

CHALLENGE:

- Turnover for executives, managers, professionals, and all other employees had negatively impacted Donna Utecht's CHRO career for over 20 years, over her past four career changes
- Turnover was cutting profits regardless of industry as Donna was CHRO in the healthcare, financial services, and transportation industries over that time
- Patient safety was the top priority in healthcare, and it became clear that consistently introducing new employees to patients and their families was creating a safety and security risk
- Most executives saw turnover as an immense cost, whereas others needed to see turnover converted to dollars to fully grasp the problem

WHY C-SUITE ANALYTICS?

- Way back in 1999, Donna asked Dick Finnegan to be her professional mentor, teaching her every detail for improving employee retention and engagement
- Donna then leveraged her retention skills to gain bigger jobs, describing Finnegan's Arrow's five steps during her own job interviews

IMPLEMENTATION:

- Donna's top priority with each career change was to stabilize her workforce by implementing Stay Interviews, recognizing that pay, benefits, and other perceived solutions came second compared to managers building trust with their teams
- Most importantly, Donna influenced executives to cascade the process down, meaning they, too, conducted Stay Interviews with their teams
- Managers and professionals quickly grasped Stay Interviews power so they continued applying them ongoing

RESULTS:

- Retention improved consistently by 20% and more, with immediate impact in the first 90 days in all companies and industries
- Manager and professional retention improved by the same amounts, proving that Stay Interviews impact employees on all levels
- Turnover remained consistently lower and never rose to pre-implementation levels, indicating that Stay Interviews are a permanent employee turnover solution



CUTTING PROFESSIONAL TURNOVER:
Professional level retention across multiple industries

RETENTION CHAMPION:
Donna Utecht, CHRO

“Our work has proven across four companies and in different industries two things everyone should know: (1) Stay Interviews help retain employees on every level from CEOs on down, and (2) my companies kept doing them over years and turnover continued to fall.”

– Donna Utecht

**ASK US FOR REFERENCES
WHO HAVE CUT TURNOVER
40% AND MORE**