

Great
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Great
Business

EP7

Cheat Sheet

**It's Not Rocket Science:
Insights from a Leading
Employee Retention Expert**

Featuring Chason Hecht

By Rob Levin, Creator of [Greattalentpodcast.com](https://greattalentpodcast.com)
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Thanks for tuning in to our conversation with Chason Hecht from Retensa. Listening is just the first step—now it's time to put those insights into action. This cheat sheet will help you apply what you've learned to **boost employee retention** in your business.

Section 1: Where Do You Stand?

Categorize your company:

- ☐ Micro-business (under 10 employees)
- ☐ Small to mid-sized (10-500+ employees)

Growth rate in the last year:

- ☐ Flat
- ☐ Up to 20% growth
- ☐ Hypergrowth (25%+)

What does this tell you about your retention challenges? Jot down one insight.

Section 2: Hiring for Culture Fit

List three non-negotiable core values for new hires:

1.

2.

3.

Think about your last **three hires**—did they align with these values?

Yes ☐

No ☐

What's one change you can make to improve culture fit in hiring?

Section 3: Understanding Why Employees Stay or Leave

Answer these three questions:

Why do employees join your company?

Why do they stay?

Why do they leave?

What's one takeaway from these answers?

Section 4: Strengthening Your Feedback Loop

How do you currently gather employee feedback?

- ☐ Surveys
- ☐ Informal chats
- ☐ Exit interviews
- ☐ Other: _____

How often do you collect feedback?

- ☐ Rarely
- ☐ Quarterly
- ☐ Monthly
- ☐ Weekly

What's one improvement you can make today?

(Need help? Check out exitpro.com for free exit interviews & new hire surveys!)

“Find people who want what you’ve got—and then give it to them, full speed. That’s employee retention in the simplest way.”

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