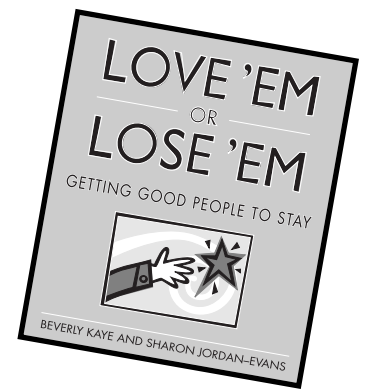


Why People Stay

The most common reasons your stars won't stray



In preparing to write *Love 'Em or Lose 'Em: Getting Good People to Stay* (Berrett-Koehler, October 1999), authors Beverly Kaye and Sharon Jordan-Evans spent two years asking over 3,000 people from diverse roles and industries to reflect upon a time when they stayed with one organization for a while—two years for some, 25 years for others—and then to write down the top three to five reasons why.

The most common reasons are listed below in order of popularity and frequency. The encouraging news? They're almost all within a manager's influence.

1. Career growth, learning, and development
2. Exciting and challenging work
3. Meaningful work—making a difference and a contribution
4. Great people
5. Being part of a team
6. Good boss
7. Recognition for work well done
8. Fun on the job
9. Autonomy—sense of control over my work
10. Flexibility, including work hours and dress code
11. Fair pay and competitive benefits
12. Inspiring leadership
13. Pride in the organization—its mission and product quality
14. Great work environment
15. Location
16. Job security
17. Family-friendly
18. Cutting-edge technology

Note: Ninety percent of respondents listed at least one of the first three items among their own top three or four reasons.



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For reprint permission or more information about Beverly Kaye, Sharon Jordan-Evans, and *Love 'Em or Lose 'Em: Getting Good People to Stay*, contact Career Systems International at (800) 577-6916 or HQ@csibka.com.

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