

Recruiting for values

Measuring the impact of a values-based approach

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

Values-based recruitment helps you recruit the right people, who know what it means to provide high quality care and support.

This information is taken from 83 social care employers who completed an online survey about their approach to 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

£181.5k	£235k
Values-based approach	traditional approach



£1.23

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



58%

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



72%

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



62%

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

-6.4%
Points

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



3 in 4

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

For more information about values-based recruitment and retention visit:
www.skillsforcare.org.uk/randr