The actions that drive great management

Top performers want to work for an effective manager. Our proprietary research shows that highly effective leaders (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.

Measuring what matters: the two dimensions of effective management

Clear actions that drive great management:

**1.** Measuring what matters: the two dimensions of effective management.

- **Productivity:** Improving 10% can translate to $1.3 billion in additional profits.
- **Productive relationships:** More highly rated leaders are more likely to build relationships with their employees.

How managers rate their employees:

<table>
<thead>
<tr>
<th>Productivity</th>
<th>Relationship</th>
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</thead>
<tbody>
<tr>
<td>6x</td>
<td>2.5x</td>
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People don’t leave jobs, they leave managers

People who see their managers take action are 1.9x happier, and top managers’ teams are 2.5x more resilient to turnover.

**Effectiveness and Proactivity:**

- Proactive leaders are more likely to keep their employees engaged.
- Effective leaders are more likely to build relationships with their employees.

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

How nudges make effective management easy

Nudges are simple, evidence-based suggestions that make steps in each manager operation — like structure and recognition — the default choice.

**NOT mutually exclusive:** Managers can offer employees a choice and use a nudge. They’re more likely to keep their best talent and create a positive work environment when they encourage engagement and help managers see how their nudges can influence their teams' and employees’ behaviors.

When managers are engaged, they’re:

- 300% more likely to see their employees do the right things.
- 82% more likely to get better results from their teams.

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