



Overture – Enhancing Recruitment with Learning & Referrals

Cohesion, Altura Learning, Neil Eastwood (Care Friends & Sticky People) and Keychange Charity are working in collaboration to bring learning into the recruitment process, supported by the latest technology for employee referrals.

‘Overture’ has been designed to deliver better recruitment results by positively impacting on candidate engagement as well as new starter retention in social care.

- Cohesion’s analysis of 2500 retention surveys completed by new starters at various care organisations found that three out of four of interviewees at 12 weeks said that opportunities to develop in and beyond their current role were important to them.
- Many care providers experience high drop out between offer and start – some reporting this to be as high as 50%.
- Employee referrals are consistently the best source of quality staff in social care.

The Facts

- Recruitment and retention of a highly engaged and skilled workforce is an ever present challenge within the social care sector.
- 94% of employers with a 10% or less turnover rate when surveyed had seen a positive impact on staff retention as a result of investing in learning and development.

75%

of New Starters seek development at 12 weeks

“I have found it most useful and really interesting. I’ve learnt a lot from the courses”
“It was very good online training and helpful”

New Starter Feedback



Phase One – Adding learning to pre-employment

Following a values based recruitment journey, successfully appointed candidates hired into Keychange Charity's communities completed Cohesion's best practice pre-employment process. This included regular engagement and communication touchpoints while DBS and reference checks were completed. At the same time, the Overture model introduced access to online learning modules covering multiple topics alongside bespoke online content that Keychange have created themselves.

Results

- Fewer candidates have withdrawn between offer and start - 83% of all offered candidates have started in post whereas some providers report a 50% conversion.
- Hiring managers are confident that starters without prior care experience have an understanding of dementia and aging.
- New starters begin their learning journey earlier rather than waiting for day one in post.

Phase Two – Additional learning & Care Friends

Overture is evolving to offer a wider range of training and engagement touchpoints during the application and assessment stages. Keychange are creating content such as such as meet the team, vision and values & sharing inspirational stories to best engage new recruits. The model will also introduce an enhanced referral programme through the [Care Friends App](#).

83%

of offered candidates
have started in post

"We welcome initiatives from industry experts who support Keychange in achieving our ongoing mission of 'creating caring communities'.

We have been very impressed with the collaborative approach taken by our recruitment and learning partners having introduced the new Overture model, which is evidently increasing candidate engagement and allowing learning to start sooner for our new starters."

Brian James
Operations Manager - Keychange Charity