

Recruiting for Values

Profiles4Care provides a values-based personality profiling tool designed specifically for employers delivering services across the health and social care sectors. Created to align with the Leadership Qualities Framework and Care Certificate, Profiles4Care identifies the personal values of candidates, staff and leaders, which can be used for recruitment, teambuilding and development purposes.

Delivered online, Profiles4Care can evaluate a candidate in under eight minutes and provides a range of reports which include advice on how to develop each individual in the way they need to be developed to ensure they have the chance to maximise their potential.

The Benefits of Values-Based Recruitment

In 2014, Profiles4Care was successfully trialled by the Department of Health and Skills for Care. In 2016, Skills for Care conducted the follow-up study; **'Measuring the impact of a values-based approach to recruitment and retention'**. The following results from the study are from 83 social care employers on their approach to staff recruitment and retention.

72%

Reported that staff employed and supported using a 'values-based' approach perform better

75%

Stated that staff recruited for their core values have greater understanding of social care values, including empathy and dignity

62%

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

- 6.4%

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

"The results are impressive, I would say 'scarily' accurate. The experience of doing it has been motivational for the Carers, giving them a new level of insight. While for us it has provided important additional information and helps resolve any potential uncertainties we may have following an interview, which at the level we are recruiting at we must do before hiring anyone."

Lesley Packham, Crown Home Care

£1.23

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



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Values-based
versus
traditional cost
comparison

Total cost of recruitment

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

£76k

Values-based
approach

£98.4k

Traditional
approach

Staff turnover

Values-based

19%

Traditional

25.4%

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

Values-based
approach

£81.1k

Traditional
approach

Time to meet average
performance

Values-based

9 weeks

Traditional

12 weeks

Total cost of each
approach

£181.5k

Values-based
approach

£235k

Traditional
approach