

RETENTION TIPS

C.E.R.T-IFY YOUR TEAM

10 Ways to Keep Your Care Staff

A practical retention checklist for care managers tired of constantly replacing leavers.

C.E.R.T-IFY YOUR TEAM

CREATE
Foundations

EXPAND
with purpose

RETAIN
Talent

TRAIN
for growth

FM

Consultants

Find out what your recruitment is really costing you - in 90 seconds.

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[Cost calculator](#)

Build the Trust

Retention starts long before the exit interview. It starts with how you treat people every single shift. These first five tips are about the day-to-day basics that most providers say they do — but don't.

1



LISTEN ACTIVELY

Regular weekly check-ins. Quick, honest, two-way. Understand their needs before they walk out the door.

2



OFFER REAL FLEXIBILITY

Stop constantly asking people to change their availability. Respect their life outside of work — it's why they joined.

3



TRAIN AND DEVELOP

Provide growth opportunities for those who want them. And respect those who are happy where they are.

4



RECOGNISE AND APPRECIATE

Acknowledge achievements privately and publicly. Let others know you value your team. It costs nothing.

5



PROTECT WORK-LIFE BALANCE

Burnout is a recruitment problem. A rested carer delivers better care AND stays longer. Push the calculation.

Keep the Loyalty

The basics keep people there. These tips keep them engaged, growing, and recommending you to their friends.

- 6** **PAY COMPETITIVELY**
Salaries in line with your sector. People before profits. A happy team delivers better profit margins than a churning one.

- 7** **BUILD A SUPPORTIVE ENVIRONMENT**
Open communication and clear mutual expectations between carers and management. Trust is the currency of retention.

- 8** **SET CLEAR EXPECTATIONS**
Be clear on goals. Be empathetic with how you deliver them. Confused staff become anxious staff become ex-staff.

- 9** **CREATE FEEDBACK MECHANISMS**
Set up systems for staff to provide feedback and suggestions. Anonymously if needed. Then actually act on what they tell you.

- 10** **OFFER REAL PROGRESSION**
Career paths matter. Show people a future with you. The alternative is them finding that future somewhere else.

Ready to stop losing good staff?

Pick your next step.

RECOMMENDED NEXT STEP

ONLY £97

The FMC Recruitment Health Check

A full self-audit of your recruitment, retention and onboarding, with a 5-domain scored audit and a personal blueprint to fix what's broken.

GET MY HEALTH CHECK

OR TAKE ONE OF THESE STEPS

RECRUITMENT COST CALCULATOR

See exactly what poor recruitment is costing you.

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BOOK A DISCOVERY CALL

30 minutes. No pitch. Just a proper conversation.

LEARN MORE

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Mentoring, automations, ATS, and managed service options.

LEARN MORE

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