



SILFIESMEDIA

HOW TO FIND NEW STAFF. KEEP THE ONES YOU HAVE AND CHANGE YOUR CULTURE

THE POWER OF STORYTELLING

My Story

- 2011 - Started as a Direct Support Professional
- 2012 - Became an Independent Provider
- 2016 - Served as Director of Marketing for a Provider Agency
- 2019 - Served as Public Relations Manager for West Central Ohio Network
- 2021 - Started Silfies Media





THANK YOU

RETENTION

- Reminds leadership and DSPs about WHY they do what they do every day.
- Inspires other staff members to want a story like the one shared.
- Gives a platform for your DSPs to proudly share about themselves for maybe the first time in their career.
- Connects your staff to the benefits that you are providing to them as an organization.
- Gives a platform for DSPs to see leadership in a different light.
- Provides a sense of pride for self and organization.
- People want to be recognized for the work they do. When they see others recognized in this way, it gives them motivation to want to be recognized as well.



The Benefits of Story Telling



**THE
POWER OF
STORYTELLING**

RETENTION

**“BECOMING A DSP
HAS BEEN THE BEST
JOB I HAVE EVER
HAD!”**



ECHOING HILLS



The Benefits of Story Telling

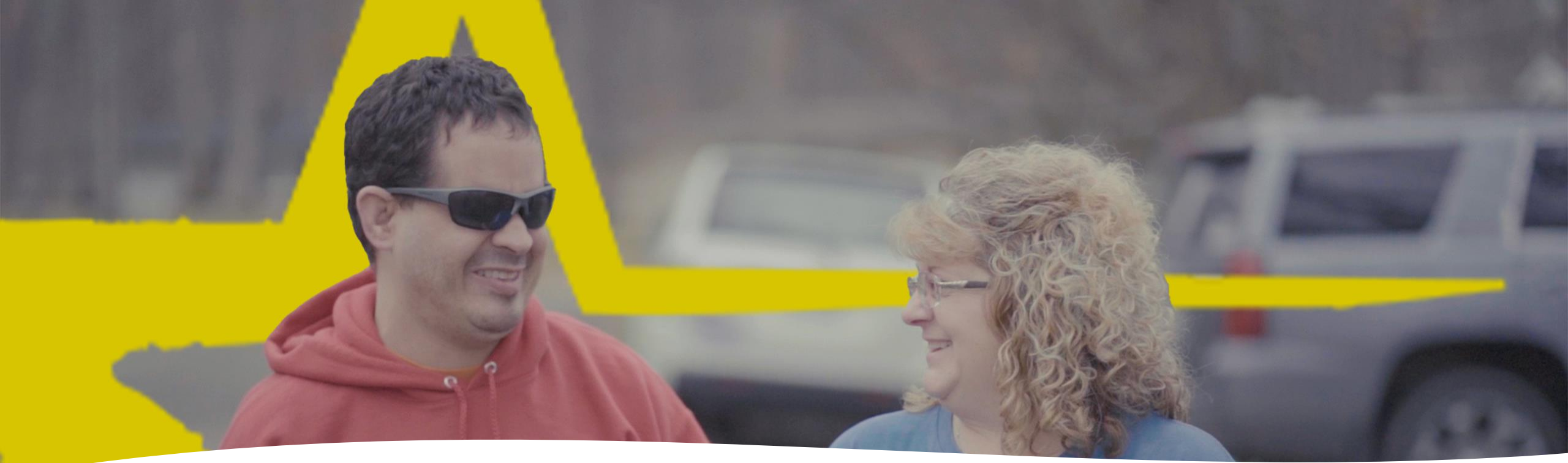
RECRUITMENT

- DSPs and Individuals have the most powerful voice for sharing what your organization does and finding new DSPs.
- Videos and Photos create the most engagement on social media and job platforms.
- Easily shareable for your staff and families.
- There is no better way to capture the heart behind your mission.



**THE
POWER OF
STORYTELLING**

RECRUITMENT



The Benefits of Story Telling

CULTURE BUILDING

- There's a difference between TELLING someone about your values and culture and SHOWING them.
- Sets the expectation and reward for being an employee at day 1 of orientation.
- Employees can model your culture for others to see how they can apply it to their life.



**THE
POWER OF
STORYTELLING**

**CULTURE
BUILDING**

How To Tell The Story

- **KEY QUESTIONS:**

- How did you find your way into this field?
- What makes you proud to do the work that you do?
- When you wake up in the morning (on the good days) what gets you excited to go to work?
- How is this field different than any other job that you may have had?
- Why should more people come to the Developmental Disabilities Field?



Where To Tell The Story?



INTERNAL

- Text to your staff
- Orientation/Trainings
- E-mail
- Intranet
- Video watch parties
(people love free pizza)



EXTERNAL

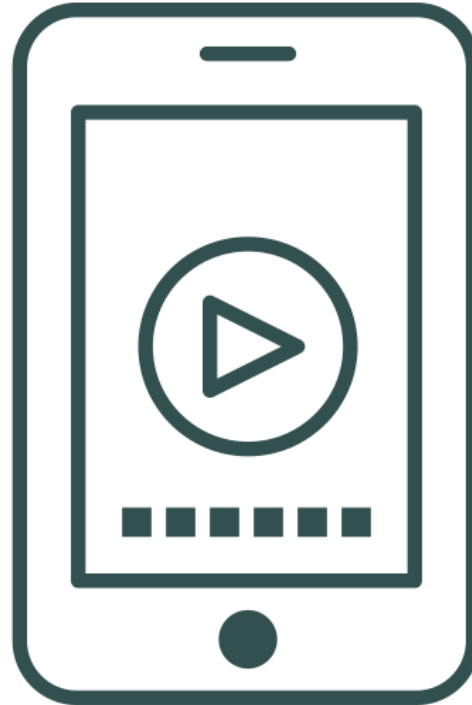
- Social Media
 - Choose the platform for the right audience
- Website
- Staff Sharing
 - Train your staff to share all stories on their own platforms

**THE
POWER OF
STORYTELLING**

CONSISTENCY IS KEY!



**That's Great.
But I don't have
expensive equipment and
wouldn't even know how to
use it if I did.**



OPTION 1

Cell Phone Video

- Lighting and Audio are your friends.
- Free video editing software
 - iMovie
 - Windows Movie Maker

PROS:

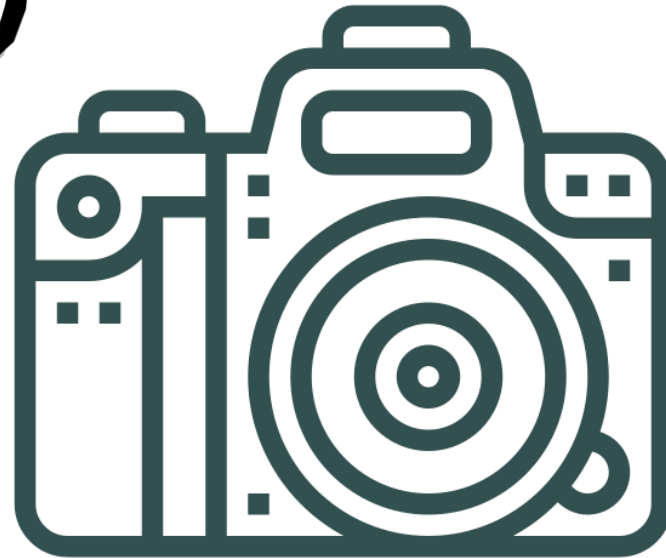
- Everyone has a cell phone
- No extra cost

CONS:

- Quality and ability to really show the heart of the story drastically minimized



**That's Great.
But I don't have
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use it if I did.**



OPTION 2

DSLR + Lapel Microphone (~\$1,000 Investment)

- Canon SL3 + 50mm Lens
- Tripod
- Editing Software
 - Adobe Premiere
 - Final Cut Pro

PROS:

- Better quality than a cell phone

CONS:

- Steeper learning curve
- Larger time commitment



**That's Great.
But I don't have
expensive equipment and
wouldn't even know how to
use it if I did.**



OPTION 3

**Hire a Professional
(Packages available for every budget)**

PROS:

- Stories told in beautiful ways to get the most out of each story
- Very little time commitment

CONS:

- Sorry, I can't think of any

WHERE DO I GO FROM HERE?



DO

Take the information that you've learned today, go back to the office on Monday and prioritize the time and energy that it will take for you to implement.



DELETE

Weigh the pros and cons to decide if this is beneficial to the growth and sustainability of your organization, and if not, accept the decision to remove it from your list.



DELEGATE

It's easy to come to another training session, take a bunch of notes, but when life happens, you don't have the time or expertise to put it into practice. Find someone that can do it for you.



**THE
POWER OF
STORYTELLING**

ONE LAST STORY



SCAN ME



silfiesmedia.com/lets-connect