

CULTURE DEVELOPMENT

C.E.R.T-IFY YOUR TEAM

Building a Positive Care Culture

A 10-step practical guide for care managers who want a team that actually sticks around.

C.E.R.T-IFY YOUR TEAM

CREATE

Foundations

EXPAND

and achieve

RETAIN

Talent

TRAIN

and empower

The Foundations

Creating and sustaining a positive culture isn't a one-off project. It's the difference between a team that performs and one that quits. These first five steps build the foundation everything else sits on.

1

ASSESS CURRENT CULTURE

Run anonymous surveys or short interviews. Analyse feedback to spot strengths, gaps, and red flags. You can't fix what you haven't measured.

2

DEFINE CORE VALUES

Co-create values with your team that reflect what you actually stand for. Integrate them into decisions, not just posters in the break room.

3

LEAD BY EXAMPLE

Your team mirrors you. Show transparency, empathy and integrity in every interaction. People before profits builds long-term loyalty.

4

EMPOWER INDIVIDUALS

Give people autonomy and ownership. Recognise contributions. Encourage continuous learning. Make space for creativity and individuality.

5

FOSTER TEAM COLLABORATION

Encourage cross-team working. Set clear shared goals. Run team-building that actually means something, not forced fun.

The Growth

Foundations get you started. These next five steps are what keep the culture alive once the novelty wears off.

6**PROMOTE DIVERSITY**

Build a workplace where different perspectives are genuinely valued, not just tolerated. Inclusive employers attract better candidates and deliver better care.

7**COMMUNICATE EFFECTIVELY**

Open, two-way communication across the organisation. Regular updates. Active listening. Nip small issues before they become resignations.

8**RECOGNISE AND REWARD**

Acknowledge people privately and publicly. Use monetary and non-monetary rewards. Keep it fair and consistent, free pizza isn't a strategy.

9**ADDRESS CONFLICT EARLY**

Develop clear resolution procedures. Train managers in mediation and communication. Toxic culture starts with one unresolved issue.

10**MEASURE YOUR PROGRESS**

Use surveys, focus groups, and informal check-ins to track cultural initiatives. Adjust based on real feedback, not assumptions.

Ready to build a culture your team won't leave?

Pick your next step.

RECOMMENDED NEXT STEP

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