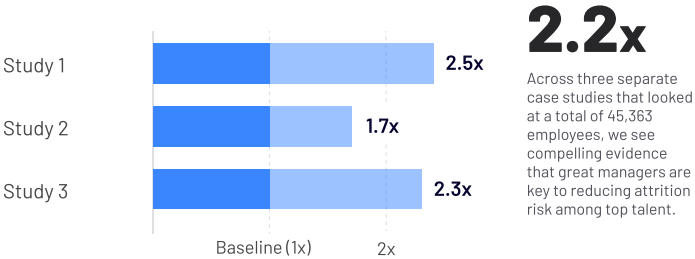


The actions that drive great management

Top performers want to work for an effective manager. Our proprietary research shows that highly-rated managers (defined as those who receive top ratings from their team) are, on average, 2.2x more likely to retain their employees than lower-rated managers.

Likelihood that a highly-rated manager retains talent compared to lower-rated managers:



Measuring what matters: the two dimensions of effective management

But what makes a great manager great? Our data indicates that manager effectiveness is made up of two primary dimensions: **productivity**, which focuses on implementing structures and processes to improve performance, and **connection**, which centers around the interpersonal relationship and trust between the manager and the employee.

THE BUILDING BLOCKS OF: Productivity

- Structure:** Creating clear roles, responsibilities, and processes
- Goal-setting:** Keeping the team aligned to shared and specific milestones
- Inspiration:** Encouraging the team to problem solve in new and creative ways

THE BUILDING BLOCKS OF: Connection

- Recognition:** Making employees feel appreciated for their efforts
- Psychological safety:** Creating an environment in which employees feel safe speaking up and taking risks

To retain your employees, recognize them

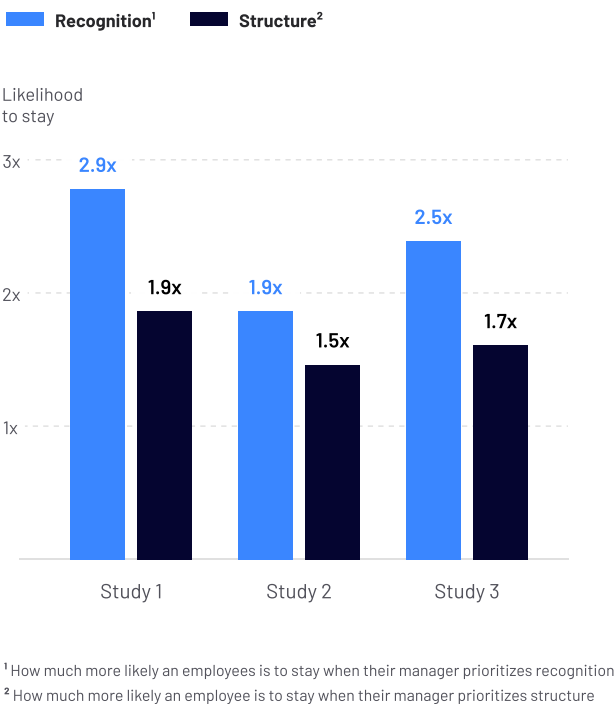
According to our research, connection is especially important. Across several large Humu customers, we found that **recognition, which falls under the connection measure of effective management, was the largest predictor of retention.**

2.9x People who strongly agreed with the statement, "My manager makes me feel appreciated for the work that I do" were as much as **2.9x more likely to still work at the company 6 months later.**

Compare this to a manager who creates structure for their employees — which we also consistently find to be important for effective management. **People whose managers create structure were also more likely to stay at their organizations, but not nearly as likely as those whose managers made them feel recognized.**

KEY TAKEAWAY: Recognizing hard work and accomplishments is the single most important action a manager can take to hold onto top talent.

How specific manager actions impact employee retention



People don't leave jobs, they leave managers

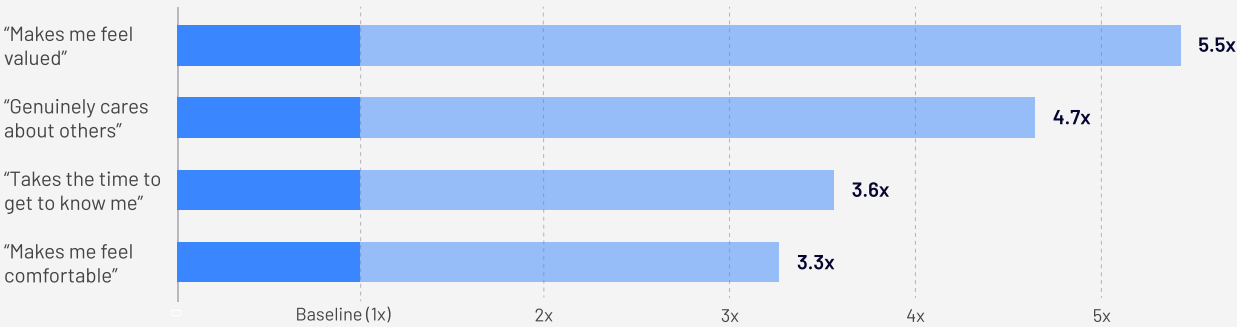
People who see their managers take action are **16% happier**, and top managers' teams are **20% more resilient to burnout.**

Effective, proactive managers are the key to keeping your employees happy — and keeping them around.



What top managers do differently

We asked 80,000 employees to share, in their own words, "What makes your manager different from other managers at your organization?" People who highly rated their managers were more likely to write:³



³ This analysis was conducted using free-text response survey data. Managers were categorized as highly- or poorly-rated based on likert scale ratings. The phrases listed in the chart above occurred notably more often in free-text responses about highly- versus poorly-rated managers.

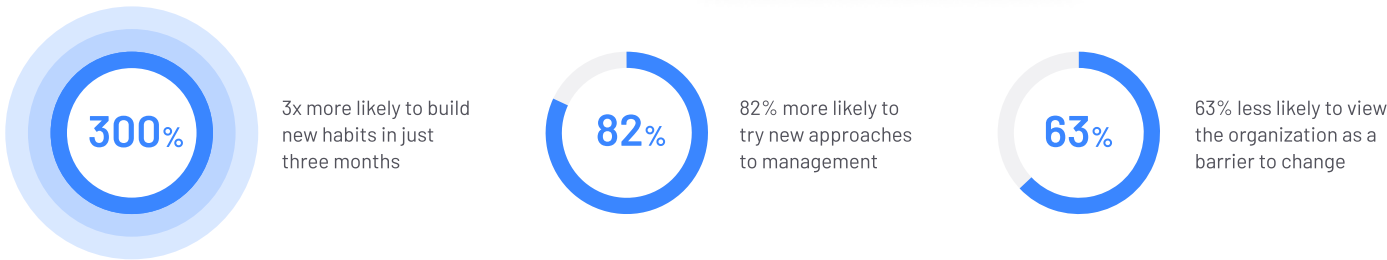
When managers invest in these key areas, they make it easier for people to stick around and do their best work. But how can you encourage managers to take the small actions that lead to success? **With nudges.**

How nudges make effective management easy

Nudges are short, science-backed suggestions that make high-impact manager behaviors — like structure and recognition — the easiest choice.

KEY TAKEAWAY: Managers who offer their employees recognition and structure are more likely to keep their best workers, making your organization more resilient to change. Nudges offer clear, tactical suggestions for how managers can better invest in these areas.

When managers are nudged, they're:



Ready to support your teams by investing in your managers?
Request a demo at humu.com/contact.