

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.



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

Total cost

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

Impact

“It has helped our ability to grow the organisation and streamline the recruitment process with improvements to staff turnover.”



£1.23

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



72%

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



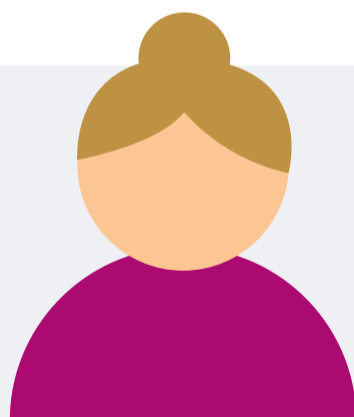
62%

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

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76%
Respect



75%
Empathy



74%
Compassion

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

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