

# Not only are you celebrating your employees Turns out they are celebrating you too

by: Michelle Maalouf

During the pandemic, providers across senior care have found unique ways to celebrate their teams, from giving out awards to caregiving heroes, to sending chicken soup when sick. These are some of the many creative ways to show appreciation to employees. **Turns out it is working.**



In 2021, Activated Insights surveyed **220,000+** employees across all aging services and levels.\*

## PRIDEFUL EMPLOYEES

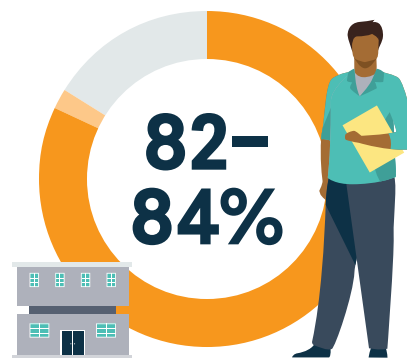
### 84.8% of employees

on average said they feel a sense of pride when they look at what their organization accomplishes. Most employees in the aging industry are passionate about older adults and it shows in their work. This sense of pride provides an opportunity for employees to be proactive and think outside the box when it comes to their daily tasks. Often prideful employees lead to better performance shown in resident satisfaction scores.

### Percentage of employees with a sense of pride in their organization



**At-Home Care employees** have the highest rate of prideful employees



**CCRCs, SNF's and Senior Living Organizations** are right behind At-Home Care employees

**higher employee scores → lower employee turnover → happier customers**



**84.6% of employees** said they feel good about the ways they contribute to their community. Ownership of work provides employees a great sense of job satisfaction, and we are seeing that with these high ratings of “feeling good”.

\*Surveyed employees role breakdown: Caregiving 22%, Corporate 26%, Dining 16%, Enrichment 8%, Maintenance 8%, Other 20%

# PROUD EMPLOYERS

Activated Insights ran a social media campaign as a way to celebrate employees' resilience during the pandemic! Here are a few highlights:



**Mayra**



“ During the COVID-19 Pandemic, Mayra has really gone above and beyond to keep her client safe and protected over the past 18 months. She has demonstrated an extreme commitment to keeping herself and her client safe by ensuring the home had all the necessary supplies to sanitize the home and keep the home environment clean. She even created a COVID Care Kit with supplies visitors can use when coming into the home. As a result, her client has remained safe and COVID-free! ”



**Genesis**

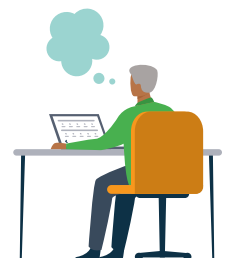


“ Genesis Juaner is one of the most committed members of our team. She has shown her extraordinary will to power through the most challenging of times in her profession – even if it meant putting her own safety and well-being aside to provide support and protection to people in need.

We join our caregivers in celebrating the best of human kindness. We are grateful to work with such incredible individuals. May Genesis Juaner's inspiring story remind us that care always finds a way. ”

## Consider surveying your employees

There has been a shift over the last few years to recognize employees and organizations treating their employees with honor, respect and individuality. Are you confident your employees feel a sense of pride while at work? Certifying as A Great Place to Work provides all the insights you need to know where you're at with employees and take actions to improve areas of growth. Surveys provide a holistic view of your organization to understand every aspect of the employee experience. See what is driving employee engagement for a more informed workplace strategy.



For more insights and tips, please email [hello@activatedinsights.com](mailto:hello@activatedinsights.com)



**Sheri**



“ Throughout the pandemic, Sheri has worked tirelessly with her Community Life teammates to bolster wellness programming for Forest residents. Offering activities via Zoom, our ever growing YouTube channel, and The Forest's in-house television channel, she planned and facilitated opportunities for exercise, leading viewers through varying levels of strength training, cardio conditioning, core strengthening, and much more. We are so grateful to have enjoyed such an experienced and knowledgeable leader in Sheri. ”



**Jennifer**



“ Two years ago, we were just beginning to learn about Covid in the national news. At the time, no one knew that one small virus would spread to every corner of the globe, affecting all of us in so many ways. I never imagined I would experience a pandemic in my lifetime. What kept me going was knowing that I was never alone. I have a newfound respect for my teammates whose unwavering commitment, love, and kindness got us through the most difficult time in healthcare history. Having the love and support of the outside community made life bearable through the toughest times. ”