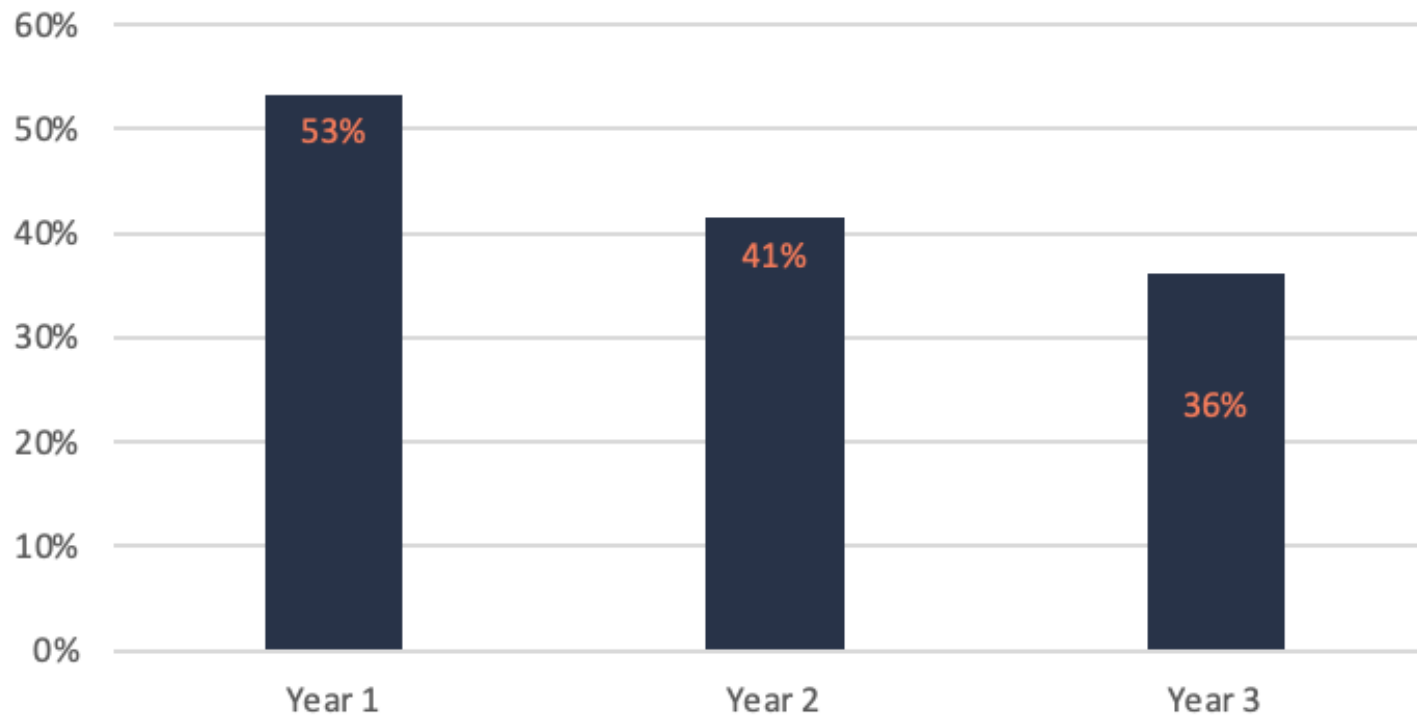


**CNAs provide 80% of direct care to residents**

EATON, J; PAULSEN, B; & MADDEN, C; CERTIFIED NURSING ASSISTANTS AS AGENTS OF CREATIVE CAREGIVING IN LONG-TERM CARE; INTERNATIONAL JOURNAL OF OLDER PEOPLE NURSING, 2019



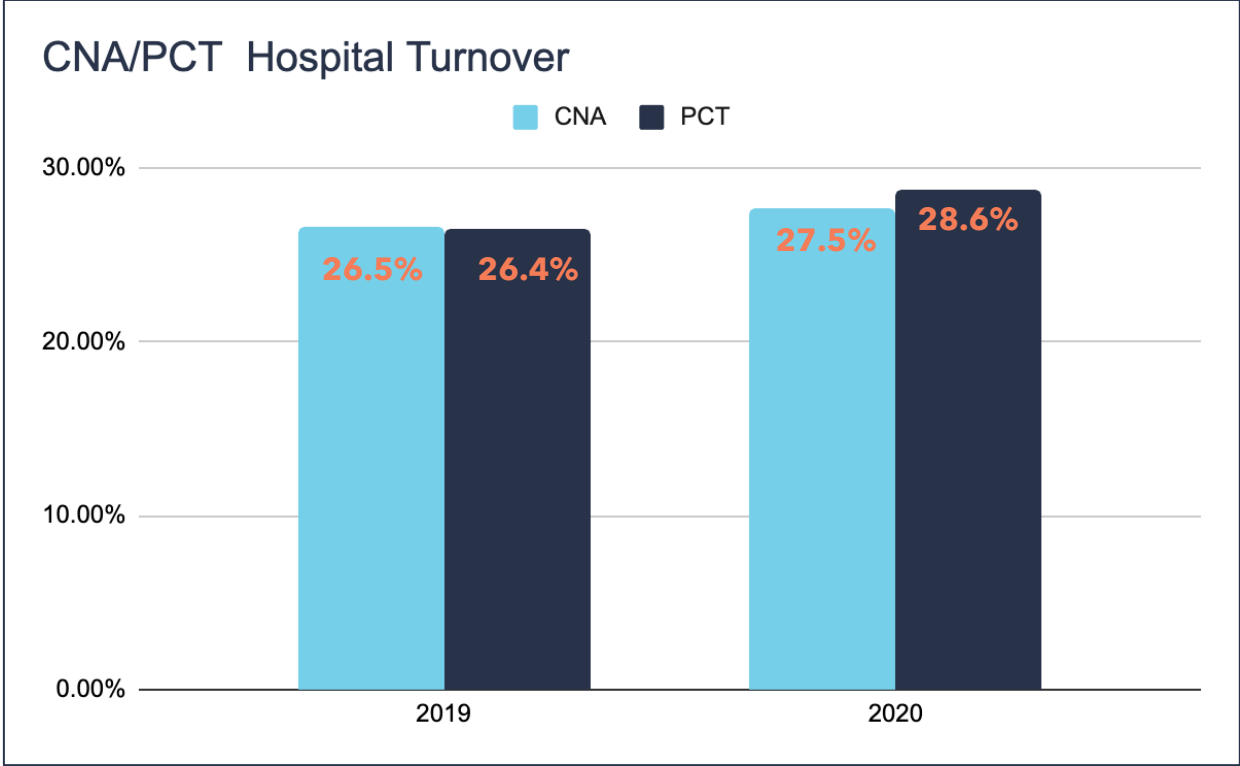
## Nurse Aide Retention



**Replacing one Nurse Aide costs approximately \$2,250**

***\*Survey responses from 3,550 nursing facilities***

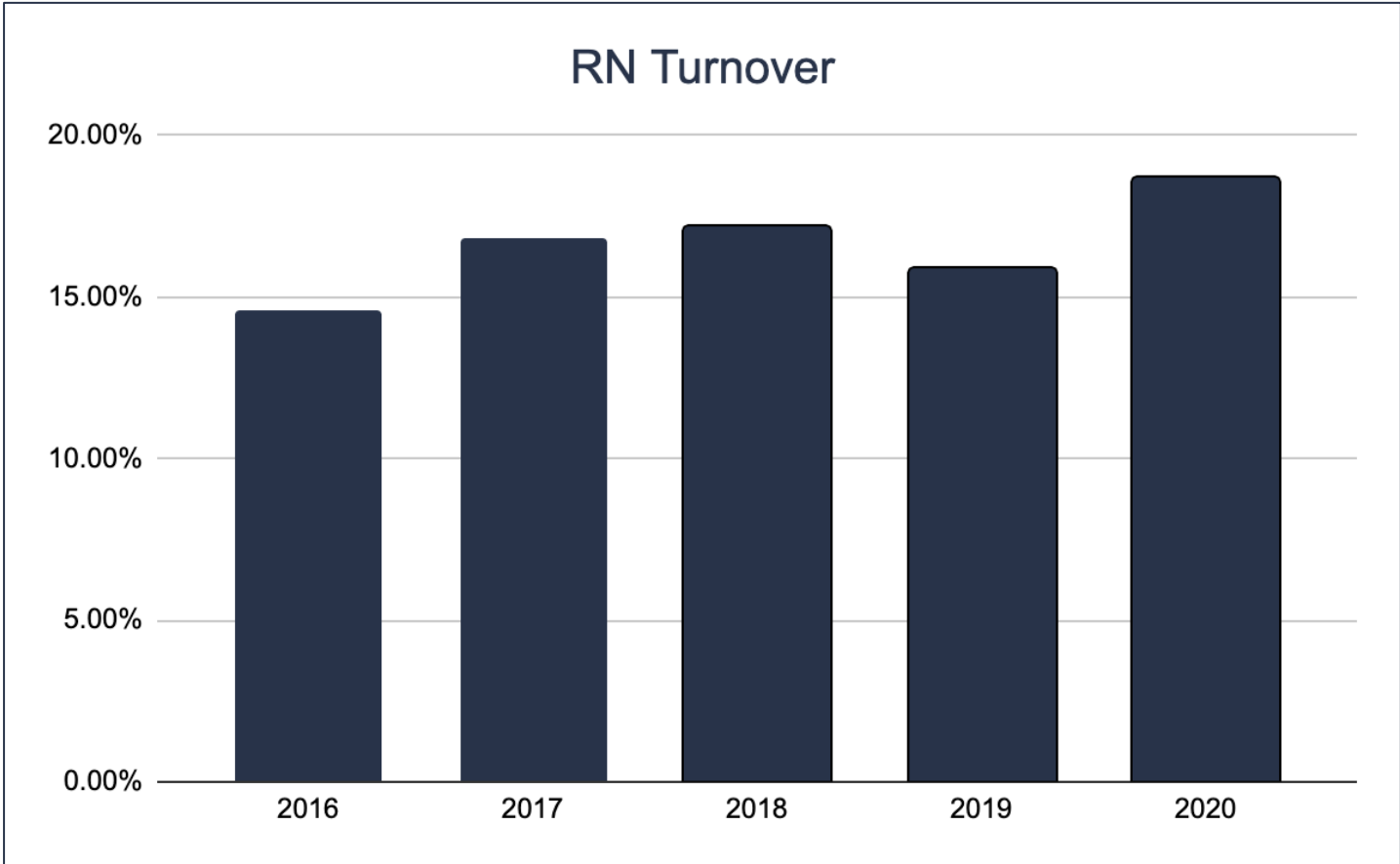




**Every year the average hospital turns over all their CNA/PCT positions**

NSI NURSING SOLUTIONS. (2021, MARCH). 2021 NSI NATIONAL HEALTH CARE RETENTION & RN STAFFING REPORT. NSI. RETRIEVED NOVEMBER 3, 2021, FROM [HTTPS://WWW.NSINURSINGSOLUTIONS.COM/DOCUMENTS/LIBRARY/NSI\\_NATIONAL\\_HEALTH\\_CARE\\_RETENTION\\_REPORT.PDF](https://www.nsinursingsolutions.com/documents/library/nsi_national_health_care_retention_report.pdf).





**Replacing one RN costs approximately \$40,038**

**The average loss between \$3.6m-\$6.5m/year**

**McKinsey and Company Jan 2022: 30% RNs leaving direct patient care in hospitals**

NSI NURSING SOLUTIONS. (2021, MARCH). 2021 NSI NATIONAL HEALTH CARE RETENTION & RN STAFFING REPORT. NSI. RETRIEVED NOVEMBER 3, 2021, FROM [HTTPS://WWW.NSINURSINGSOLUTIONS.COM/DOCUMENTS/LIBRARY/NSI\\_NATIONAL\\_HEALTH\\_CARE\\_RETENTION\\_REPORT.PDF](https://www.nsinursingsolutions.com/documents/library/nsi_national_health_care_retention_report.pdf).





# WAYS TO ENGAGE



## ENEMY OF ENGAGEMENT PROGRAMS

- Too complicated
- Incorrect metrics
- Overusing surveys

The greatest cause of a workplace engagement program's failure is this: Employee engagement is widely considered "an HR thing."



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GETTING TO KNOW YOUR WORKFORCE



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**THE PAST**



My Paycheck

My Satisfaction

My Boss

My Annual Review

My Weaknesses

My Job

**OUR FUTURE**



My Purpose

My Development

My Coach

My Ongoing Conversations

My Strengths

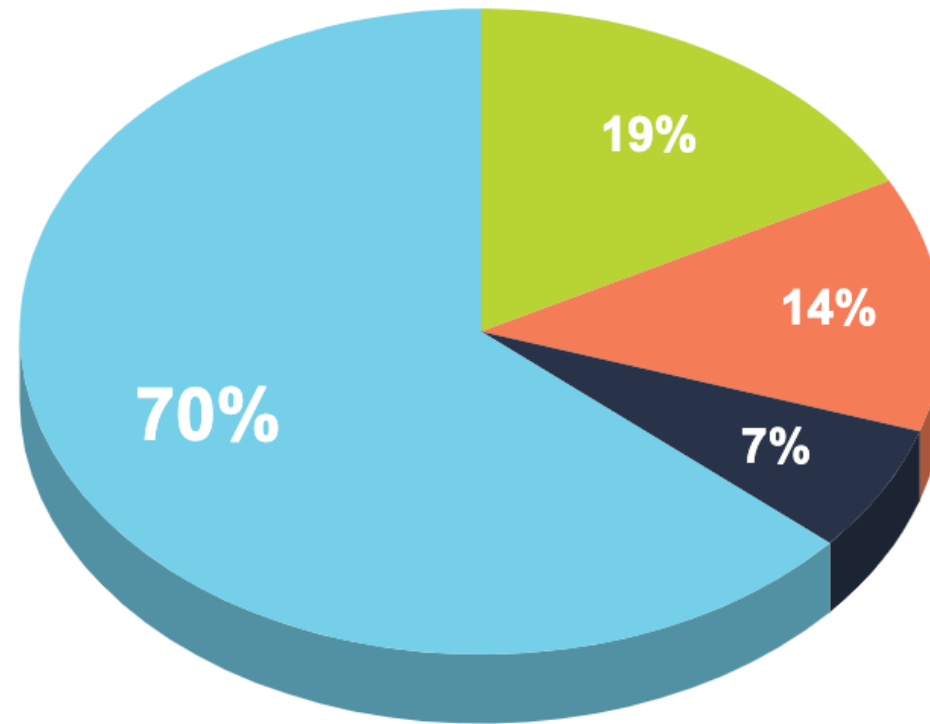
My Life



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# WHY DO YOU CHOOSE TO STAY?

● Money ● Retiring/Leaving ● Stuck ● Purpose





"I CAN'T IMAGINE DOING ANYTHING ELSE."

"IT FULFILLS MY SOUL."

"IT IS WHO I AM NOT JUST WHAT I DO FOR A LIVING."

# PROVIDE PURPOSE

- Provide a purpose not just a paycheck
- Identify the mission and what inspires the person on the other side of it
  - Mothers
  - Retirees
  - Millennials

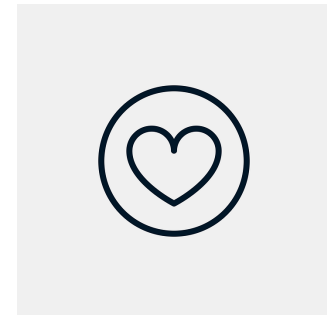
"The data from the present study provide further substantiation to the theory that doing what is best for employees does not have to contradict what is best for the business or organization"



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## BE PRESENT

- Showing that you care
  - 69% of employees say they would work harder if they knew leadership cared



# BE PRESENT

- Stay Interviews
  - Check in with your employees
  - Get personal
  - Focus on the good and the bad
  - Gather data

MS;, D. D. C. H. (2021). *Identifying effective retention strategies for front-line nurses*. Nursing management (Harrow, London, England : 1994). Retrieved September 13, 2021, from <https://pubmed.ncbi.nlm.nih.gov/34490763/>.

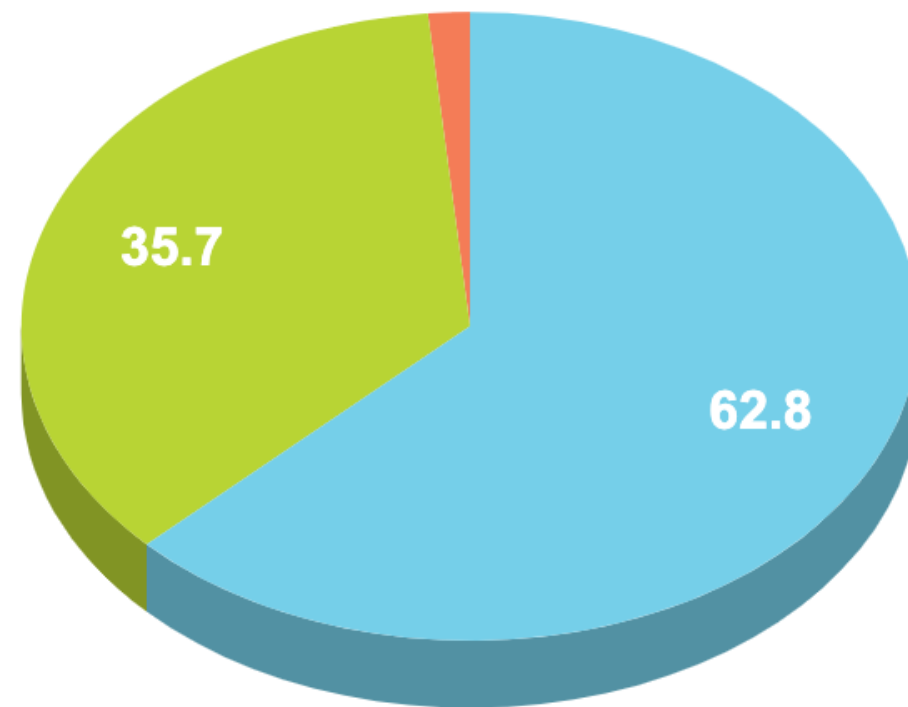


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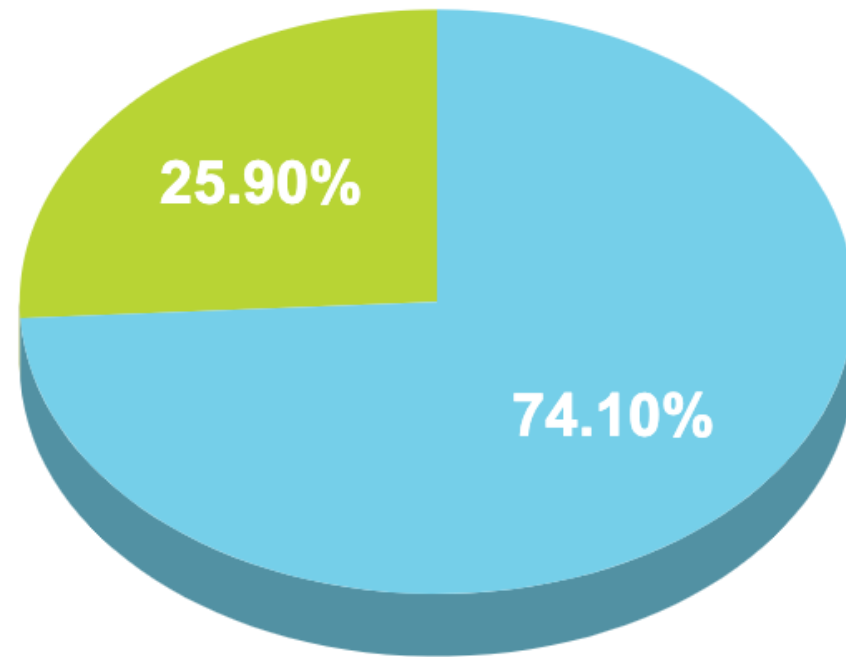


How often do you feel mentally or physically exhausted?

● Most of the time ● Sometimes ● Never



Has your organization implemented practices to help you decrease or manage stress?

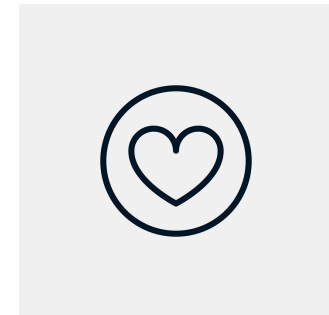


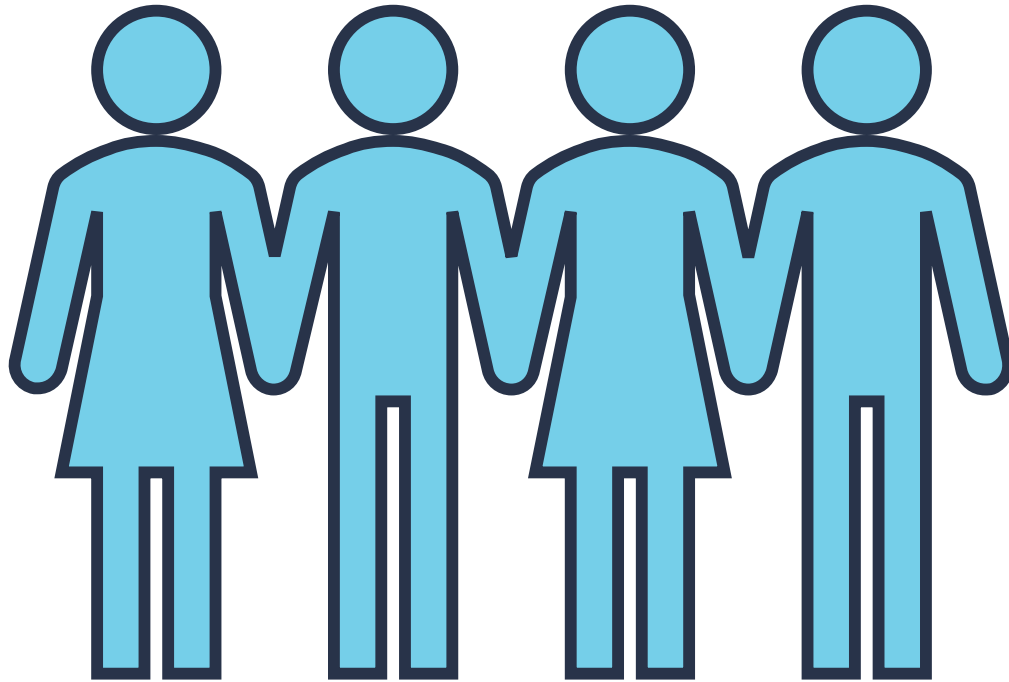
● No ● Yes



# BE PRESENT

- Meaningful Programs:
  - Time Out/Breaks
  - Calm App
  - Listening and free counseling services
  - Quiet Rooms





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## EMPOWER

- Autonomy
  - Workforce Committees
    - People don't fight their own ideas
- Flexibility
  - Job sharing
  - Per diem pools
  - Weekend Programs
  - Team Nursing



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**When leaders and environments are empowering,  
creative problem-solving flourishes ( Eaton, Paulsen,  
& Madden, 2019).**

**Thank you for your dedication to patient care!**

**Q&A's**

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