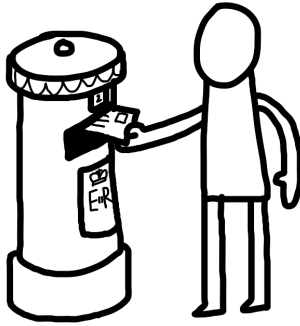


positive change or news to share. Start by sending a ‘We miss you’ postcard and follow up with a text message.



Letters home

An influential and usually forgotten stakeholder in the decision of a care worker to stay or leave your organisation is the spouse or partner at home. Partners do not always experience or value the intrinsic rewards of caring for another person. This can make them adopt a negative attitude to their partner’s employer or to social care in general. As a result, they become strong influencers in a stay or leave decision.

Find ways to involve an employee’s family with the company or communicate how much their partner is valued. The easiest method is to write a personal note of thanks home at least once a year, not simply at Christmas when this might be expected. It’s better done when you have a specific example of good practice to praise or at random times, and is particularly effective when the most senior member of staff you can find signs the letter.

Tip: watch my video on the importance of relationships at www.savingsocialcare.com/videos