

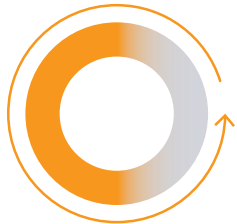
Insights from Great Place to Work Institute



Activated Insights

What CNAs and Caregivers Want: Implications for Recruiting and Retention

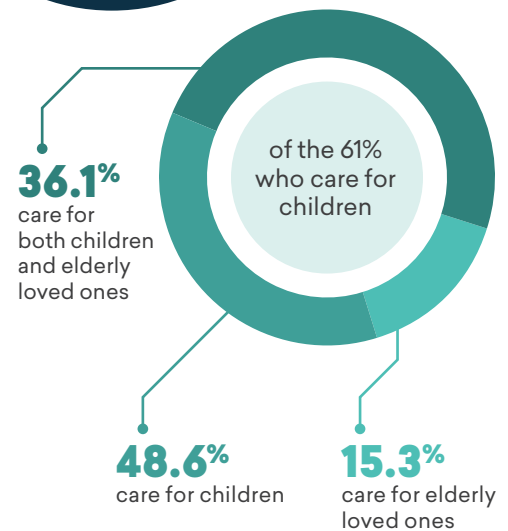
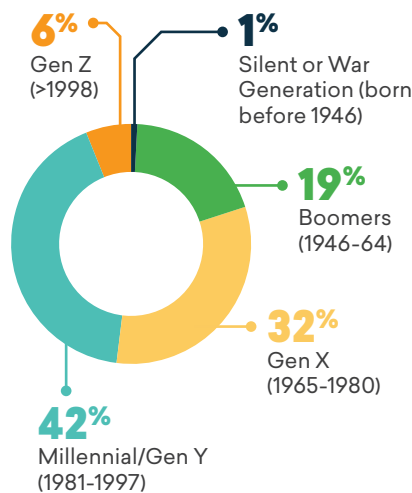
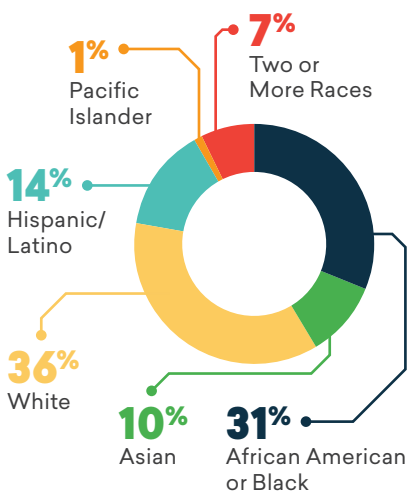
Why are we researching this?



Turnover is **over 50%** in CNAs/Aides in many companies in the Great Place to Work database

1,000,000+
Senior care needs 1,000,000+ more CNA/Aides from now until 2025¹

Whose voices are represented in this report?



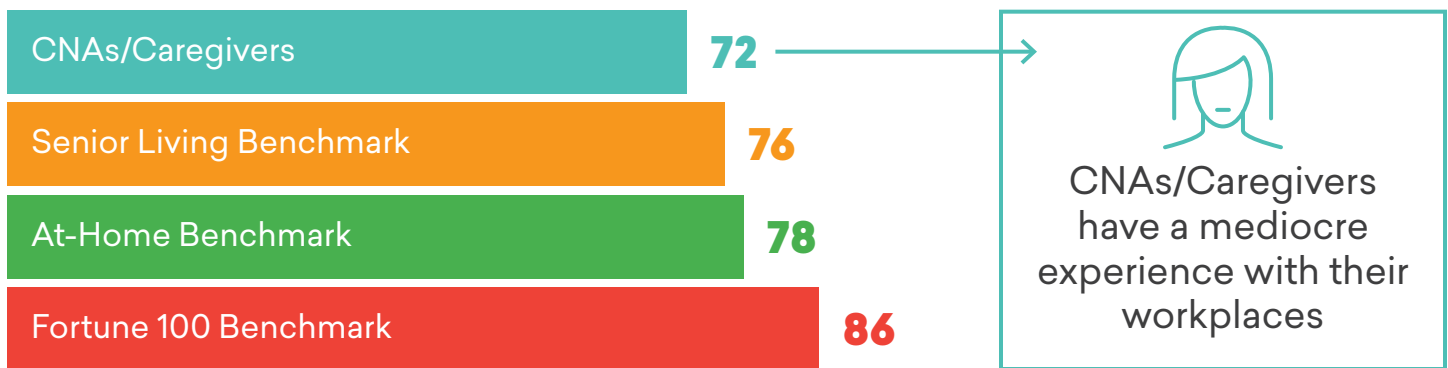
77% work 32 hours or more

23% work per diem or part time

For more CNA insights and retention tips, please email hello@activatedinsights.com

What are they saying?

Trust Index® Employee Engagement Scores



What do they like?

Residents. Being part of a family. Servant leaders.



What do they want?

To be able to provide better care and to be recognized for the hard work.



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What do CNA/Caregivers want, and what should we do about it?

What compels a CNA/Caregiver to stay is DIFFERENT than what they like about work.

In particular, a key insight is that **owners and operators must ensure basic integrity exists in the workplace**; CNAs say that basic integrity is not always present.



Younger CNA/Caregivers want **more transparency of ethical business practices** and **more FUN at work**. Older CNA/Caregivers want to be treated with **respect and honesty**.

Percentage of CNA/Caregiver Population by Generation

What correlates with overall happiness with their work?

Whereas, what drives them to stay longer?

<p>1% of CNAs/Caregivers were born before 1946 Silent or War Generation</p>	<p>They want</p>	<p>Honest management; Respect "Management is honest and ethical in its business practices"</p>	<p>Integrity; Pride "Management's actions match its words"</p>
<p>19% of CNAs/Caregivers born between 1946 and 1964 Boomers</p>	<p>They want</p>	<p>Respect; Pride "I am treated as a full member here regardless of my position"</p>	<p>Integrity; Well organized staffing "Management delivers on promises"</p>
<p>32% of CNAs/Caregivers born between 1965 and 1980 Gen X</p>	<p>They want</p>	<p>Respect; Pride "I am proud to tell others I work here"</p>	<p>Integrity; My ideas matter "Management does a good job of assigning and coordinating people"</p>
<p>42% of CNAs/Caregivers born between 1981 and 1997 Millennial/Gen Y</p>	<p>They want</p>	<p>Fun workplace; Pride "This is a fun place to work"</p>	<p>Integrity "Management genuinely seeks and responds to suggestions and ideas"</p>
<p>6% of CNAs/Caregivers born after 1997 Gen Z</p>	<p>They want</p>	<p>Fun workplace; Want to work "People look forward to coming to work here"</p>	<p>Management is honest and ethical; Integrity "Management is honest and ethical in its business practices"</p>

Key Takeaways

1

What "checks and balances" can you put in for your supervisors and managers to keep their word?

2

How can you encourage more effective staffing and availability of supplies?

3

How can you increase the FUN element for your CNAs/Caregivers?

For more information about how to reduce your turnover, please visit activatedinsights.com or email hello@activatedinsights.com

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