



**Analiza Dabu**  
Branch Manager

## Hello, my name is Analiza Dabu

### Branch Manager – Edgware

#### About me

As a Branch Manager in Edgware with Helpings Hand Homecare my role and responsibilities are the following:

To ensure that our customer is delighted and pleased by the excellent care that we provide in every care visit. By striving and delivering care of the highest possible standard.

It's in my best interest to ensure that the branch business is fully compliant with the Health and Social Care Act and conforms in all respects with the standard and requirements of CQC (Care and Quality Commission).

Manage the branch as a successful and profitable business, in line with the agreed company objectives, meeting or exceeding agreed targets for the growth of the branch.

Ensure that all training is monitored, recorded and staff receive mandatory induction training, annual updates and personal development support as appropriate.

Ensure that sufficient care support worker/carers are recruited to meet the service demands and plans for growth.

Accountable for the branch meeting all performance KPIs, including hourly visit target, cost control, P and L and customer experience.

Setting a clear and inspiring direction for the branch to ensure there is focus upon improving customer service and maximising the customer experience.

Ensure the branch team are focused and targeted upon the identification and conversion of the customer/opportunity meetings, proactive approach in business development.

I remembered Jan 2012; my daughter was only one year old at that time, when I decided to work as a care support worker because of the flexible working hours. Since, then my outlook in life change having the realisation that the biggest benefit of working in the Health and Social

Care sector is job satisfaction.

It is very rewarding through the appreciation I got from the customers and the feeling of knowing that I've improved someone's life make every day worthwhile. Every job has merits but there's something very special about providing care. The smallest things can make the biggest difference to someone who is struggling to cope due to ill-health or old age.

Also, providing care with customers who each have unique personalities and life experiences can be interesting and lots of fun. Having the opportunity to learn new perspectives on life, hear some wonderful stories and learn about what's important in life from people who want to pass on their wisdom.

Another aspect of being as a Care Coordinator was the purpose being valued as part of the team. The concept of being part of a wider network of health professional like doctors, district nurses and social workers; become a part of is that of the customer's circle of family and friends-working all together in the best interests of the person you look after.

In addition, I had experiences looking after a wide range of individuals with differing health conditions and ever-changing needs. Remarkably, every customer I encounter and situation they're facing was unique and what keeps my job in care setting exciting.

Working in a care setting for more than 9 years, I was exposed with different problems and issues that was very disappointing in providing care service. But when I joined Helping hands, I was astonished and impressed to the concept, system, and principle in providing care to the customer. I'm very pleased to the system that in place the "Helping Hands way" means that all our customer receives their own bespoke care package tailored to their unique needs and requirements with each customer having their own personal care. Each support care plan is flexible and unique where all existing routines and hobbies must be followed and take into consideration in delivering care service.

I'm very confident that team of carers in Edgware branch are good and remarkable carers. They are the carers that go above and beyond, they do their best to not only help the customer, but they compassionate in attending care visit. Carers bring encouraging attitude which lighten up the room that makes the customer feels happy in every care visit.

I'm a home buddy person and I like simple things. I believe that expensive things in life is anything that money cannot buy. My love language at work is Act of Service; so, if I will connect to my work ethos, I'm willing to go extra mile to make sure work is getting done. I like taking challenges and be part of the solution to the problem. I appreciate when colleague ask for help to solve a tricky problem or overcome the block.

Being the eldest in the family, I was trained and motivated by my mum that in life I need to focus and have strong determination and work hard to meet my goals. On the other hand, my family and friends know me as a bubbly person having a personality that is high-spirited, lively, friendly, talkative, animated, and just generally enthusiastic about life.

In my spare time, I enjoy baking, cooking, and cleaning and tidying up. I like things that I can see a result and It makes me pleased. For instance, when I cook or bake, and my daughter will like it and gives good compliment; I will be so happy because she's my critic. Also, when I clean and everything looks nice and organise, it gives me a sense of peace and direction.

## **My experience and expertise**

First, I'm Environmental Science graduate in University of the Philippines my first job was a University Researcher. I've worked with different Scientist and the Research Project was funded internationally. We do lots of surveys, research paperwork and analysing data. I worked for 18 months but I felt that the job was not exciting and boring.

At that time, my mum was working in South Korea and she encouraged me to study again to be a Teacher and she planned to move to South Korea as a TESOL (Teaching English as Second Language) teacher. While having a fulltime job, I enrolled and study Education to follow my mum's request. After I finished my study, I worked as Primary Teacher for two years and I really enjoyed it.

Then a change of plan when I found an opportunity to work in the UK as Early Years Teacher; so, in 2008 I left Philippines and starts my exciting journey in England.

I began my career as a Nursery Nurse for a couple of years, before moving on to becoming a Care Worker for almost a decade. In 2019, I became a Care Coordinator.

## **Why I chose Helping Hands**

When I joined Helping Hands, I was in the lowest point of my career journey. I enjoyed being a Care Coordinator but when I decided to leave my old company which I was employed for more than 9 years, I become very cautious and careful in applying and joining a new company.

Time and experience taught me how to be mature in making decision and choosing the company that I want to work and give my best to be a better Care Coordinator and more. During the interview, the idea that I will be part of the new branch and starting from nothing and being part of a company that has support team really blew my heart and my mind. It's a new beginning and everything was a fresh start and new challenges gave me the excitement in starting a new chapter in my life.

I choose Helping Hands, because I believe to the concept of "Person-Centred Care at Home" in providing care service to the customer.

I was so amazed that Helping Hands prioritise the preference, decision and feelings of the customer to promote Person-centred care. For the past 9 years working in an agency funded by the council, I was so frustrated and disappointed that the customer was not given the opportunity to make decision and choices.

In addition to, Helping Hands gave me a hope that I will have a career progression and I can reach my goals to be a Care Coordinator and as the job description says that Helping hands view its Care Coordinator as Branch Managers of the future and we will ensure that you are coached and developed to make this step.

As a new Branch Manager of Edgware, I'm looking forward to being a Registered Branch Manager and to continue providing our customer with peace, comfort and happiness in their own home.

Also, to make sure that team carers are well look after and supported in providing care visits.

Having the opportunity to be a Branch Manager, my desire is to make my customer life meaningful, comfortable and satisfied at the last chapter of their life. My goal is to help the family and customer to lighten the weight of going through the pace of elderly stage.

Another aspect that I want to achieve as Branch Manager is to be a good Leader and example for the care team. I want the carers to enjoy and be proud of their extraordinary effort in providing care service. For them to be feel valued and appreciated as the important part of the branch and Helping Hands as a whole.

What I enjoyed in my job is being part of the Solution and not part of the problem. The opportunity that through my job I can reach out to lots of customer and their family to provide a solution to a stressful situation.

It's the notion of fulfilment that my job is to make people's life comfortable and bring smile on their face because we provide an excellent care service.