

BRENDONCARE REDUCED THEIR STAFF TURNOVER BY 25% WITHIN SIX MONTHS



"We knew there was a problem with the culture within the home, we just couldn't put our finger on what it was" says Cath Dixon, HR Manager for Brendoncare, a charity organisation with 10 care homes. She's describing a home which had a 40 % staff turnover, and what seemed like a revolving door of new hires, leaving the charity baffled.

After seeing Rob Coulthard, MD of Judgement Index speak about how assessing values could reduce staff turnover at Health+Care, Brendoncare decided to use the Judgement Index to assess behaviours, compliance, risk and wellbeing issues within the home along with a workshop for existing staff, looking at their own perception of performance, culture and dynamics within the home.

This provided a foundation of understanding and ensured the Judgement Index team could tailor the training accordingly. The realisation was that the culture within the home was non-embracing, and causing potentially great new hires to leave quickly. A values-based selection process for all new hires needed to be implemented, and all senior staff needed to be confident in effectively leading their teams. Over a

four-month period staff attended workshops focusing on key initiatives:

- Develop and embrace the Brendoncare values
- Develop a learning culture and mentoring system within the home
- Develop and implement a robust and confidential wellbeing policy
- Develop an induction plan for new staff.
- Develop internal admin and communication

"Because the Judgement Index is all about values, and as a company we are all about values, we found that our people just got it" says Cath. "It gave us the ability to have very honest conversations with our staff, and they began to take ownership of their actions to improve the service, but critically to form a better working experience. There were so many lightbulb moments within the home."

Within six months the staff turnover has reduced by 25% and continues to fall, a key

indicator that the culture within the home has dramatically improved. Brendoncare has also implemented the Judgement Index as an aid to recruitment and development of existing staff across all homes.

"From an initial resistant reception from the staff, they soon realised, as did we, that we all wanted the same thing; a warm, kind and happy environment with safe professional staff and care at the very centre." says Rob Coulthard. "Everyone took a hard look in the mirror, embraced the change that was taking place and took responsibility. Collectively the effort was massive. The transformation and staff turnover has been dramatic."

For more information about using the Judgement Index in your organisation call 0800 8101025 or go to www.judgementindex.co.uk

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