**Namely**

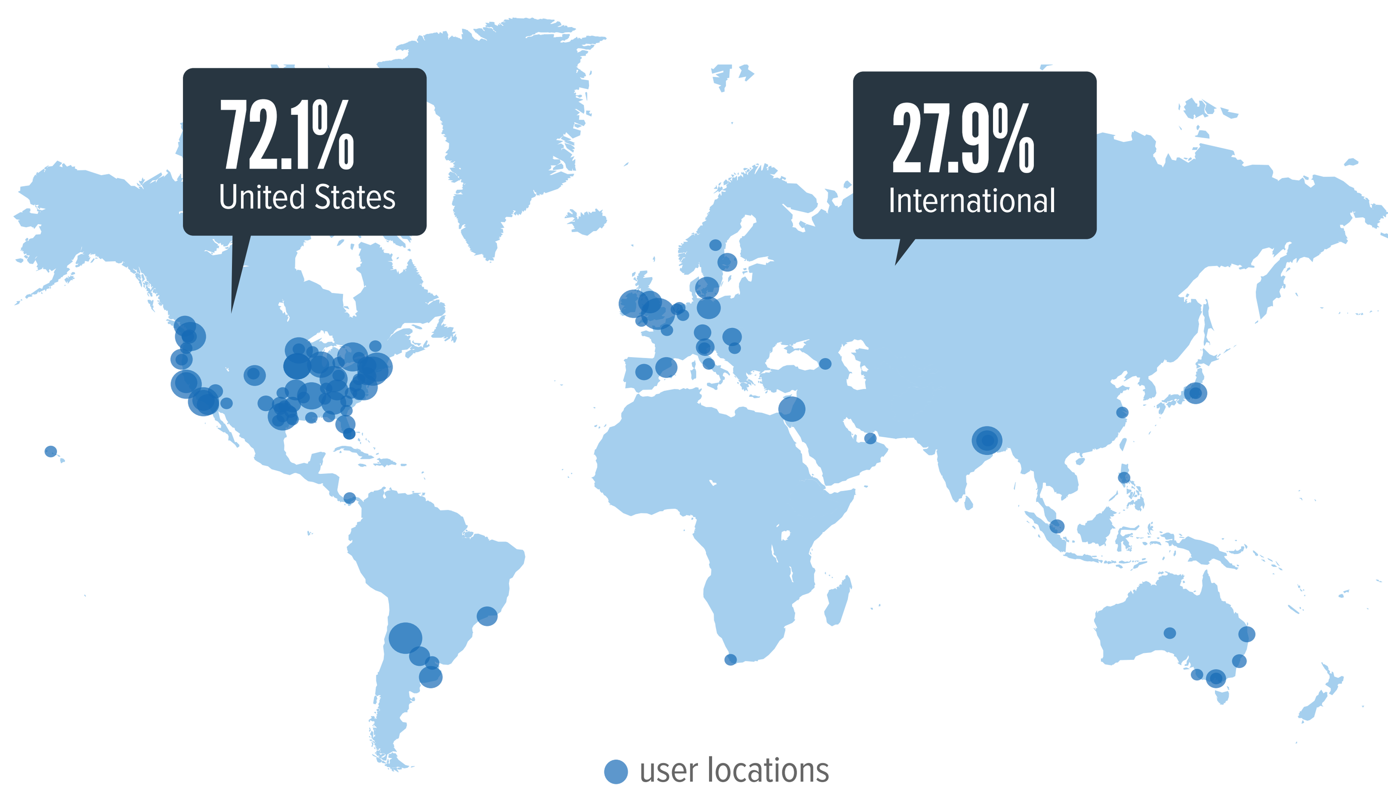
# How to Reduce Turnover and Retain Your Top Performers

## High Growth

Namely analyzed more than 13,000 salaries to understand what it takes to retain the next generation of employees. These are base salaries in US dollars, adjusted for inflation. The employees worked in high growth industries like technology, ecommerce, advertising, and digital media.

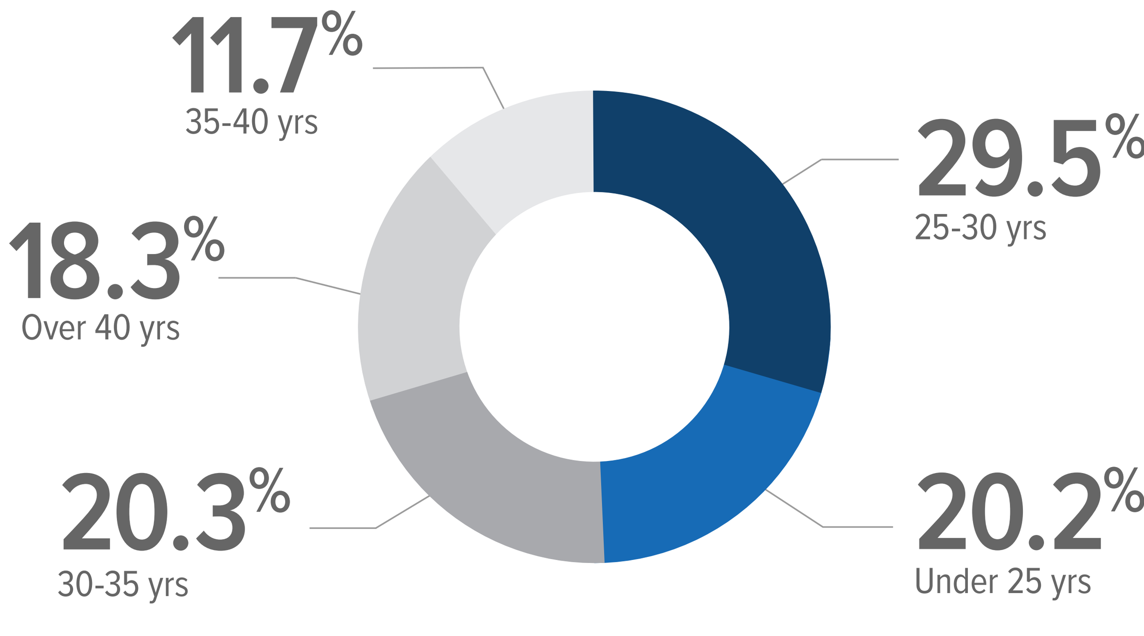
## Going Global

Employees were based around the world in major industrial hubs like New York, San Francisco, and London.



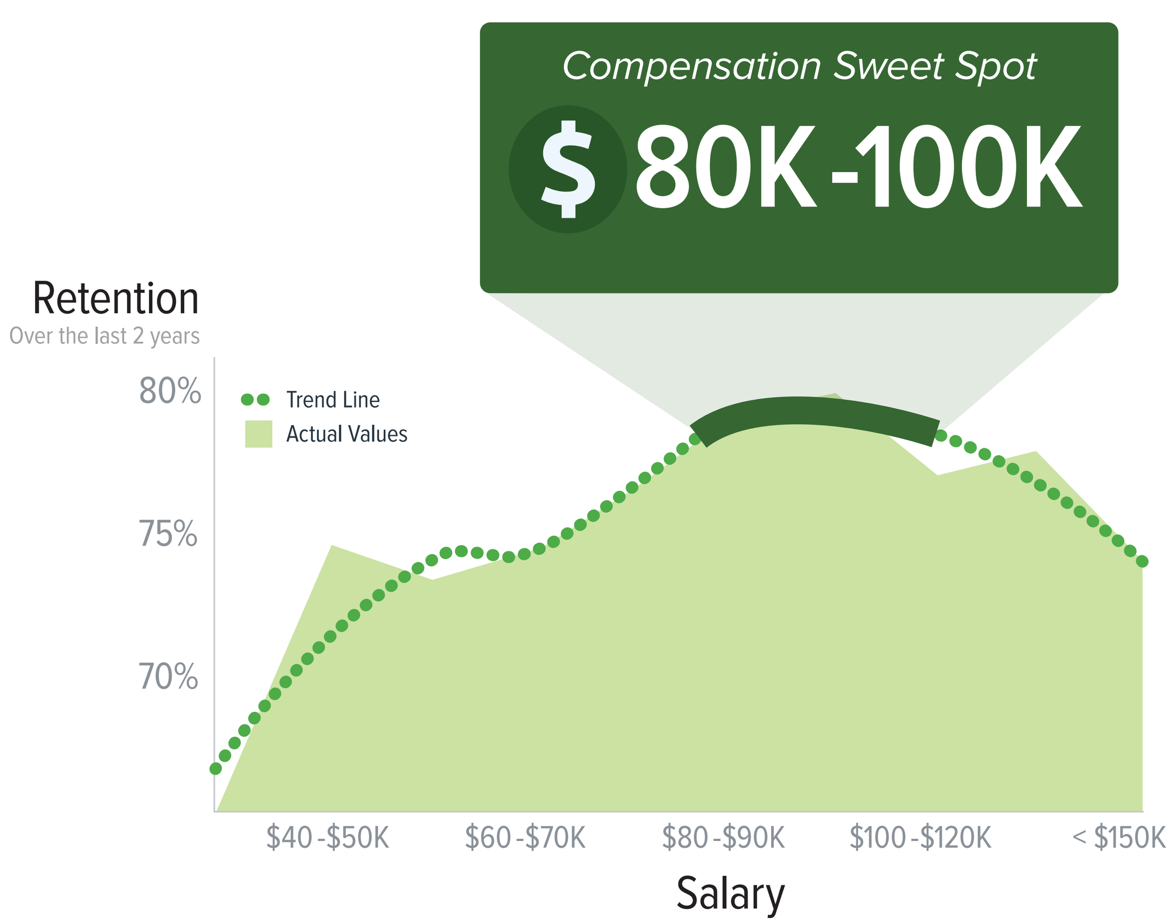

## The Next Generation

Amost half of the employees were under the age of 30.




## The Sweet Spot

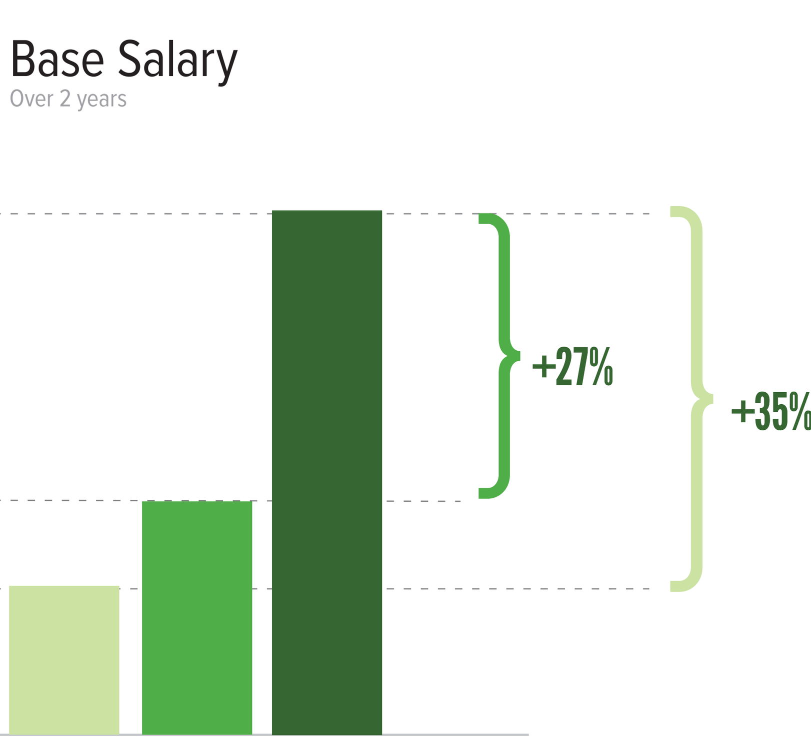
Namely found that there exists a compensation "sweet spot" where employees are less likely to leave. In fact, over a 2-year period, 79.5% of employees making between $80,000 and $100,000 stayed with their current employer. In contrast, those making below $80,000 or more than $100,000 were 45% more likely to leave.




QUICK FACT:
One out of three employees with salaries under $80,000 left the company within 2 years.

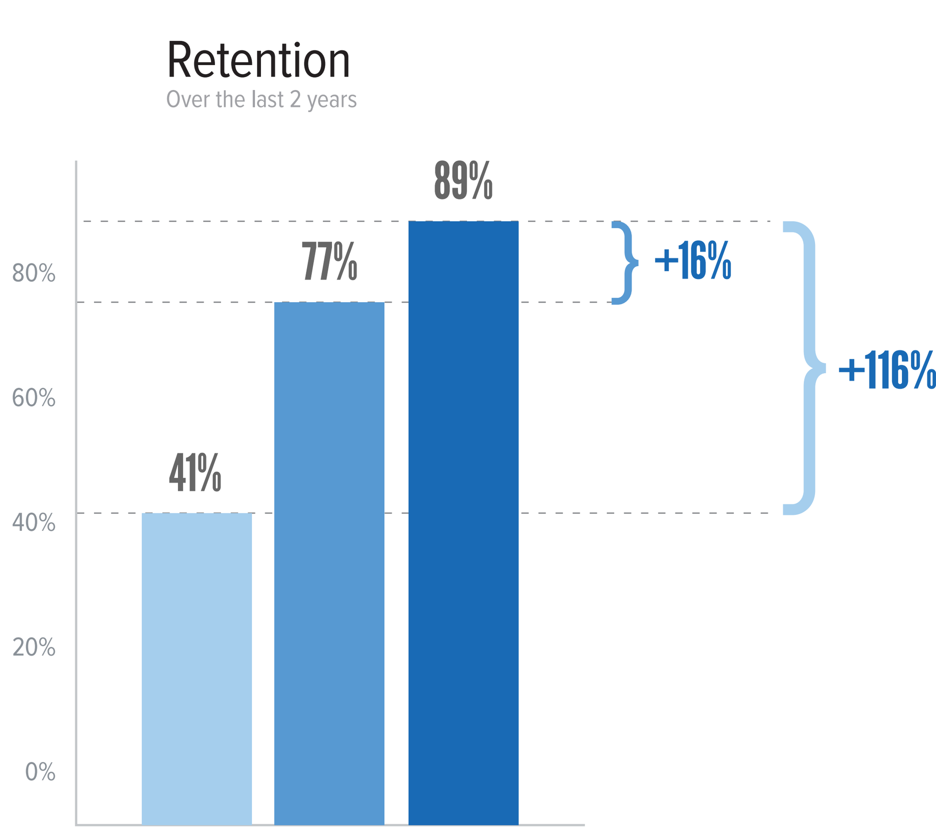
## Paying for Performance

Namely discovered that, on average, high performing employees earn 35% more than low performers and 27% more than core performers.




## Sticking Around

Over the 2-year period, the vast majority of high (89%) and core (77%) performers remained at their company. The opposite was true of low performers (41%). These high performers were 116% more likely to remain with the company compared to low performers, and 16% more likely than core performers.




## The Bottom Line

In order to retain employees in high-growth industries it is essential to get them into a competitive salary range. Additionally, high performing employees need to make at least 27% more than core performers and 35% more than low performers to maximize retention.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