

Recruiting for values

Measuring the impact of a values based approach to recruitment and retention

This infographic highlights the positive impact of a values based approach to recruitment and retention compared to traditional methods.

Values based recruitment and retention is about finding and keeping people who have the right attitude to work in care and know what it means to provide high quality care.

The following information has been taken from 83 social care employers who completed an online survey on their approach to staff recruitment and retention.



Cost comparison values based vs. traditional approach

Total cost of recruitment

This estimate is based on 100 staff and assumes the average recruitment cost is £4,000.

£76k	£98.4k
Values based approach	traditional approach

Staff turnover

Values based	19%
Traditional	24.6%

Total cost of upskilling

This estimate is based on 100 staff with an average salary of £16,998. It also assumes the average cost of training is £2,229.

£63.2k	£81.1k
Values based approach	traditional approach

Time to meet average performance

Values based	12 weeks
Traditional	9 weeks

Total cost of each approach

£181.5k	£235k
Values based approach	traditional approach



£1.23

Estimated return for every £1 invested in a values based approach to recruitment.



58%

Agreed that staff recruited for values were better at developing the skills needed for their role.



72%

Agreed that staff recruited for values perform better than those recruited using traditional methods.



62%

Agreed staff recruited for values have lower rates of sickness and absence.

-6.4%
Points

Staff turnover for employers who recruit for values (19%) compared to the whole sector average (25.4%).



3 in 4

Employers reported that staff recruited for values are better at exhibiting social care values than those recruited using traditional methods.

For more information about values based recruitment and retention go to www.skillsforcare.org.uk/values