
Staff Trust Building Checklist

Supporting staff is the foundation of all success. Especially now, when rebuilding the post-acute industry is more important than ever, it is critical to focus on turning staff into net promoters. Use this checklist as a guide for building trust with staff.

Guidance for using this checklist

This checklist is divided into five steps to build staff trust. Under each step are a number of options to accomplish each goal. First, identify which actions you have already taken. Then, assess which additional ideas to incorporate. You do not need to check the box on every item, but you should consider which strategies are needed to accomplish your goal. In addition, there is space at the bottom of each step to write in more ideas.

1. Do everything you can to keep staff safe.

- Provide Covid-19 vaccination opportunities and education

Resource: [The Long-Term Care Leader's Guide to the Covid-19 Vaccine](#)

- Provide proper PPE
- Follow CDC guidelines

Other ways my organization is keeping staff safe:

2. Help staff *feel* safe by keeping lines of communication open.

Communicate regularly with staff via:

- Email
- Text
- Virtual or in-person town halls
- Leader office hours
- One-on-one check-ins

What to say:

- Update staff on vaccination efforts
- Inform staff about changing infection control policies
- Ask staff about their comfort and what they need to feel safe

Other ways my organization is communicating about safety to staff:

3. Regularly check-in on staff morale.

- Survey staff on their current challenges and stressors and analyze the results
- Have managers routinely ask staff about their morale and well-being and report results up
- Host focus groups with a small subset of staff to identify solutions to shared challenges

Resource: Review three ways organizations are regularly checking the pulse on staff morale [here](#).

Other ways my organization is regularly checking-in on staff morale:

4. Implement emotional and physical well-being supports

- Provide small opportunities to build resilience throughout day
Examples: [90-second stories](#), thank you notes, relaxation room, [resilience rounds](#)
- Offer group resilience support
Examples: Group mindfulness exercises, support groups, expert led forums to discuss moral distress
- Provide one-on-one psychosocial support to staff who need it
Example: Leverage social workers to provide counseling

Other ways my organization is providing emotional and physical well-being support:

5. Long-term: Change operations to support staff engagement and retention

Rebuilding trust with your workforce may also require longer-term recruitment and retention strategy changes. The actions below are detailed further in [The Guide to Reducing Turnover in Post-Acute Care](#).

- Hire staff for cultural fit by including a behavioral-based interview, and pre-hire shadowing
- Onboard staff to set them up for success through a new hire buddy program and 30-/60-/90-/day check-ins
- Give staff a sense of early accomplishment with individual development plans and new hire feedback
- Identify and re-recruit staff on their way out the door, by asking staff members why they are leaving and taking action to retain staff when possible

Other long-term strategies my organization has for building staff trust:

Source:
Advisory
Board
interviews
and
analysis.