

IMPERATIVE

Imperative reduces turnover by 35%, saving companies millions by boosting their people's fulfillment.

The ROI of Peer Coaching

A photograph of a Black man with a beard, wearing a dark suit, white shirt, and red tie. He is sitting at a desk, smiling warmly at the camera. His hands are clasped together on the desk in front of him. The background is a blurred office setting. The entire image has a green tint.

Before the pandemic, businesses were losing an estimated *\$1 trillion* a year to voluntary turnover. Since then, the number of people considering leaving their jobs has doubled, Fast Company reports. Analysts say the “Great Resignation” is turning into the “Greater Resignation,” and high turnover could be the new norm with a tight labor market.

How much is your business losing to all this attrition? Replacing a single employee can cost up to *twice their annual salary*, or perhaps even more. The future of any business hinges on retaining great talent.

This is where Imperative comes in.

Our customers across a wide range of industries have long told us that peer coaching transformed the employee experience, dramatically boosting retention. A customer study of nearly 2,000 found that their people who participated in peer coaching had a 35% lower attrition rate than their peers. And, if they engaged in at least six sessions per year, turnover dropped by 71%.

Let's put that in dollars and cents. In 2019, according to Gallup, a company with 100 employees and an average salary of \$50,000 could lose up to \$2.6 million a year. Double that would mean \$5.2 million at stake. Slicing that loss by 35% would mean saving up to \$1.8 million. Even a more conservative estimate still means a 6-figure savings every year - per 100 people.

**Save \$1.8M
per 100 Employees**



What does it look like to reduce turnover by 35%?

Addressing turnover is the top priority of most executives today - it is an imperative to not only thrive but survive.

Five reasons peer coaching is so effective

1. Fulfillment

The number one reason people are leaving their jobs is to find greater fulfillment (Edelman). Of those who have low fulfillment, 62% report a significant increase just a few months into peer coaching.

2. Relationships

Research shows that when workers have meaningful relationships with colleagues, they tend to stay (Gallup). And even before the Pandemic, Cigna found 61% of the workforce was lonely. With Imperative, 89% of participants report having formed a meaningful and sustained relationship with each match.

3. Purpose

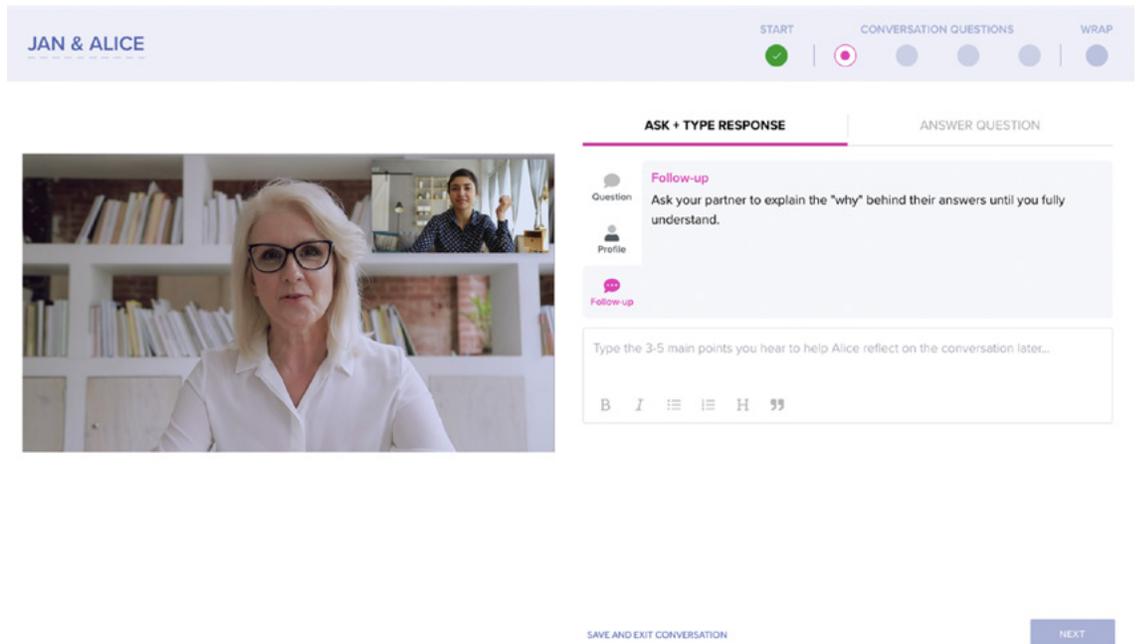
People seek a sense of purpose in their jobs and when they find it they are more likely to stay (McKinsey). Through Imperative's purpose profiling technology and AI-guided conversations, 85% of participants report they can connect their personal purpose to their daily work.

4. Positive Emotions

Peer coaching gives employees an unmatched opportunity to reflect and metabolize emotions, so they don't fester and lead to burnout. Participants report 2.4x more positive emotions after each conversation.

5. Ownership

It empowers people to make concrete changes in how they approach their work. Participants choose specific actions to take after each session. More than 80% complete these, and say it helps them feel in control.



The Leader in Peer Coaching

Imperative is the enterprise peer coaching platform that combines AI technology and behavioral science to manage, scale, and measure peer coaching programs that address the needs for social connection and learning in the new world of work.

Imperative is powered by its employee purpose profiling technology that enables the platform to accelerate trust between employees and enable everyone to serve as a coach for each other.

Since its launch in 2020, large and quickly growing companies like Microsoft, Hasbro, Accolade, GSK, Boston Scientific, Airbnb, and Zillow have adopted the platform to break down barriers within their organizations and empower their employees to align their purpose with their daily work. Imperative is a B Corporation founded by workplace entrepreneur Aaron Hurst.

Peer coaching ROI Worksheet

Let's do the math to see the potential ROI for your company.

Cost of Turnover

Multiply these four numbers to estimate your current cost of turnover.

Total Employees Engaged in Peer Coaching

\$ Average Annual Salary

% Current Company Turnover Rate (likely 15-50%)

% Of Annual Salary It Costs to Replace Someone (50-200%)

\$ **COST OF TURNOVER**

Savings from Peer Coaching

Now to estimate your savings, multiply the cost of turnover by 35%.

\$ Cost of Turnover (from above)

35% Reduction in Turnover from Peer Coaching

\$ **POTENTIAL SAVINGS**

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