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LONDON CARE AND SUPPORT FORUM

social care, personal support and health services across the Capital

INTERNATIONAL - SPONSORED RECRUITMENT

Organizational

culture

business

management

organization corporate



development

strategic

enterprise

connection

priority

staff

executive

analysis

success

teamwork

process

manager

work

leadership

consulting

strategy

responsibility

training

presentation

competence

capital

diversity

performance

values

supportiveness

person

core

word

businessman

tradition

history

integrity

skills

mission

cultural

application

social behavior ideology

community

employee

systems

expert branding

organizations

representation

market

beliefs

application

organization
corporate

lecture

communication

employee

reminder

customer

workplace

style

job

style

team

skill

diagram

vision

reminder

customer

workplace

style

job

structure

communication

employee

reminder

customer

workplace

style

job

job

INTERNATIONAL RECRUITMENT GUIDANCE FOR SOCIAL CARE PROVIDERS & MANAGERS



WHO WE ARE



- The London Care and Support Forum, is part of the Care Association Alliance – national group of care associations.
- We work with commissioners, providers and other stakeholders, such as Skills for Care to provide a supportive facility for the exchange of information, the creation of a better understanding of user requirements in a constantly changing marketplace and to encourage higher quality standards through workforce development, enhanced management and good leadership.

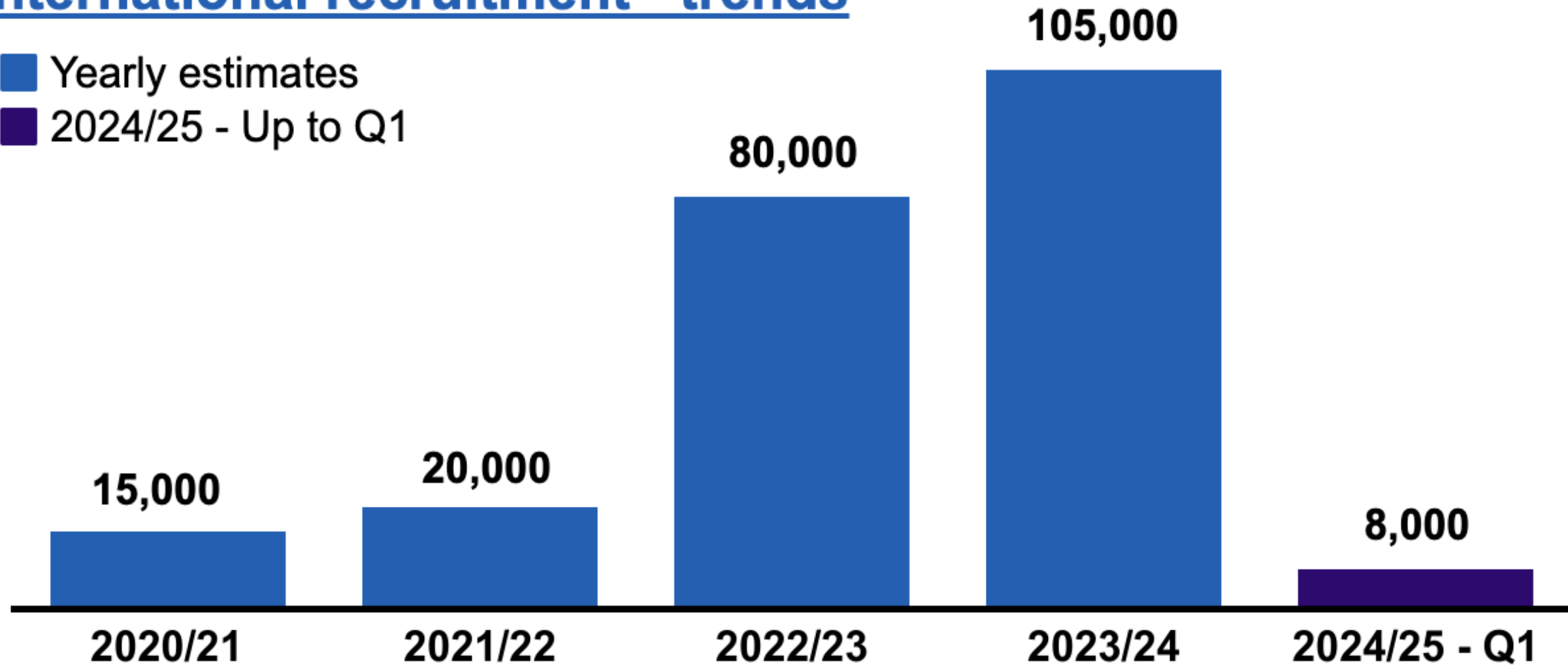


International recruitment estimates

This visualisation includes data from the **independent** sector only

International recruitment - trends

-  Yearly estimates
-  2024/25 - Up to Q1





- **What is organizational culture?**
- *Organizational culture* is the set of values, beliefs, attitudes, systems, and rules that outline and influence employee behavior within an organization. The culture reflects how employees, service user's, clients, vendors, and stakeholders experience the organization and its brand.



Culture

What is it?

- Unwritten rules
- How to 'fit in'
- Values and assumptions
- Norms and expectations
- Lines of communication
- Sub-cultures

'Culture is the character and personality of your organisation. It's what makes your organisation unique and is the sum of its values, traditions, beliefs, interactions, behaviours, and attitudes.'

Workplace culture: What it is, why it matters and how to define it (ERC)



Positive culture

The benefits

- Improved quality
- A stable and skilled workforce
- Reduced costs
- Greater resilience in times of change
- Improved reputation and market share

Culture for Care: A business case for culture (Skills for Care)



What is the importance of culture to your company?

- **Improve recruitment efforts** – 77% of workers will consider a company’s culture before applying
- **Improve employee retention** – culture is one of the main reasons that 65% of employees stay in their job
- **Improve brand identity** – 38% of employees report wanting to change their job due to poor company culture
- **Improve engagement** – companies with a positive culture have up to 72% higher employee engagement rate

AUGUST RIOTS



Culture is created through consistent and authentic behaviours, not policy documents.

You can watch company culture in action when you see how a owner, board or manager responds to a crisis.

Also, how a team adapts to new client demands, or how a manager corrects an employee who makes a mistake.

Importance of organizational culture for International & Sponsored Workers

A Guide for Internationally Recruited Care Workers

- **Importance:** How culture impacts care delivery and worker satisfaction
- **Core Values in Care Settings**
- **Compassion:** Importance of empathy in care
- **Respect:** Valuing diversity and individual needs
- **Integrity:** Building trust in care relationships

Challenges Faced by International Recruits



Cultural Adjustment:
Navigating new workplace
dynamics



Language Barriers:
Importance of effective
communication



Support Systems: Availability
of mentorship and peer
support (Buddy system)

Cultural Competence

- **Definition:** Understanding and respecting diverse backgrounds
- **Strategies:** Training programs, mentoring, and support networks



Inclusive Practices:

- Encouraging participation from all staff
- Sharing of information and knowledge.
- Opportunity of growth for staff through training.
- Clear policy & procedures on discrimination and what to do when an incident occurs.





Developing a culture...

... that is **safe and trusting and leads to improvements**

Everyone feels...

- Valued
- Respected
- Supported

Everyone is able to...

- Challenge themselves/try new things
- Be innovative
- Challenge others
- Raise concerns
- Offer solutions
- Make mistakes
- Question the status-quo
- Give honest feedback

Qualities of a great organizational culture

1 Alignment to Company Objectives

2 A culture of appreciation

3 A culture of trust

4 Performance Focused

5 Resilience

6 Encompasses Teamwork

7 Integrity and transparency

8 Psychological safety

The state of the adult social care sector and workforce in England

Key findings, 2023/24

[Download PowerPoint](#)

In our “Secrets of success” Employers with a turnover rate of less than 10% shared what contributed to their success, in relation to recruitment and retention.

- Investing in learning and development (94%) 48
- Embedding the values of the organisation (92%)
- celebrating the achievements of both the organisation and the individual (86%)
- Involving colleagues in decision-making (81%)

How do you improve organizational culture?

1. Connect employee work to a purpose
2. Create positive employee experiences
3. Be transparent and authentic
4. Schedule regular and meaningful 1:1s
5. Encourage frequent employee recognition

Keep these three basic techniques in mind when developing your company culture:

Communication

Recognition

Action

People first: recognising the value of the international workforce while navigating home office regulations and audits



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Q & A



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