



FOR IMMEDIATE RELEASE

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How many senior living employees expect to be working at your community three years from now?

Wrightsville, PA. Holleran, a national firm specializing in employee engagement research and consulting, recently analyzed its database and reveals that nearly 65% of the workforce believes they will be working at their senior living campus three years from now. This information comes from a database of nearly 60,000 employees of not for profit senior living communities across the United States.

The statement "I think I will be working at this community in three years" is one indicator used to create the Holleran Employee Engagement Index, comprised of 15 factors that categorize engagement levels of senior living workers. The actual percentage of workers who report changing jobs within the past three years is 35%, according to Gallup's recently released report, State of the American Workplace.

"Job hopping occurs for several reasons," according to Holleran CEO, Michele Holleran. "When the economy is good and workers see the job market as easier to enter, they are less likely to find contentment at work. They realize they have more options, so they may actively look around." However, the more engaged employees feel at work, the less likely they are to look elsewhere for opportunities. Disengaged employees are about twice as likely to be looking for a new job than engaged employees.

The Holleran National Benchmark, the largest one tracking engagement of senior living employees in the Life Plan Community/CCRC sector, reveals that 42% of workers are engaged. This compares favorably to corporate America, which is about 10 percentage points less engaged than the senior living field. However, Holleran says it is not all good news for senior living. "We have 25% of our workforce—1 in 4 workers—disengaged on our campuses. This is a dangerous and concerning trend, greatly affecting the morale of the rest of the staff and compromising the campus culture. This level of disengagement spills over and creates disharmony on campus and directly affects resident satisfaction and engagement."

Keeping the highly engaged and eliminating the disengaged is a sure strategy for success, according to Holleran. "Encourage the disengaged to find that other opportunity, and spend more time keeping the engaged workers motivated to do their best work, leverage their strengths, and contribute passion and enthusiasm on the job. Give them growth opportunities, listen and act on their opinions, provide lots of coaching, and recognize and reward their hard work."

Holleran is the premier provider of employee and resident engagement and satisfaction research and benchmarks, serving more than 1,000 not-for-profit senior living provider organizations nationally.

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