| Leading Beyond the Paycheck |
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| Unlocking What Really Keeps Your Team Coming Back |
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Let's Get Real

Quick Show of Hands...

How many have tried pizza parties or employee of the month?

How many felt it really moved the needle long-term?

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\$5,000+ Cost to replace one CNA Sharper of the cost o

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| Busting motivation myths | Discovery-based leadership | Scheduling as retention tool | Creating environments that keep people |

Motivation Myths What we've been getting wrong

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| I can motivate my employees | Myth #1 | |
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| | I can motivate my employees | |
| The Truth Motivation is internal, not external. Your job is to discover what already motivates them and create conditions where that motivation can flourish. | Motivation is internal, not external. Your job is to disco | |

| | Susan Fowler's Research |
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| | Why Motivating People Doesn't Work • External motivation creates dependency • People need autonomy, relatedness, and competence • Leaders must help people connect to their own reasons |
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| | Stop asking what motivates them. Start discovering why they chose this work. |
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| | Myth #2 |
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| | Money is the main motivator |
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| | The Truth Money is a hygiene factor. It keeps people from leaving, but doesn't make them |
| | stay. What matters more: autonomy, purpose, mastery, flexibility, recognition, relationships |
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| | Myth #3 |
| | Myth #3 |
| | Everyone is motivated by the same things |
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| | The Truth |
| | Different people, different drivers: recognition, growth, flexibility, mission, relationships, autonomy, mastery. |
| | Your job is to discover the unique motivators for each person on your team. |
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| The Rah-Rah Trap When forced enthusiasm backfires | |
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| The Forced Approach • We're a FAMILY here! • You're all HEROES! • Mandatory fun activities • Enthusiasm requirements | The Problem Rah-rah is a shortcut that avoids the harder work of understanding individual motivators and creating genuine buy-in. |
| | Exhausted healthcare workers can smell BS a mile away |



Interactive Discussion Think of your best employee who left. What did they tell you was the reason? What do you think was the REAL reason?



Three Questions That Matter What do you look forward to when you come to work? What would make you consider leaving? What can I do more of? Less of? Ask before they're gone, not after

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The 1-on-1 That Actually Works 15 Minutes Monthly check-ins 80/20 Listen 80% Talk 20% Track What You Learn • Personal goals • Work preferences • Pain points • What lights them up

| Pair Share Activity |
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| Pick one employee on your team What do you THINK motivates them? What questions could you ask to find out if you're right? |

Scheduling

Your secret retention weapon

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Why Scheduling Matters

Schedule = Respect in Action

- Flexibility beats money for many employees
 Predictability reduces stress and burnout
 Life happens help them manage it

Fair doesn't mean identical. Fair means individualized.

| Practical Scheduling Stra | tegies |
|--|---|
| Self-Scheduling Core coverage plus flexibility blocks | Consistency Post 2-3 weeks out, avoid last-minute changes |
| Life-Stage Awareness Parents, caregivers, second jobs, near retirement | Swap System Employee-driven trades with clear guidelines |

| Small Changes, Big Impact Giving time back to your employees | | | |
|--|---|-------------------|--|
| | Take-Home Dinners | Other Time-Savers | |
| | Weekly or monthly benefit | Paid Parking | |
| | Family-size portions Saves 30-60 minutes Shows you get it | On-Site Services | |
| | Not a pizza party at work – time back with family | Flexible Breaks | |
| | | | |

Group Discussion What's one scheduling change you could test in the next 30 days?

Three Pillars of Retention

Creating environments where people stay

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Pillar 1: Purpose Connection

Reconnect to the WHY

- Share resident stories in huddles
- Display family thank-you notes
- Celebrate wins beyond pizza parties
 Make the impact visible

People don't leave jobs. They leave when they forget why the job matters.

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Pillar 2: Growth Pathways

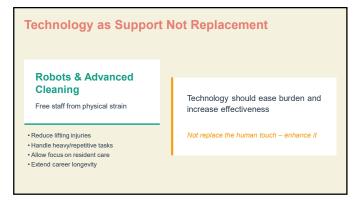
Show Them the Future

- Clear advancement opportunities
- Cross-training as development
- Certification support
- Leadership pipeline from within

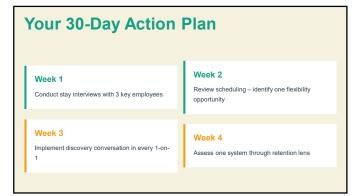
If they can't grow with you, they'll grow somewhere else.

Pillar 3: Psychological Safety Create Safety to Speak Up No fear of speaking up Mistake-tolerant culture Support during difficult situations Leader accessibility When people feel safe, they give you their best work and their loyalty.









Stop trying to motivate – start discovering what already motivates Scheduling is a retention tool, not just operational necessity Small individualized changes beat big generic programs Leadership is listening, then acting on what you hear

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Every retained employee is one less to recruit and train

The best retention strategy is the one you actually implement

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Questions?

Let's discuss

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