

## Woodford Homecare and Support Services

# Using personality profiling questionnaires to check candidates' values

Woodford Homecare and Support Services are a private sector homecare provider, who specialise in care for people with dementia, learning disabilities, mental health conditions, physical disabilities, sensory impairments and elderly care.

They've seen a clear improvement in their organisational performance since introducing a values and behaviours-based approach to recruitment.

### What they do

Woodford Homecare and Support Services use personality profiling questionnaires to check candidates have the right values and behaviours to work in social care.

They've highlighted three key values that they look for in candidates.

- Empathy
- Good communication
- A commitment to the role

Initially, candidates are asked to complete **A Question of Care: A Career for you** - a free online scenario-based challenge that assesses people's values and suitability to work in social care.

They then ask candidates to reflect on their answers and why they think specific aspects are important.

Candidates who are successful in this stage, are then asked to complete an online personality profiling questionnaire. This enables them to get a better understanding about a person's values and attitudes, which can help inform their potential to deliver high quality care and support.

The results are used to prepare suitable interview questions and also enables them to match people to roles and people who use their services.

### What is the impact of using a values-based approach to recruitment

They found taking a values and behaviours-based approach to recruitment has been much more efficient, targeted and informative in terms of understanding candidates behaviours.

Using more focused questions and informed shortlisting has proved more time efficient.



We are more efficient, completing tasks in the same time but getting more from it. We are more targeted and learn more about the person when making decisions.



It has also enabled them to learn more about candidates and their suitability for the role.

The suggested interview questions [from the values and behaviours-based recruitment toolkit] helped us to move away from a long standing approach to interviews which might not reveal too much - we now learn more from the same amount of time.

They are certain that the benefits to the business outweigh the costs.

It has helped our ability to grow the organisation and streamline the recruitment process with improvements to staff turnover.

However the impact seen was not straight forward. The introduction of a values based approach to recruitment and retention contributed to a short term increase in staff turnover. Those members of staff who were reluctant to change or develop their skills have made way, in many cases, for new staff members who are more open to new ideas.

New staff members are thought to typically reach an average rate of performance in half the former time. Longer term improvements in retention have been built upon trust with relationships supported through one-to-ones and open conversations in supervision and team meetings with staff who are more willing to work on areas of need.

We have developed a structure based on values which includes Quality Compliance Leaders and key workers.

## Learn more

Skills for Care produces a wide range of products and services to support social care employers with their recruitment and retention challenges.

### Finding and keeping workers

This online resource bank has lots of information to help employers find and keep workers for their organisation.

[www.skillsforcare.org.uk/finderskeepers](http://www.skillsforcare.org.uk/finderskeepers)

### Values based recruitment toolkit

This online toolkit has lots of useful guidance and templates to help employers recruit workers with the right values, behaviours and attitudes.

[www.skillsforcare.org.uk/values](http://www.skillsforcare.org.uk/values)

### Think Care Careers

This website provides careers advice for people interested in working in social care.

[www.skillsforcare.org.uk/thinkcarecareers](http://www.skillsforcare.org.uk/thinkcarecareers)