OHCA Session #W04
Wednesday, April 29, 2015 8:30am – 10:00am

The Better Staff. Better Care Series
Understanding Today's Generation:
Reducing Staff Turnover
Orientation, Training, and Retention

Presented by
Howard Manns

PhD

Understanding Today's Generation:
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Quick Stats on Annual Turnover in Healthcare

► CAREGIVERS	100%+
► CERTIFIED NURSING ASSISTANTS (CNA)	76.1%
► LICENSED PRACTICAL NURSES (LPN)	51.5%
► REGISTERED NURSES (RN)	55.5%

(AMERICAN HEALTHCARE ASSOCIATION (AHCA))

Google
Search
"Turnover Rate in Healthcare" = 2.7 Million Hits

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"If a child can't learn the way we teach, maybe we should learn to teach the way they learn." (Ignacio Estrada, Educator)

"Seek first to understand, then to be understood." (Steven Covey, Author)

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Were we that different?

Agenda

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What can we do different?

Agenda

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1972   1987
1964   1980   2000
The "Then" versus "Now" Perspective
1969   1990   2004
1978   1995

Slide 1:

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<u>Generations Defined</u>

78MM Born 1946-1964   Baby Boomers (49-67)
- ✓ *They created/set the standards of work ethics today*

49MM Born 1965-1979   Generation X (34-48)
- ✓ *They complied*

75MM Born 1980-2000   Generation Y (13-33)
- ✓ *They are changing the standards of work ethics ....and they need our help!*

Slide 2:

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What's changed over the past few generations? How does it compare?

Comic Look

Slide 3:

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The "Then" versus "Now" Perspective
- ✓ That was then, this is now

Then	Now
✓ Family Meals, the NORM	✓ Family Meals, RARE (take-out)
✓ Family Face Time	✓ Family FaceTime APP
✓ Taught to show respect	✓ Taught to not give a damn (by example)
✓ Pride in jobs	✓ No work ethic
✓ Bragged about job	✓ Job is conflict of "their" interest (leisure)
✓ "Can you put in a good word for me?"	✓ "Can you call off tonight?"
✓ Given less. Appreciated more.	✓ Given more. Appreciate less.

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The "Then" versus "Now" Perspective

✓ That was then, this is now

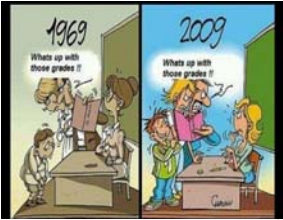| TV ShowsThen	TV Shows Now
✓ The Andy Griffith Show	✓ Cops
✓ Lassie	✓ Killing for a Living
✓ I Dream of Jeanie	✓ MTV/VH1
✓ The Ed Sullivan Show	✓ I Almost Got Away with It
✓ The Smothers Brothers	✓ Divorce Court
✓ Mary Tyler Moore	✓ The Best Sex Ever
✓ All in the Family	✓ The Walking Dead
✓ Three's Company	✓ Judge Judy
✓ Twilight Zone/Outer Limits	✓ Jerry Springer
✓ What's My Line?	✓ Jackass

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The "Then" versus "Now" Perspective

✓ That was then, this is now

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The "Then" versus "Now" Perspective

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How has it affected the general mindset of the generation of 18 to 30 year-olds?

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Growing Up "X"
- ✓ The Unsupervised Generation: Latchkey Kids

Growing Up "Y"
- ✓ The Decade of the Child:
- ✓ Every step of the way, Gen Yers' parenting:
  - Guided, directed, supported, coached, protected them
- ✓ Gen Yers' have been:
  - Respected, nurtured, scheduled, measured, discussed, diagnosed, medicated, programmed, accommodated, included, awarded, rewarded their entire lives.
- ✓ Everyone Gets a Trophy
  - Same trophy for 10th Place as for 1st Place
  - Simply show up and participate

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Significant Side-Effects Growing Up "Y"
- ✓ Difficulty failing
- ✓ Difficulty tolerating, managing and learning from mistakes
- ✓ Poor ability to accept feedback and constructive criticism
- ✓ Trouble using a realistic measuring process for self-evaluation of their performance and expectations
- ✓ Blaming others or taking the victim role when mistakes happen
- ✓ Difficulty seeing other perspectives that are not their own
- ✓ Difficulty recognizing limitations
- ✓ Difficulty taking ownership for decisions and actions

Common Challenges in the Workplace

- ✓ Cell Phones
- ✓ Dress code conflicts
- ✓ Schedule
- ✓ Respect
- ✓ Accepting Feedback

New

What can be done to "change the tide", reduce the frustration and build a strong workforce made up of this generation?

Do I have to start praising them for just showing up to work?

Myths

4/6/2015

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6 Myths about Generation Y
Step #1 in Understanding

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The Six Myths about Generation Y

They don't know much and they have a short attention span.

The Reality:

Actually, they walk in the door with more information in their heads and more information available at their fingertips than anyone ever has before. They think, learn, and communicate in sync with today's information environment.

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The Six Myths about Generation Y

They want managers to do the work for them.

The Reality:

They want managers who will spend time teaching them how to do their work very well and very fast.

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The Six Myths about Generation Y

Money and traditional benefits don't matter to them or money is the only thing that matters to them.

The Reality:

Money and traditional benefits are only a threshold issue. (competitive salary).

Once you meet the threshold of competitive money and benefits, Gen Yers care about five other things: schedule, relationships, task choice, learning opportunities, and location.

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The Six Myths about Generation Y

They have no respect for their elders or management.

The Reality:

They do respect their elders. They are closer to their parents than any other generation has ever been! But they want respect too.

Their parents, teachers, and counselors have always treated them with respect, so they feel they deserve respect from their managers, too.

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The Six Myths about Generation Y

They only want to learn from computers.

The Reality:

From computers, they want to learn stuff that is easy to learn from computers. But, they absolutely need the human element to do their best learning.

They learn best from a combination of the human element—coaching, direction, guidance, support, shared wisdom—and the powerful capacity of menu-driven information systems to guide them through the tidal wave of information available at their fingertips.

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The Six Myths about Generation Y

It's impossible to turn them into long-term employees.

The Reality:

You can turn them into long-term employees. You'll just have to do it one day at a time.

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CHANGE!

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HIRING!

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TRAINING!

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First Impressions
Gaining an Early Victory

Orientation, not Skills Training

✓ Orientation
  - "…the ability to locate oneself in one's environment"
  - …with reference to Time, Place, **PEOPLE"**
  - The General Idea (Dialog/Questions/Observation)
  - Introduction to Mentor/Advisor

✓ The Effective Orientation: The 3 C's
  - Comfortable
  - Confident
  - Capable

The First Day

✓ Make their first day a banner day
  - Administrator: Encourage, reaffirm they made the right choice
  - Get to know them (Assess what they know)
  - Introduce them to managers/staff
  - Introduce them to residents
  - Activity "Round Table"
  - Show faith in them, part of something great

✓ You want to be perceived as approachable.

The Point:

1. The First Day has lasting effects
2. A Mentor can make the difference
3. Your personality is a perception from Day One

Why it Works:

1. Everybody likes to feel welcome
2. Delivery of initial promises = trust
3. Change "Lucky to work here" to "We're lucky"

Training Programs
Teach them WHY, not WHAT

Why Do Employees Forget Their Training?

The Basics

A Typical Training Agenda

Admission Records	Hospice Notes	Patient Care	Dining Responsibilities
DNR/POA	Tests/Labs	Showers	Who to Call/When
Pre-Screener	Hospital Discharges	Staff Meetings	Dementia Basics
DME	Transfer Sheets	Monthly Staff Mtgs	Maintenance
RASP	Misc. Records	Fire Drills	Family Communication
Physician Orders	ADL Sheets	Documentation	Shift Responsibilities
Medications	Incident Reports	Forms/Face Sheets	Activity Program
Shift Log/Shift Report	Skin Assessment	Laundry Process	HIPAA
Home Health/PT, OT	Vitals	Daily Schedule	Team Work

✓ Misalignment of Resources
✓ Overwhelmed
✓ Burnout

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Are you training or meeting regulations?

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Five Important Training Tips

1. Training MUST be engaging.
2. Consider your presentation style.
3. Get their attention and keep it.
4. Role-playing and scenario-based
5. Lectures don't work.

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Get Clarity <u>during</u> training

1. "Uh-huh" is not yes
2. Never assume you're being understood
3. Give formal/informal feedback quickly
4. Once understood, get out of the way
5. Get agreement on outcome expectations
6. Always be prepared for the NBT

The Point:

1. Teach them why, not what
2. Use memorable training
3. Be clear about your expectations

Why it Works:

1. If they see your passion, they'll care
2. They want <u>real</u> training
3. It's your investment

LIFE SKILLS!

WHY?

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...and WHAT EXACTLY ARE LIFE SKILLS?

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Personal Improvement
Goal: better Staff. Better Care

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YOU...

.....come into the world alone

.....YOU go out of this world alone

.....are all you really have to count on

.....in times of low morale

.....job interviews, you take YOU

.....everyday you show up to work with YOU

.....everyone, everyday, sees YOU

.....challenges in the workplace, changing jobs?

The way you do anything is the way you do everything!

ATTITUDE...

...impacts relationships

...colors your view of failure

...defines your approach to success

...guides your life

*...is one of the first things
people notice about you!*

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LIFE…

Can I really be successful?

What am I worth?

How do other people view me?

Do I control my mind or does it control me?

Why do people do the things they do?

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BELIEF…

It's not your circumstances, it's your beliefs

It's not what you are that holds you back,

…it's what you think you're not.

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TAKE ACTION…

"The world belongs to those who reach out and grab it with both hands."

"It belongs to those who do something rather than just wish and hope, plan and pray and intend to do something when everything is just right."

EXPECTATIONS

Life Skill Training Results

PROGRAM STRENGTHS/BENEFITS:

- ✓ Reduced Turnover Rate
- ✓ General "Attitude" Shift
- ✓ Reduced Call-Offs/Tardiness
- ✓ Better Teamwork

PROGRAM WEAKNESS/OPPORTUNITY:

- ✓ Sustainability/Follow-Through
- ✓ Consistency/Stability

**BETTER STAFF.
BETTER CARE.**

The FACTS

✓ You can't stop turnover, you manage it.
✓ Communication (consistent) will reduce storms
✓ Be a personality, not an office fixture
✓ Better staff means better care

✓ RETENTION CHALLENGE!

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