

Values-based recruitment (VBR) toolkit

What VBR is and how it can help employers recruit people with the right behaviours





What is values-based recruitment (VBR)?


www.skillsforcare.org.uk/valuesbasedrecruitment

How do values fit with skills? What about skills?

- **Skills** are **WHAT** we do
 - our expertise, the abilities we have to do things well.
- **Behaviours** are **HOW** we do **WHAT** we do
 - our physical actions and observable emotions when completing tasks.
- **Values** are **WHY** we do **WHAT** we do
 - our motivations, or 'life' compass. The things we believe are important to guide us in the way we live and work.



E.g., Delivering
person-centred
care



E.g., Listening,
showing
empathy



E.g.,
Compassion,
respect

Why should I consider VBR?

Staff turnover

Values-based **19%**

Traditional **24.6%**



72%

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



62%

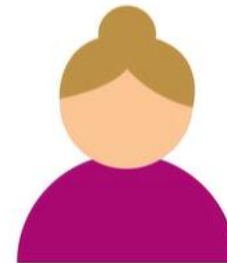
of staff recruited for values have lower rates of sickness and absence.

3 in 4

recruited for values display more...



76%
Respect



75%
Empathy



74%
Compassion

Values and well-led organisations



**‘Is the service well-led?’
GOOD**

“The provider had a **clear vision and values** that were person centered and focused on people... These values were owned by people and staff and underpinned practice.”

Right at Home, Derby



**‘Is the service well-led?’
OUTSTANDING**

“The service was well-led. The vision and values of the home were embedded in the way care and support was provided to people.”

**Manor Community,
Bristol**



**‘Is the service well-led?’
GOOD**

“Staff were able to explain what these values meant and give examples of how they helped the service to live up to them.”

Future Directions, CIC

Professional Carers



Regulated by the Care Quality Commission and Care Inspectorate



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Professional Carers

Delivering over 25 Years of High
Quality Home Care To Local
Communities



Professional Carers



What they did

- Considered how well existing staff understood the workplace values
- Thoroughly examined the full recruitment journey through the eyes of a candidate
- Used what they learned to embed change...



Professional Carers



Changes they made

- Retaining existing staff
 - Revisited their workplace values and redesigned them with staff
 - Built these into supervisions and appraisals
- Recruiting new staff
 - Changed our social media marketing strategy
 - Included values and behaviours throughout the recruitment and selection process



Professional Carers



Our Values - Centred Around 'CARE'



Compassion

Everything that we do, every single day, in every interaction we have with each other, our service users, their families and our partners - we commit to providing **compassionate care**.



Accountability

We will take **accountability** and take responsibility, act with integrity and speak with honesty.

We are prepared to get involved in making improvements and we will encourage feedback from service users and colleagues, to shape how we deliver our service.



Respect

We will show **respect** by listening, valuing, trusting and empowering people.

We will recognise people as individuals and offer choice and opportunity to enable them to live safely, fulfilled and as independently as much as possible.

We will value individuals and work in partnership with relatives, regular carers and other agencies to help



Excellence

Our people, our passion, which is why we will acknowledge efforts and successes. We are not afraid to recognise hard work and say 'thank you' to those that go the extra mile.

We will deliver **excellence** because we are professional, we will aim high, value challenge and never stop learning or innovating



Professional Carers



The impact

- Reduced staff turnover and increased staffing numbers
- Organisational growth
- Values in actions through everyday behaviours
- Evidence of leadership culture for CQC



“We’re getting some fantastic people through the recruitment process who are **blowing our socks off!**”

Gary Nagle
Director of Operations
Professional Carers



Guidance and resources

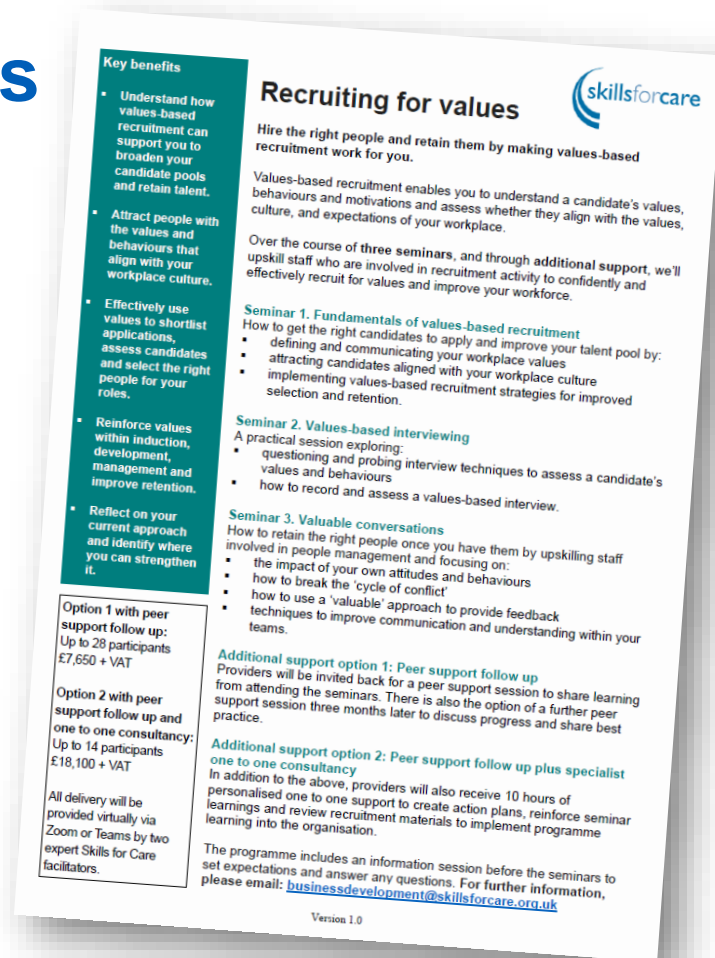


www.skillsforcare.org.uk/ValuesBasedRecruitment

Commission our work

Recruiting for values

- Fundamentals of VBR (5As model)
- Values-based interviewing
- Valuable conversations
- Peer support session
- 10 hrs one to one consultancy



businessdevelopment@skillsforcare.org.uk

Closing

VBR and registered managers

- What would help you on your values-based recruitment journey?





Find out more

<http://www.skillsforcare.org.uk/ValuesBasedRecruitment>

Adult Social Care Workforce Data Set (ASC-WDS)

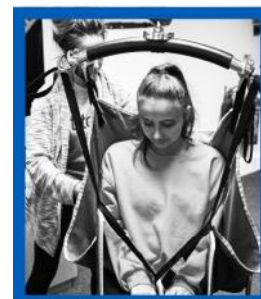


The Adult Social Care Workforce Data Set

ASC-WDS is a data collection service, commissioned and funded by the Department of Health and Social Care. It is the leading source of intelligence for the adult social care workforce.



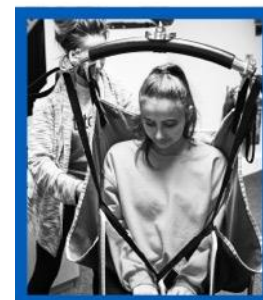
It helps you to **manage your team** and provides crucial **information to decision makers.**



The Adult Social Care Workforce Data Set

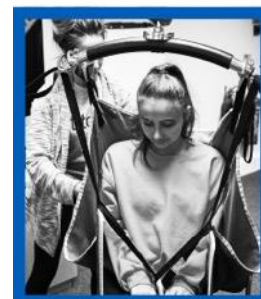


Our crucial intelligence is used by:



Benefits to your business

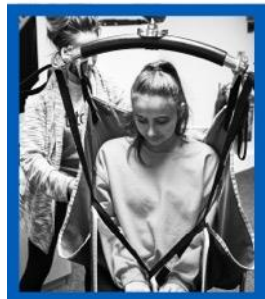
- Funding for training your staff – Workforce Development Fund (WDF)
- Safe and free storage of staff records
- Manage training records
- Benchmark your workplace
- Access the ASC-WDS Benefits Bundle



Workforce Development Fund



- In 2022/23, 23,789 learning opportunities were funded
- You must have an ASC-WDS account to claim
- Easy to check if your data meets requirements



Workforce Development Fund (WDF)

✓ Your data has met the WDF 2023 to 2024 requirements

Your data met the requirements on 3 April 2023 and will continue to meet them until 31 March 2024.

Find out more: www.skillsforcare.org.uk/wdf

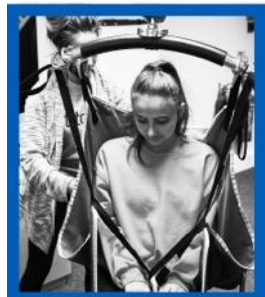
The ASC-WDS Benefits Bundle

The benefits bundle gives you access to special offers and discounts

Benefits Bundle discounts and services

[Open all](#)

5 FREE resources	+
Discounts from Skills for Care's endorsed training providers	+
10% off Skills for Care's eLearning modules	+
10% off all publications in the Skills for Care bookshop	+
10% off tailored seminars from Skills for Care	+

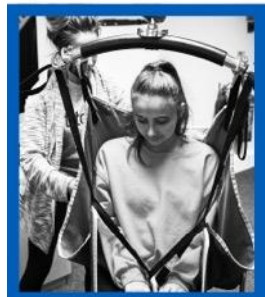
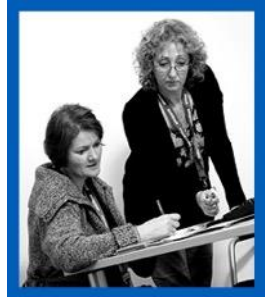


**Offers are subject to change*



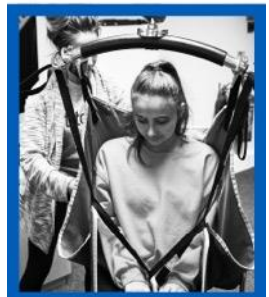
Manage your records

- Keep your staff records secure
- Manage training and qualification records
 - Define what training courses are mandatory for each job role
 - Add details of the training or qualifications each staff member has completed
 - Alerts when training is about to expire, or is expired
 - Download a training report to use as evidence
- Choose to share with CQC



Workforce planning

- Understand your current workforce
- Identify current or potential skills gaps
- Your local labour market and future demand



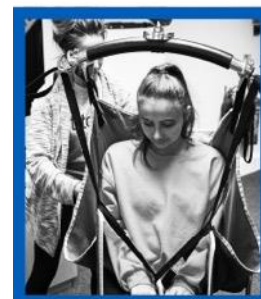


I like how versatile and comprehensive the tool is. Especially as it assists with recording and monitoring staff training... and how you can benchmark what you do!

It's great for tracking my staff training. I can see at-a-glance when training is missing or expiring... the service allows me to gather information to inform policies and procedures, and inductions!

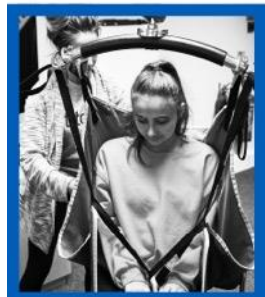
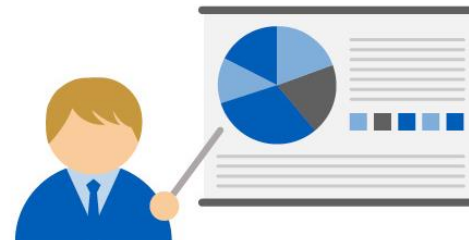


It's taken me just over a week, but now all our services are up-to-date and ready for the year ahead! I've got so much planned, and there's so much funding out there - if you're not set-up then I'd really urge you to do so
(from a large national employer)

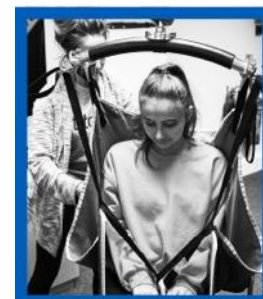
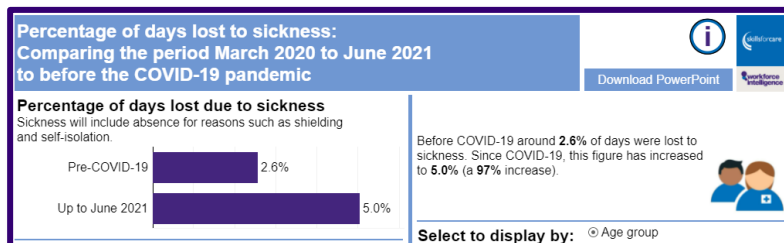
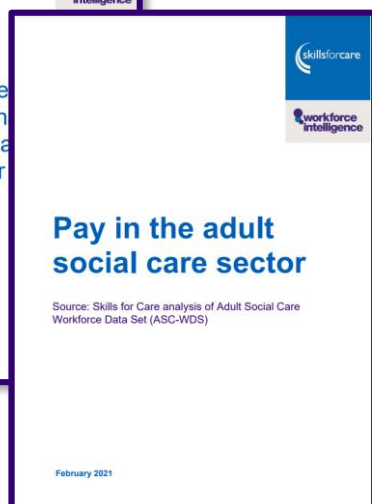


Your data makes an impact

- Data is kept anonymous
- Provides robust intelligence and evidence to DHSC, local authorities, CQC and others to help them plan, fund and monitor the sector
- Used to create key publications



Informing policy and planning





Homecare
Association



GOV.UK



The
Guardian

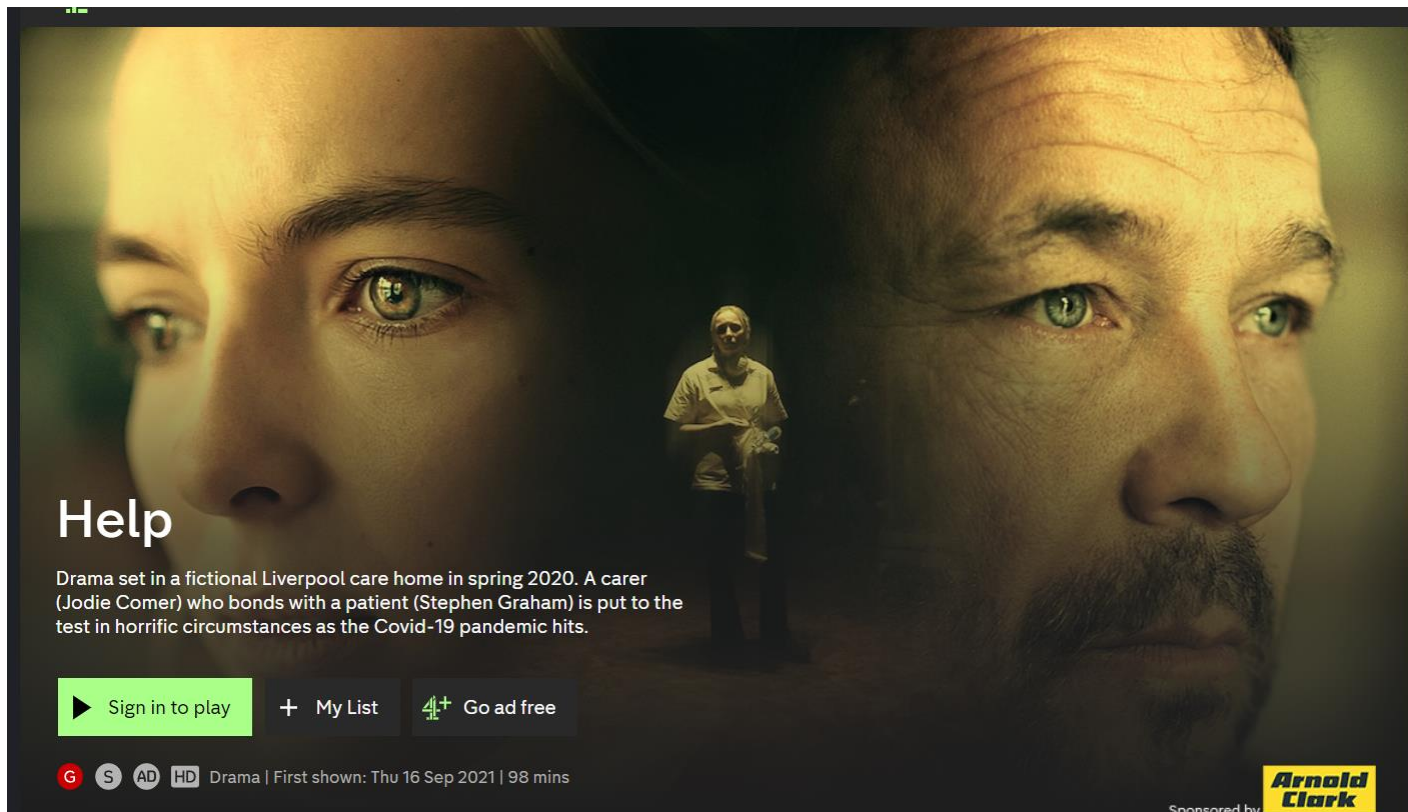
TheKingsFund>



Labour

University of
Kent









Help

Drama set in a fictional Liverpool care home in spring 2020. A carer (Jodie Comer) who bonds with a patient (Stephen Graham) is put to the test in horrific circumstances as the Covid-19 pandemic hits.

[▶ Sign in to play](#)
[+ My List](#)
[4+ Go ad free](#)





 Drama | First shown: Thu 16 Sep 2021 | 98 mins

Sponsored by **Arnold Clark**



The average wage for a care worker is £8.50 per hour.

Source: Skills for Care

Quiz

Here are a few statements about ASC-WDS and our data.

Are they **fact** or **fiction**?



Fact or fiction?

Only CQC regulated services can have an ASC-WDS account



All services can have an ASC-WDS account, if they provide care and employ people



Around half of CQC regulated services have an ASC-WDS account



Around 52% of CQC regulated services have an ASC-WDS account which is enough to make accurate estimates about the whole sector. But the more people who use ASC-WDS, the more accurate the insights will be



Fact or fiction?

There are more people working in the NHS than in adult social care



The data shows that there were 1.52m people working in adult social care in 22/23, compared to 1.43 people in the NHS



The number of vacancies in Adult Social Care increased in the last year



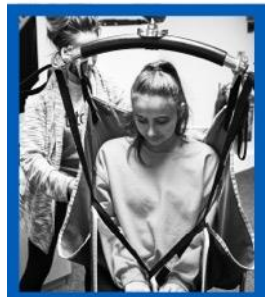
It is estimated that there were **152,000 vacancies** in adult social care in 22/23, this is down from 165,000 in 21/22



How do I get started?

It only takes 5 minutes to register (You can come back to add your records later!)

- Follow this link: <https://asc-wds.skillsforcare.org.uk/registration/create-account>
- Identify your service using either CQC location ID (if you're CQC regulated) or postcode
- Answer a few short questions about your service type / number of staff (can be an estimate for now)
- Add some user account details for yourself
- **Submit your registration**



Get started today!

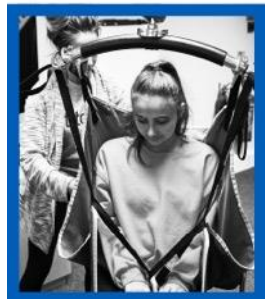


Find out more and create your account at
www.skillsforcare.org.uk/ASCWDS

Or contact our support team for more
information

T. 0113 241 0969

E. ascwds-support@skillsforcare.org.uk.





Find out more

www.skillsforcare.org.uk/ascwds