

# REVEAL Aging

Microlearning Training Courses

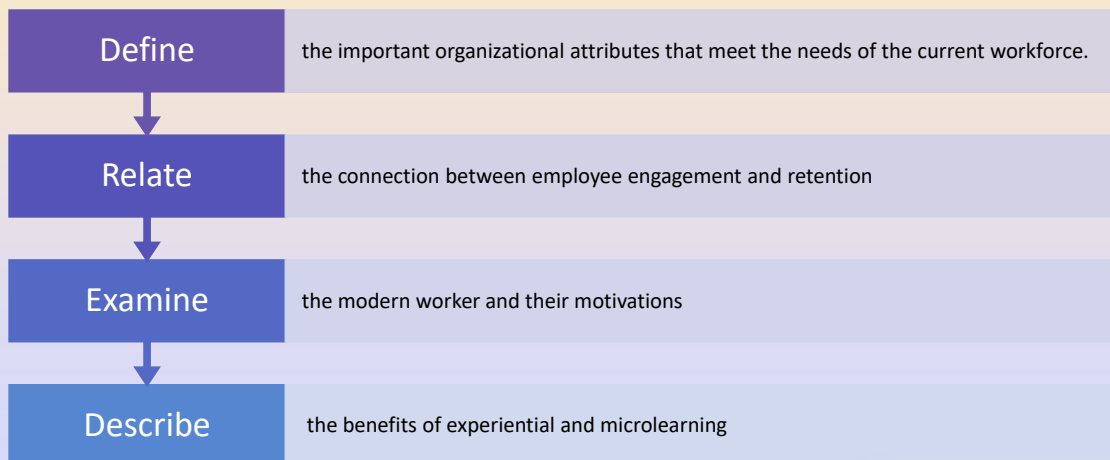
## Contemporary Education to Engage and Retain Employees

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## Objectives



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## Resources

- AGE-u-cate Training Institute REVEAL Aging Whitepaper, 2020
- LeadingAge, Aging Services Landscape Report
- My C.NA Jobs
- National Commission for LTC Quality
- Public Policy and Aging Report
- NIH, Characteristics of Elderly Care Workers that Influences Turnover Intentions
- National Healthcare Association, Pinnacle



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## Three New Ideas



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# The Staggering Truth US Bureau Labor Statistics

WHOVA POLL RESULTS  
n=32  
  
43% over 25% turnover



Estimate: LTC employers will need to fill 7.4 million job openings in direct care from 2019 – 2029.



# 64%

of new hires in aging services turn over within the first six months of employment!



# 1 in 4

nursing assistants report  
they are actively looking  
for another job

The cost of replacing an employee can be  
upwards of 16% of the annual salary for the  
position



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## Can We Wait for Solutions to Come to Us?



**Immigration Reform?**

**Increased reimbursement?**

**Until a more effective recruiter is hired?**

**A national strategy?**

**Other?**

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# A Fresh Recruitment Narrative



We invest in YOU  
 Growth/Career Paths  
 Creative benefits  
 Your specific mission

Serve the underserved  
 Specialization  
 Steady, predictable work-life  
 Flexible scheduling  
 Be an agent for change

Opportunity  
 Job security  
 Growth/advancement  
 Relationships  
 Soul-filling  
 Make a difference  
 one person at a time



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## Findings: Disengaged Employees Drive Turnover

Gallup defines engaged employees as those who are highly involved in and enthusiastic about their work and workplace.

### What does engagement look like?

- Good relationship with a supervisor
- Dedication to mission/ find work meaningful
- Individual recognition
- Education/training/growth opportunities
- A "feeling" of community



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# How Are You Doing?

**Recruiting and Retention Temperature**  
 Indicate on the scales (1 low, 7 high) your assessment of your organization's performance in the following areas that contribute to successful recruitment and retention

1. The right people are hired  
 1 2 3 4 5 6 7
2. New hires are well prepared for the work  
 1 2 3 4 5 6 7
3. Investment in growth /advancement  
 1 2 3 4 5 6 7
4. Investment in skill-building  
 1 2 3 4 5 6 7
5. Work-life balance  
 1 2 3 4 5 6 7
7. Work-schedule flexibility  
 1 2 3 4 5 6 7
8. Employees are enthusiastic and engaged  
 1 2 3 4 5 6 7
9. Employees refer others for employment  
 1 2 3 4 5 6 7
10. Current employees are our best advertisement  
 1 2 3 4 5 6 7
11. Employees share in a mission for quality  
 1 2 3 4 5 6 7



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# Solution



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## Invest In Training

**85%**

of caregivers  
want more  
paid training  
opportunities

**44%**

of workers cite a  
lack of training  
opportunities as the  
reason they left  
their last job

**71%**

say they must be  
learning to stay  
with a company



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What do they need to do their jobs well?

How will they learn it?

How will they apply it?



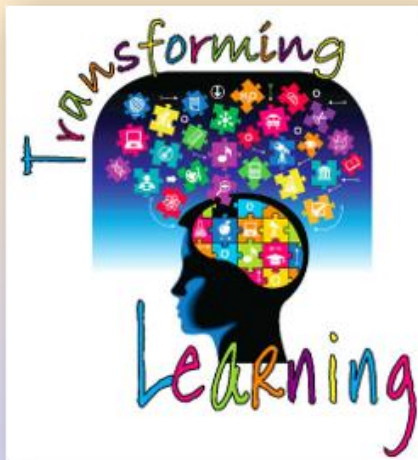
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## Training AND Education



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What Should Be The Core Competency for Aging Services Workers?

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# Aging


The process of  
Wellbeing in  
Challenges with  
Opportunities with



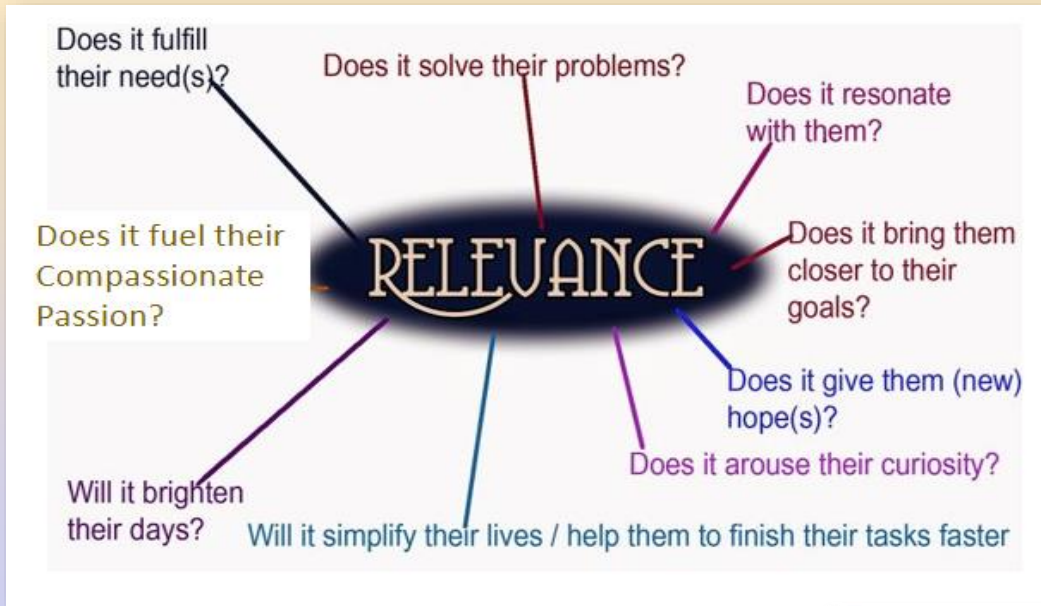
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## REVEAL Aging

- Responsive curriculum for today's learning needs
- Experiential learning to drive change in attitudes and actions
- Visually engaging and interactive
- Efficient content delivered in ten minutes segments
- Aging issues are demystified and made relevant
- Leads to a more confident, skilled and satisfied care team



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# The Modern Worker

*" I am motivated to learn so give me relevant, timely content in a convenient, mobile format so that I can learn anywhere, anytime".*



N=46

21% 100% online  
76% Combo online and in-service



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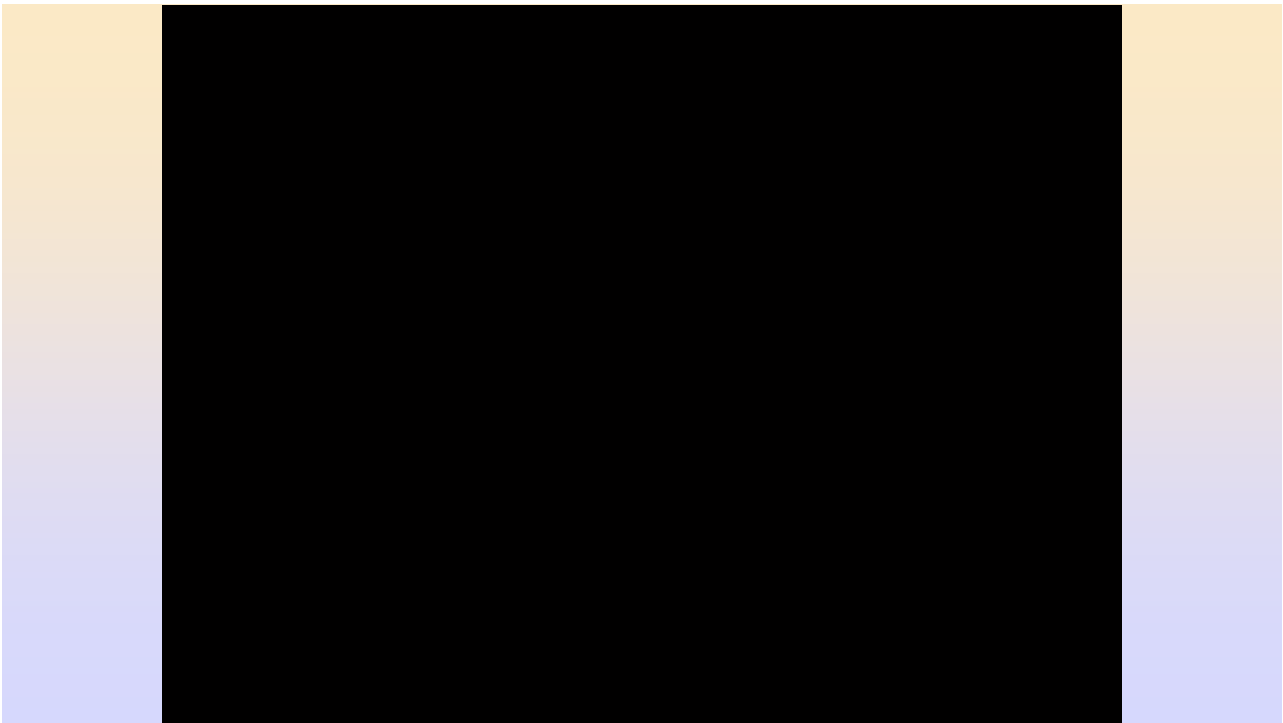
TREASURE THE PRESENT



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Experiential Learning

Learning by doing  
Analysis  
Reflection

Increased retention through experience  
Immediate feedback from learners  
Fun, engaging and action oriented  
Motivates action and change



Compassionate  
Touch®

Microlearning Concept

HAND & ARM TECHNIQUE

Care Partner in Sitting Position





## Stumbling Blocks



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### Combined, We Get:

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Boosts In  
Engagement



Closing Of Skill Gaps



Fostering Of Practical  
Application In The  
Workforce



Greater Use Of  
Common  
Technology



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**Huddle Guide**  
**Topic: From Caregiver to Empathetic Caregiver**

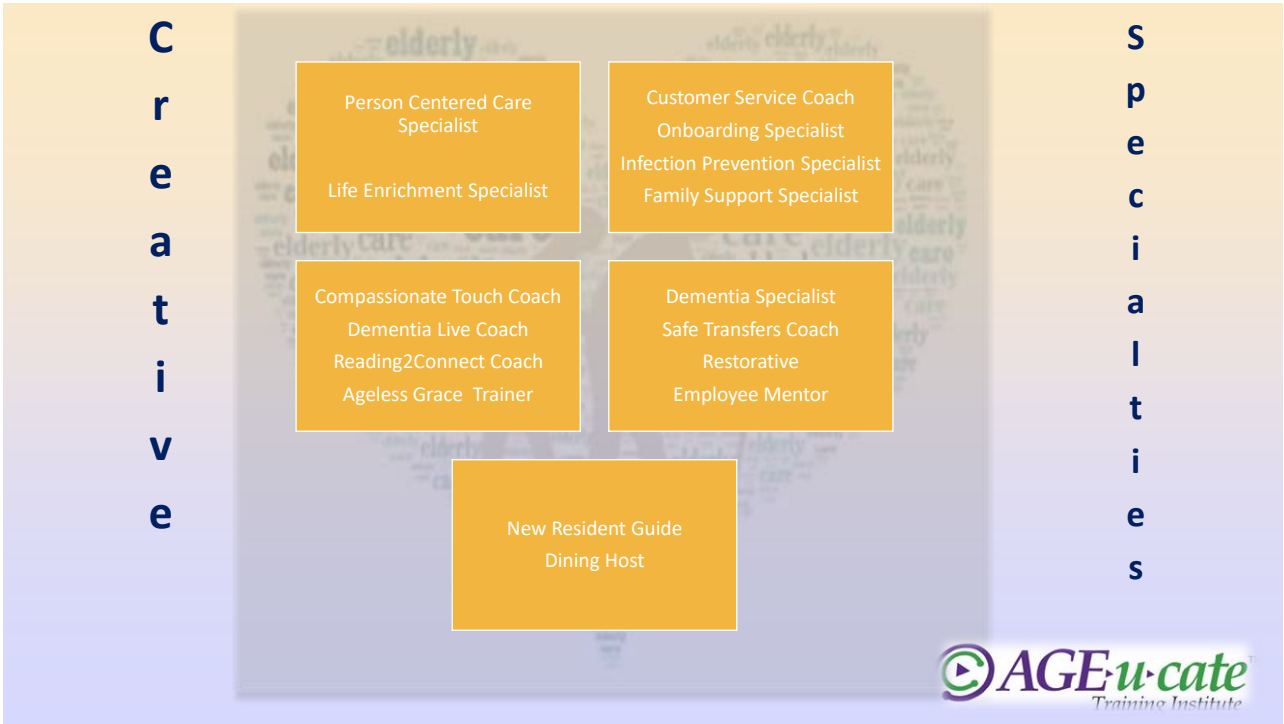


Use this guide as you connect with team members – 1:1 conversation, small huddles or a larger team meeting. It's designed to take as little as 7 minutes and no more than 20! The key is to guide conversation, allowing people to interact in a way that leads to "ah ha" moments and motivation to try new approaches. Note: staff you're connecting with should have already taken the REVEAL Aging "From Caregiver to Empathetic Caregiver" online course. It's ok if they haven't – makes for a great follow up. See reverse side for more leader tips!

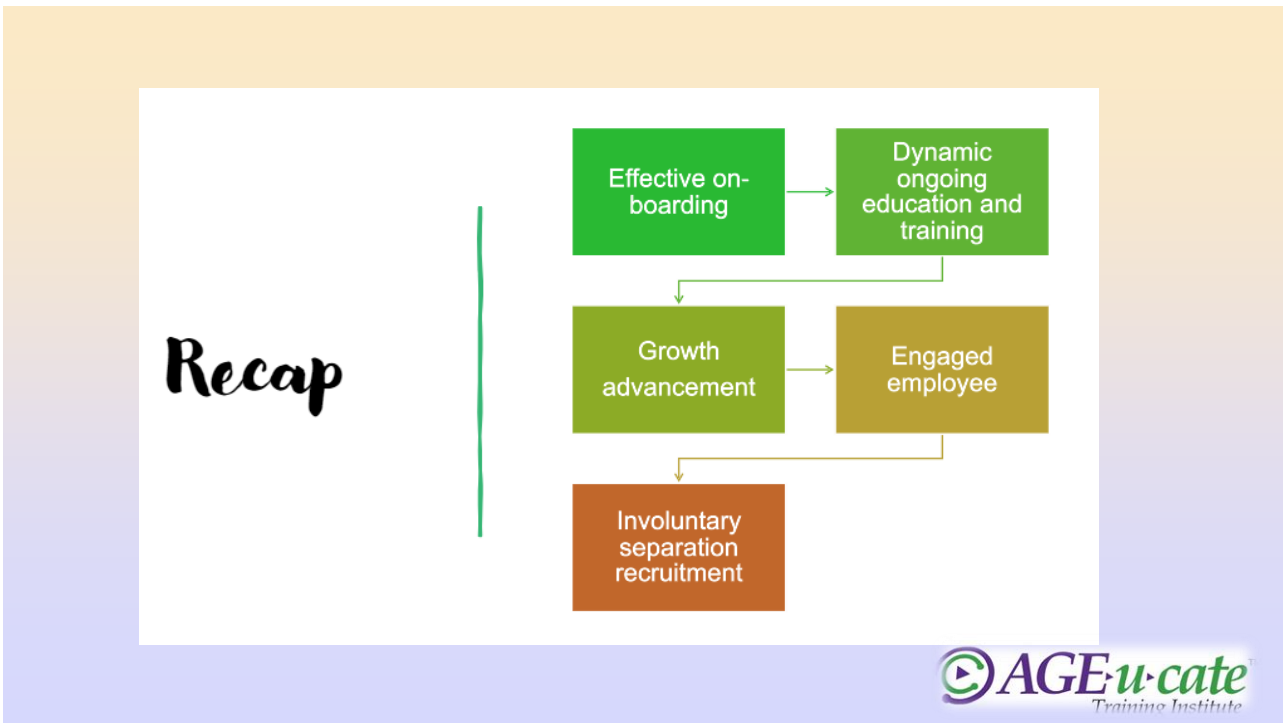
<p><b>1 Think about it (1 – 5 minutes)</b>                  Reinforce learning by sharing one or all of these knowledge nuggets.</p> <ul style="list-style-type: none"> <li>- Every person working in senior services is a caregiver</li> <li>- How we interact and engage with people can be the difference in a good or bad day for us or someone else. This includes interaction with those we serve as well as each other.</li> <li>- Empathy is the ability to emotionally understand what other people feel, see things from their point of view, and imagine yourself in their place.</li> <li>- Developing empathy for others is key not only to make a good first impression, but to creating a lasting connection as well.</li> </ul>	<p><b>3 Share tips &amp; techniques (2 – 5 minutes)</b>                  Break it down into easy to remember skill builders.</p> <p>Memorize and use set phrases!</p> <ul style="list-style-type: none"> <li>- To show empathy, use a set phrase to let them know that you care. "You seem ____ (upset, frustrated, sad, etc.)."</li> <li>- To create connection, validate their feelings. "I would be ____ (upset, frustrated, sad, etc.) too if (key situation)."</li> <li>- To respond, ask the person to share more or offer a helpful choice. "Tell me more about (key situation)" or "Would you like to (this) or (that)"</li> </ul> <p>Here is an example:                  "Jane, you seem upset. I would be upset too if my meal was not delivered on time. Would you like me to wait here with you or go check on your breakfast?"</p>
<p><b>2 Talk about it (2 – 5 minutes)</b>                  Ask one of these questions. Be ok with awkward silence for a minute or two!</p> <ul style="list-style-type: none"> <li>- Can anyone give an example of how you've shown empathy today?</li> <li>- Is there a resident/client that we need to create a better relationship with right now? Who and how could we do that?</li> <li>- How do you think using empathy with residents/clients will improve the quality of our department? What if we use empathy residents/clients AND with each other?</li> </ul>	<p><b>4 Give it a try (2 – 5 minutes)</b>                  Help your team identify next steps.</p> <p>What is ONE thing we can all do over the next week to help practice this skill?</p> <p>Stumped? Here are a few ideas!</p> <ul style="list-style-type: none"> <li>- Find a partner and practice the empathy equation above.</li> <li>- Work on creating connections with our residents/clients. Validate their feelings before moving forward with our tasks.</li> <li>- Take the training course if you haven't already!</li> </ul>

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