



Building Sustainable Care Teams in Adult Family Homes through Employee Engagement

Dr. Danielle Lord

Archetype Learning Solutions

*Providing an eco-system of support so
you can create and sustain a healthy
culture for happier employees!*



What's your greatest question about employee engagement?



<https://play.kahoot.it/v2/?quizId=d0bd1de1-4ffd-4784-b557-c2e8cc58ce85&hostId=7f24a428-be35-4168-82e5-839791352d9d>

Why you should be concerned & curious

- Employee engagement lowest since 2020*
 - Only 20% engaged
 - 40% of managers are lonely
 - 49% are struggling and even suffering

Global
- Daily, employees report they are
 - stressed 50%
 - angry 18%
 - sad 22%
 - lonely 19%

United States and Canada



Employee Engagement poll



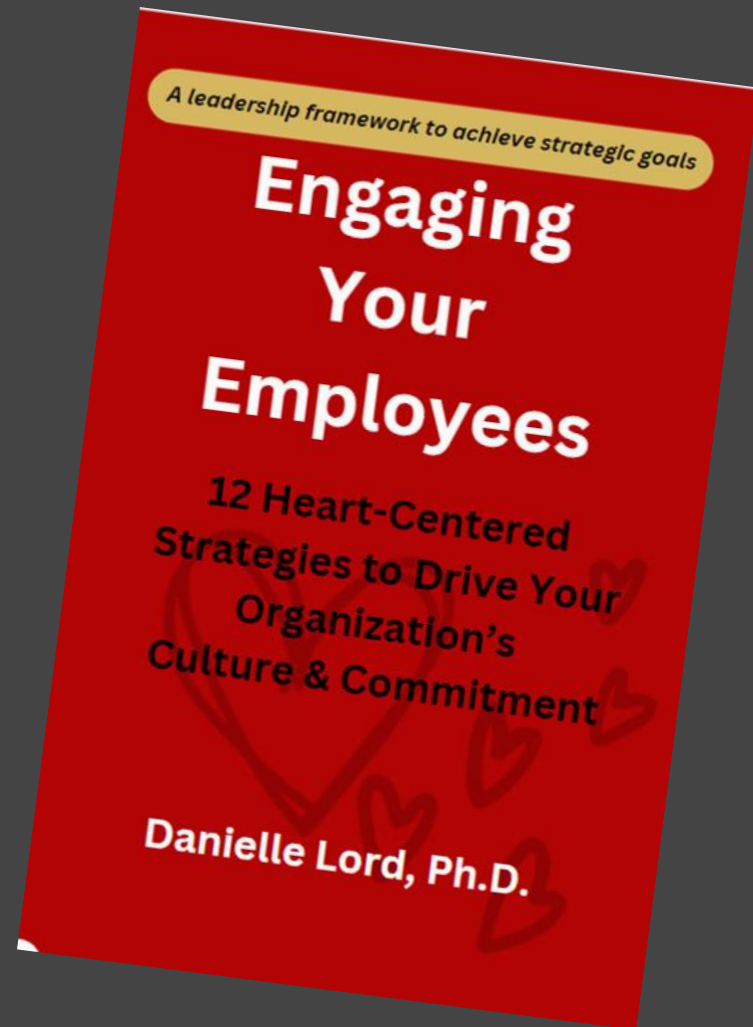
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Employee Engagement and more -

By the end of this presentation, participants will be able to:

- 1. Recognize signs of cumulative workplace distress** in themselves and their teams, and understand how it impacts retention, employee engagement, and shared experiences.
- 2. Name core drivers of employee engagement** in the Adult Family Home setting and why they matter for stability, safety, and quality of care.
- 3. Apply at least three practical engagement strategies** (communication, recognition, boundaries, or feedback) that can be implemented in small AFH teams with limited resources.
- 4. Leave with a shared language** for talking about engagement and distress that is compassionate, non-shaming, and action-oriented.

Engaging your Employees: 12 heart-centered strategies to drive your organizations culture and commitment



Focus moment: Reflect and respond



“The weather”

--Dr. H. Ginnott

*How did someone change your weather?
And what was that experience like?*

Let's begin with a story...

So... what now?

What **real life**, *not graduate school*,
taught me about
employee engagement

Part I: the problem

An introduction to *Workplace Distress*,
and why it matters



Employee burnout



<https://play.kahoot.it/v2/?quizId=d0bd1de1-4ffd-4784-b557-c2e8cc58ce85&hostId=7f24a428-be35-4168-82e5-839791352d9d>

The human cost of the modern organization

Employee trauma (level II)

- Burn out
- Moral injury
- PTSD
- Surface acting
- Compassion fatigue
- Role stress

49% of our workforce is struggling & suffering

“Cumulative Workplace Distress”
(Lord, 2024)

- A significant share of LTC staff are experiencing burnout or are at high risk, with large surveys showing most of the workforce under intermediate to high levels of stress.
- Many nursing homes turn over half or more of their nursing staff each year, with some analyses showing median turnover near 100% for frontline roles.



Trauma & COMPASS under the surface, EYE as the visible culture work

Visible daily culture work

EYE: Leadership rhythms rhythms

Meetings, 1:1s, rounding, and other visible habits that help leaders shape culture on purpose.

EYE: Communication & & recognition

About Me, gratitude, thank you notes, and everyday practices that help people feel seen and supported.

EYE: Culture by Design

The part people can see: intentional leadership practice, team communication, and operational follow-through.

Burnout-aware response layer

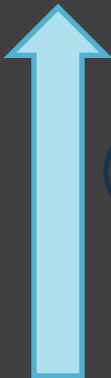
COMPASS notices the leak

Leaders learn to recognize caregiver distress, burnout signals, and cumulative strain before they become normalized.

COMPASS changes the response

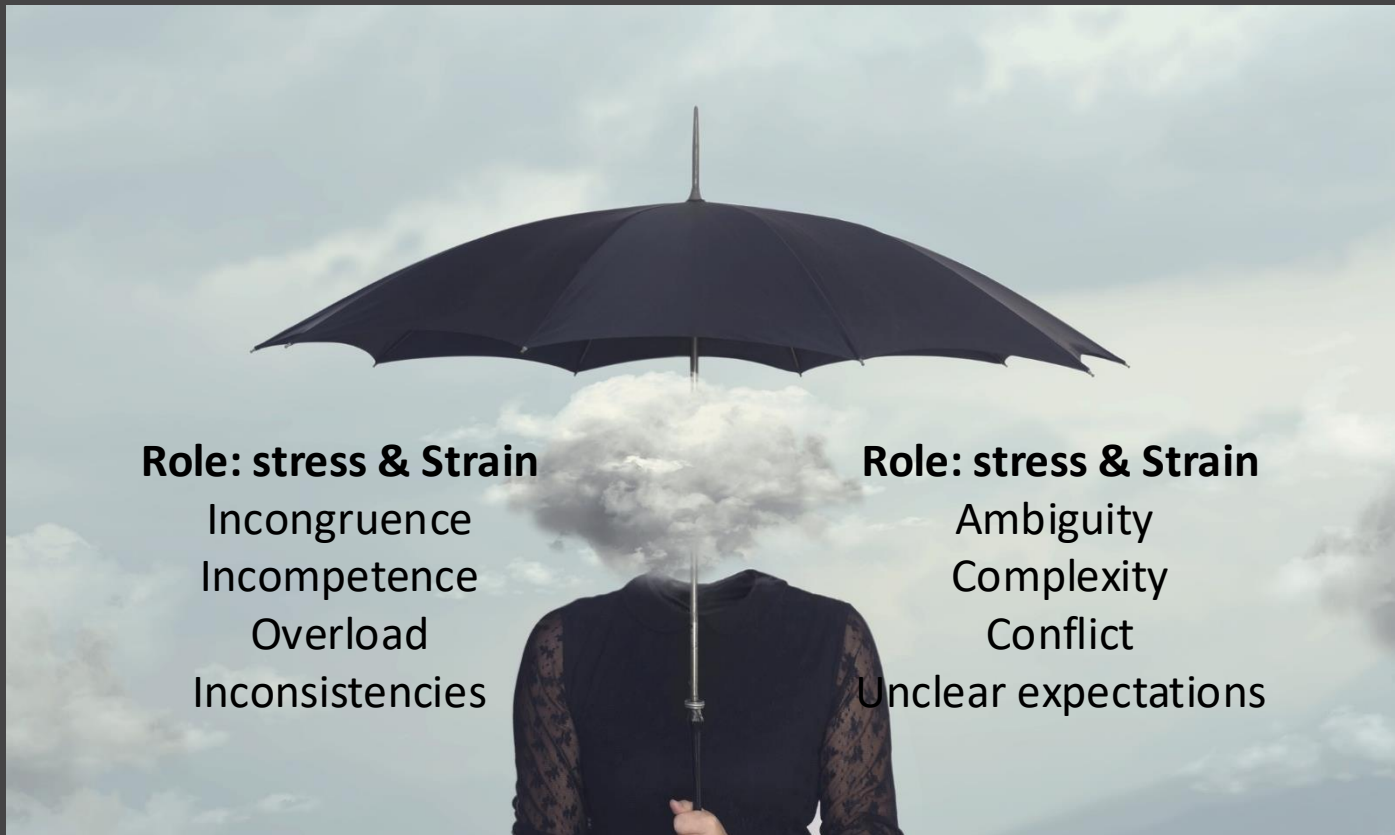
Support moves, reflection conversations, and more humane responses help address harm rather than only treating symptoms.

Underlying foundation

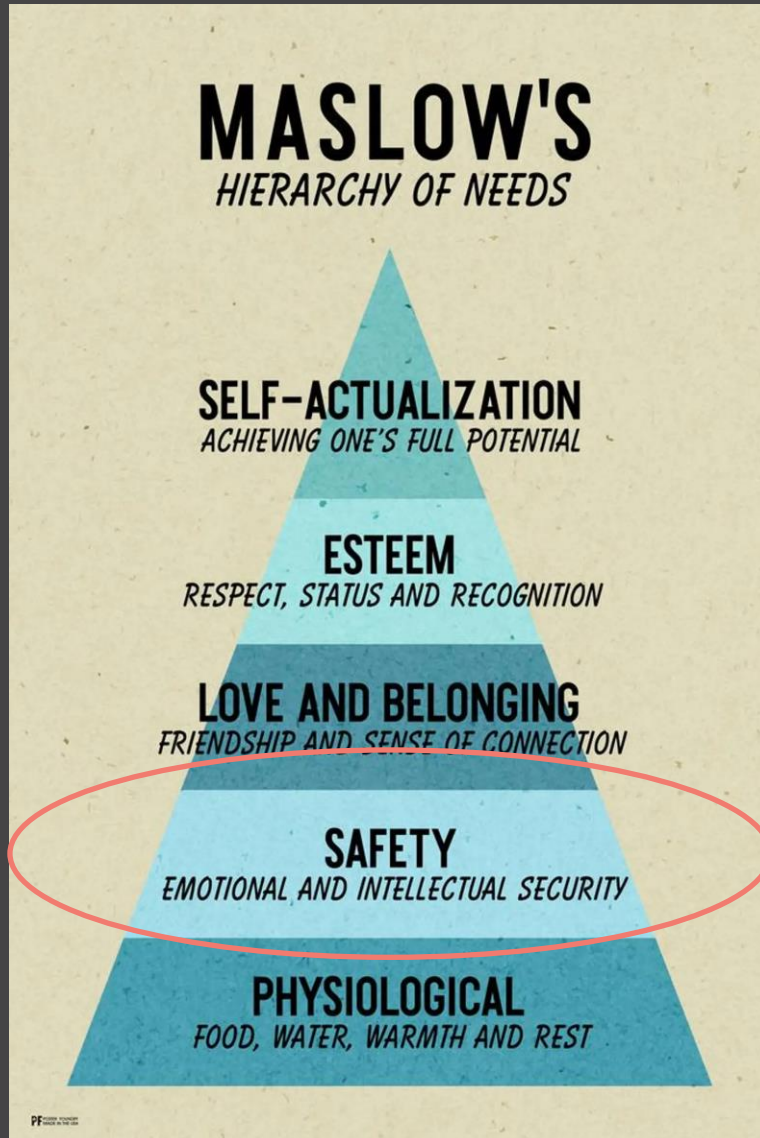


Role Stress:

An umbrella term for anything that impacts one's ability to fully function in their designated role. Role stress is highly correlated to job dis-satisfaction, increased stress, decreased engagement, and “Cumulative Workplace Distress” (Lord, 2025)



Maslow's *Hierarchy of Needs* (1943)



At the end of the day **all** humans have simple basic needs. Until those needs are met, we cannot achieve our full potential.

Employers play a key role here in this pyramid.

No one ever showed up on the
first day of work to say,
“I can't wait to fail”

Activity

1. Day one: no instructions – be quiet and do not say anything
2. Day two: Shout it out – give as many different, competing, instructions as possible
3. Day three – SMARTY goals

Role stress: the bridge between engagement and distress

Employee rarely move from engagement to distress all at once; often that bridge is role stress.

Employee Engagement:

- Clarity
- Support
- Confidence

Role Stress:

1. Role Ambiguity

“I don’t know what’s expected.”

2. Role Conflict

“I’m getting mixed messages.”

3. Role Overload

“There is too much to carry.”

Cumulative Workplace Distress

- Exhaustion
- Vigilance
- Withdrawal

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SMARTY Goals

- S – Specific:
 - What **exactly** are we trying to do?
- M – Measurable :
 - How will we know it's happening?

These are defined by you!
Aligned with your:

- Business strategies
- Professional expectations
- Personal beliefs (values, morals, ethics)

SMARTY Goals

- **A – Achievable:**
 - Is this realistic with what we have right now?
- **R - Relevant:**
 - Why does this matter right now?
- **T – Timebound:**
 - When will we do this?

Best practice:

DO THIS WITH YOUR TEAM!

Get them involved,

Get them learning,

Get them curious,

Get their expertise!

This is highly aligned with
Employee Engagement

SMARTY Goals

- Y – WHY??

- Why are we doing this?
Why does this goal matter to us and the people we serve?

We may not like it, but we're less likely to fight it if we understand Y

The WHY is a significant Part of adult learning, understanding, and getting employees to care



Employee engagement is not a measure of how employees are doing, it's a measure of leadership effectiveness and culture

Part II: the solutions

A practical, relationship-centered
approach to employee engagement
and relieving strain

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Underlying foundation





COMPASS

A supportive framework for
caregivers & leaders

What we carry in caregiving

- Caregiving is meaningful.
- Caregiving is demanding.
- Caregiving can also be traumatic.

Don't let someone else's trauma define your own



Beyond burnout

- Stress is often invisible
- Burnout, moral injury, compassion fatigue, and even PTSD are real (CWD)
- Trauma at work is real too -

Sometimes the work changes us before we have language for what is happening.

What COMPASS offers

The why:

- A path back to purpose, values, and sustainable care
- Foundation to a healthy culture and engagement

Support:

- A place to be seen, heard, and validated

Tools:

- Practical ways –and no cost– to recognize it and respond
 - Burnout assessment
 - Response Style Indicator

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Engaging your Employees (EYE)



Engage everyone. Everyday!

Engage everyone, everyday!

1. What is Employee Engagement
 - Re-thinking it: Culture of Commitment
2. Your presence matters!
 - Quality, daily interactions
3. Practical, simple, & FREE!
 - Best practices, tools, and techniques
4. What's next?
 - Follow up and follow through

Employee Engagement




What is it?

Measures the degree of enthusiasm, involvement, and dedication that employees feel about their work, leaders, and the organization overall

Engaged employees care about their work and performance of the business, and believe their efforts make a difference.

They are committed, enthusiastic, and align their goals with organization.

Operational events vs. the reality

- Conduct a survey  • Solid, professional relationships & connections
- Ignore the real employee needs  • Listening to care
- Take the easy way out:
 - Have an expensive employee lunch!  • Its free!

Employee Engagement

Your presence matters!

- Ultimately, its up **you** to create the space where every employee feels
 - Valued
 - Heard
 - Motivated
 - Excited
 - Respected

Maslow's *Hierarchy of Needs* (1943)

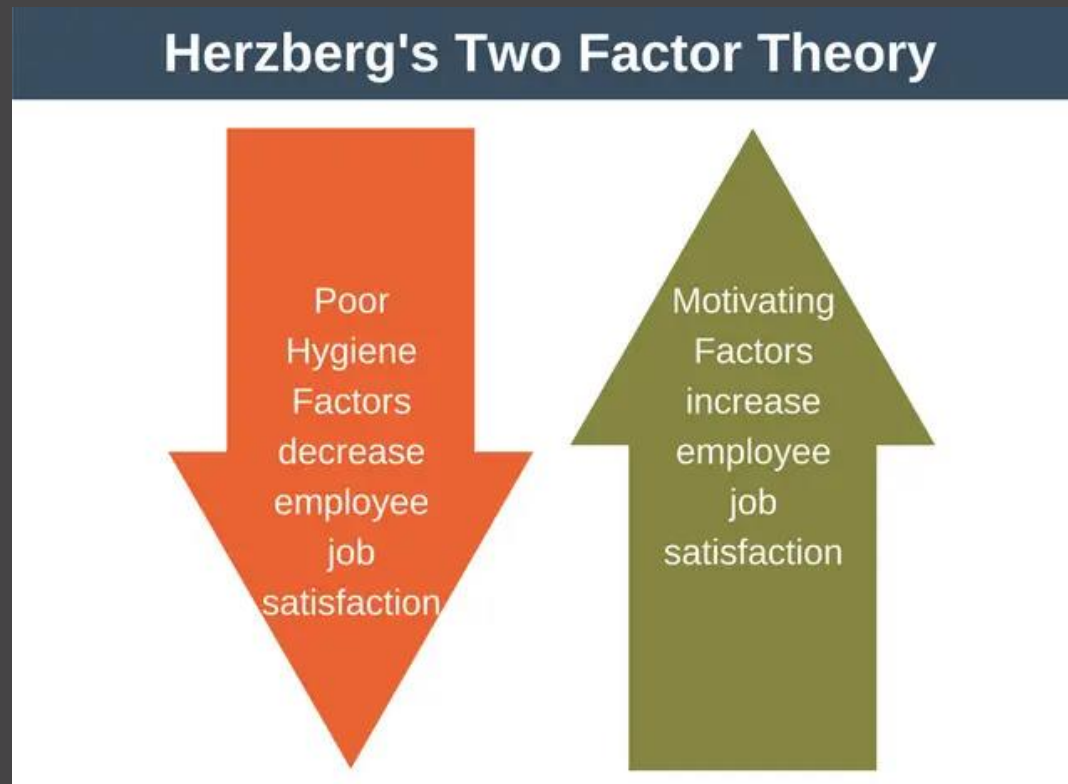


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Hertzberg's *Two Factor Theory* (1959)

Job satisfaction and dissatisfaction arise from two distinct elements: hygienic and motivator factors



Hertzberg's Two Factor Theory (1959)

Hygienic Factors	Motivator Factors
<ul style="list-style-type: none">• Personal safety• Good working conditions• Fair compensation• Job security• Work-life balance• Fair/just organizational policies• Fair scheduling	<ul style="list-style-type: none">• Rewards & recognition• Greater or increasing responsibilities• Meaningful work• Growth and development opportunities• Capable of working to your capacity
Typically a high-dollar cost	Cost of caring? \$0

Employee Engagement

Practical, simple, and FREE!

The best part
about
engagement is
that its completely
free!

Or...how to change
the weather!

The 12 strategies

Our signature toolkit: Culture by Design™

Its all about the
quality, daily
interactions:

engage everyone,
everyday!

1. Community of Practice
2. About me
3. VAP
4. Re-recruit
5. The Daily DOSE
6. Recognition recipe card
7. A new perspective
8. Gratitude attitude
9. Rounding
10. One to ones
11. Thank you notes
12. Meetings

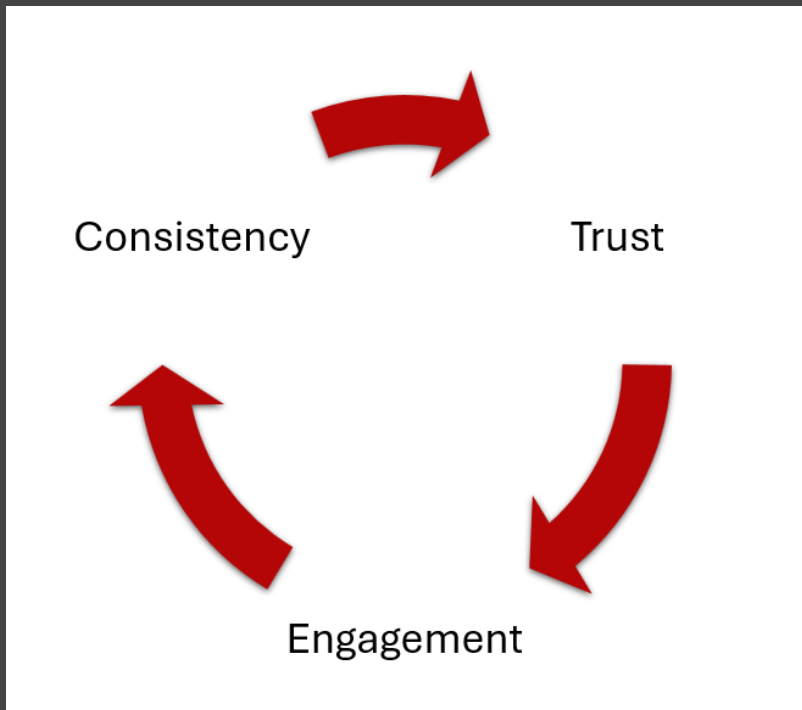
The 12 strategies: Culture by Design

1. Community of Practice



It really does take a team. This work cannot be done alone or in isolation. Enlist everyone to engage in quality interactions.

Employee Engagement: Community of Practice



Consistency in communication and action signals that leaders value every voice and are committed to fairness and is aligned with our leadership definition:

“an influence relationship among leaders and followers. Influence is active, reciprocal, and non-coercive.”

The 12 strategies: Culture by Design

2. About me



The “About Me” poster templates provides an immediate way to make personal connections

City of Seattle adopts *About Me* posters!

Name:
Division : Human Resources
Role: HR Project Manager



More about me:

I have always had the travel bug, yet I was not really able to travel far until more recently due to financial constraints. Some of my favorite places are right here in the PNW; the San Juan Islands, the Oregon Coast, Northern California, and farther north near Bellingham where I grew up. I have 3 kids, a dog and a cat. In my spare time, I love to read, I'm writing a children's book series, and I'm studying to be a certified Health & Wellness Coach and Meditation Teacher. I enjoy spending time in my garden and tending to all of my plants.

There are so many places on the planet I want to see, but I'm very grateful for the places I've been, and the memories created with my kiddos!

Those are the best times...smiles, laughter, wonder, and awe.

PLACE STAMP HERE
MADE IN U.S.A.
POST CARD
To my future self....

Savor the moments that create memories

Oahu, HI



Sequim, WA



Leavenworth, WA



Seaside, OR



Here are some of my favorite destinations and/or places I'd most like to visit!



The 12 strategies: Culture by Design

3. VAP: Vulnerable, Authentic, Present



Presence is key to establishing professional relationships through meaningful connections

Why does this matter?

The benefits of a leader-team member relationship

The benefits working towards a mutual leader-team member relationship

	Stranger phase	Acquittance phase	Partner phase
Roles	Scripted	Tested	Negotiated
Influences	One way	Mixed	Reciprocal
Exchanges	Low quality	Medium quality	High quality
Interests	Self	Self & other	Group

Employee engagement is simple. It's
the quality, daily interactions of
respect and kindness.

The 12 strategies: Culture by Design

4. Re-recruit!



Your team member was thrilled to join you when you presented the offer.

Do they know you *still feel that way?*

The 12 strategies: Culture by Design

5. The Daily DOSE:

Dopamine, Oxytocin,
Serotonin, Endorphins



Powerful brain
chemicals that
promote & support
happiness and
well-being.

Rx: taken daily!

The 12 strategies: Culture by Design

6. Recognition Recipe Cards

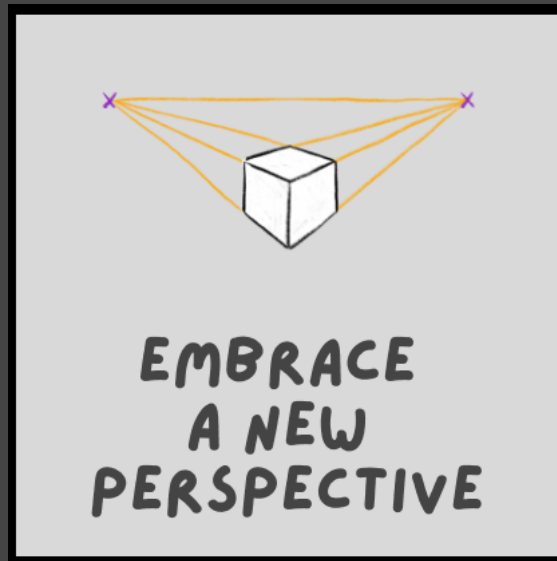


Give your employees what they really want and need to feel valued and appreciated.

Employees come to you for what
you offer. They stay with you for
what you **provide**.

The 12 strategies: Culture by Design

7. Perspective



Your team members have great ideas too, changing your perspective is a powerful way to give your team members voice.

Perspective...

Is powerful because it allows us to see events through a different lens: what employees are seeing, hearing, experiencing.

It ensures that employees feel **heard and valued.**

The 12 strategies: Culture by Design

8. Gratitude



Reciprocity at its
finest!

The 12 strategies: Culture by Design

9. Rounding



Take off your leader name badge.

- Connections
- Presence

Employee **expertise** is what we say we
value until someone shares their
“opinion”

The 12 strategies: Culture by Design

10. One to ones



The
organizational
date.

The 12 strategies: Culture by Design

One to ones

Real time feedback is powerful.
Making small course corrections is so much better than large ones.

The 12 strategies: Culture by Design

11. Thank you notes



Sending gratitude and appreciation through the mail

The 12 strategies: Culture by Design

12. Meetings



Meetings are the perfect time to make meaningful connections

If you don't allow **others** to carry their load, you've just doubled, tripled, quadrupled your own.

So, what's the why...

Why does all this matter?

Your team members...your
greatest **asset** or liability?

Your employees

- Are the extension and representation of your business
- They:
 - Are public facing
 - talk about you
 - refer or deter clients – and they don't even have to **say a word!**
 - **impact your bottom line \$\$\$**

Never underestimate the creativity
of a **disengaged** team member!

Some more stories...

- As he was leaving...
 - The angry, frustrated, dis-engaged greenskeeper at a Virginia Country Club destroyed all 18 holes.
- Because he wasn't heard or valued...
 - The dis-engaged maintenance tech didn't say a word when the contractor showed up for a \$56K project that could have easily been repaired by the team.

Some more stories...

- Because she was humiliated and hurt...
 - The call center supervisor shut down the call center phone lines on her last day...which was not discovered for three weeks!
- Because the supervisor was a jerk (constantly)
 - One of the production members called/reported the most trivial of incidents to the regulatory agency...daily.

Three employees

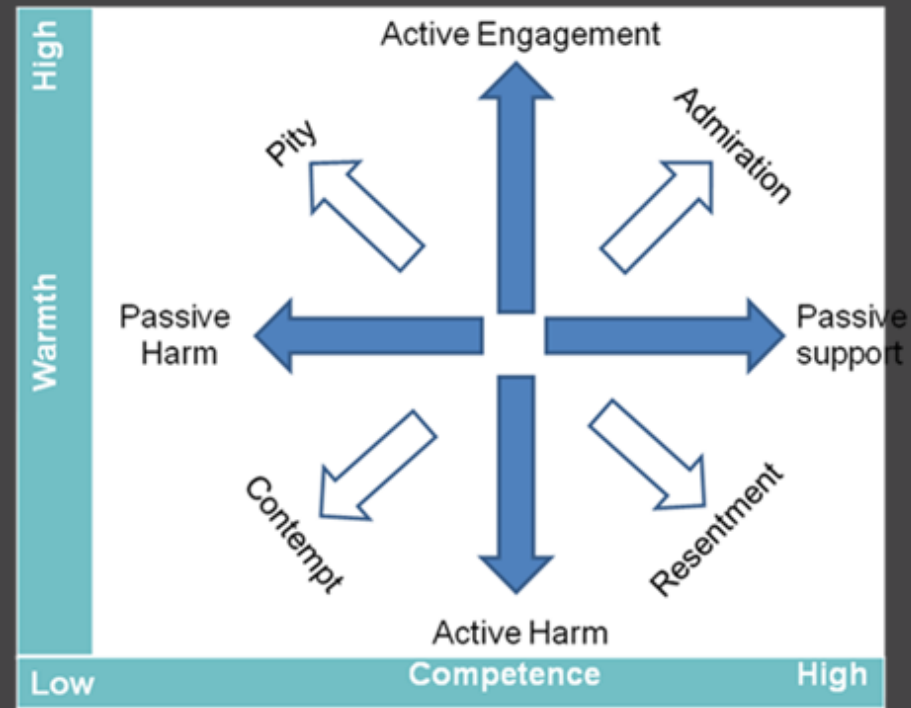
There's 20 minutes left in my shift...

1. What else can I do?
 - I can do something to help the next shift
 - Giving extra effort
2. I'll just wait in the caregiver station
 - I can sit here and do nothing
 - Passive sabotage
3. What can I do to get to reclaim my agency?
 - My manager yelled at me again
 - Active sabotage

Quiet quitting is just a nice way
of saying sabotage.

Sabotage matrix

- Research (Cuddy, Fiske, & Glick, 2013) found that warmth was a key driver to engagement!



Employees don't need to leave the
organization to *leave* the
organization.



The cost of disengagement per year

- Gallup, the leading researcher in Employee Engagement estimates that dis-engaged employees are US costing business...

What is it costing your
business?



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A path forward for *healthier care cultures*

EYE: Culture by Design	COMPASS	Workplace Trauma tools	Poverty awareness
<p>A complete toolkit of our 12 strategies</p>	<p>Free resources for caregivers; Support tools for administrators</p>	<p>Essays and tools to mitigate CWD</p>	<p>A guide and simulation</p>
<p>For teams strengthening engagement, trust, and everyday culture practices.</p>	<p>For caregivers and leaders needing trauma-aware support, tools, and language.</p>	<p>For organizations ready to assess, name, and respond to cumulative workplace distress.</p>	<p>For teams exploring empathy, barriers, systems, and justice-centered design.</p>
			

A path forward for healthier care cultures



+



= love, support, better care, smoother operations

Download the guide



Employee engagement is not a one
time event.

Engage everybody. Everyday!

Thank you!

Let's stay connected, so I can support your efforts in building a sustainable care team.

Danielle@archetypelearningsolutions.com

Text: 253-269-2116