

# MOVING BEYOND METRICS

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### THE METRIC (NUMBERS ALONE)

Voluntary Attrition rate: 18% this year vs 12% last year

Millennials rate is 5%, Gen Z -10%, Baby bommer-12%

Employee engagement is 50% on engagement survey in 2025.

Increase noted, but no context or cause identified

### ISSUE WITH METRICS ONLY



Metrics tell outcome but not the reason. Consider it as "What" Not "Why"



Without context, Leaders can draw incorrect conclusion.



Metrics rarely translates to action, so no next steps



Metrics can be overly narrow, focusing on one data point

### THE STORY (NUMBERS + CONTEXT + IMPACT + ACTION)

Voluntary turnover in Marketing department rose from 8% to 22% in one year adding to overall attrition rate for the company ,surpassing the industry benchmark of 15%.



70% of resignations were from employees with < 2 years tenure and within Advertising group.



Exit interviews and pulse surveys indicate that Increase in attrition rate is mainly due to tight client deadlines, Low work life balance and unclear job responsibilities.



**Action Plan** 



Brand issues with additional \$\$ for corrective work



High Client churn rate equivalent to \$2M lost



Average 5 weeks delay on 50% campaigns



**Impact** 



Improve work life balance by setting workload limits which will reduce stress and burnout



Adjust staffing models to balance workload



Improve client management process with dedicated account managers and limiting the number of projects per team which will help in few priority changes and more manageable workloads.



Be upfront with candidates on job descriptions so that they are aware of responsibilities.

## THE STORY (NUMBERS + CONTEXT + IMPACT + ACTION)



Data (18%) tells leaders what happened and where (Marketing) it happened.



Context explains why attrition is high(workload, work life balance)



Impact quantifies the effect on business (-\$2M)



Action Path is implied (workload limits, client management process, clear job descriptions)

#### WHY THIS MOVES BEYOND METRICS



Adds Context –
Explains the 'why'
behind the increase



• Shows Impact – Connects turnover to customer experience



Proposes Action –
Outlines targeted interventions



Supports
Decision-Making –
Guides leadership priorities

