

# GROWING FROM GOOD TO GREAT

## EQUIPPING WORKFORCE FOR LIFE'S PURPOSE

*Your recent Risk Resources challenged us to think deeper about workforce retention.*

### **Why is it such a challenge to find and keep the right people for our communities and elders?**

Perhaps it is not entirely the semantics of wage and hour issues, limited resources, and stiff competition? Perhaps it really is more investing in your people to help them find fulfillment in their work? Identifying how we can move from simply being a good place to work to a great work environment could answer the question.



## MORE THAN A JOB

One of the highest risks yet biggest values of our work is the service to others who are in need. Families come to our communities seeking medical, emotional, and physical well-being for loved ones that they can no longer care for themselves. The workforce for our services is not just filling jobs, they fulfill the needs that families can no longer provide. That is a high calling that so many can testify makes it much more than a job.

How is your work environment highlighting the calling on a routine basis?

### **How are your current stars being able to mentor?**

We all have stories in our communities that illustrate the beauty of our work and service. We should be able to name the long-standing front-line workers and managers who have not only endured through the trenches, but also thrived through the service. How are we using those great stories and people to influence future ones? How are we using teams that have overcome daily grind and regulatory challenges to train and invest in our new employees? And better yet how are we sharing those stories with others as testimony for recruitment?

Chances are your work environment is already a great one, the story just needs to be highlighted and put into action with your daily operations. As Jim Collins has taught in his Good to Great, "being good is the biggest obstacle to being great".



Our workforce and risk challenges have consistently been one of the biggest obstacles to delivering service. That will not change. Instead, what can be implemented, reinforced, highlighted and maintained as non-negotiables for your people?

Who are your trusted partners to help?

**Invest in getting past mediocre. Tell your story. Go be Great.**