

Stopping the Ripple Effect: Understanding & Preventing Turnover Contagion

HOW TURNOVER CONTAGION SPREADS

Quitting Spreads via Social Comparison



Coworker job search behaviors signal that leaving is acceptable, triggering domino departures.

\$1 TRILLION
ANNUAL U.S. TURNOVER COST



Contagion compounds individual departures, multiplying recruitment and productivity losses.



KEY FINDING: Embedded Coworkers Protect Individual Stayers

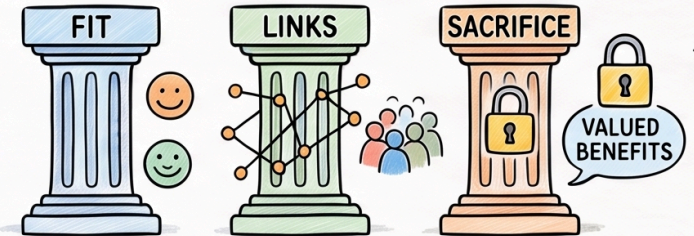


67%

Higher team embeddedness slashes individual quitting probability by up to 67%

STRATEGIES TO INTERRUPT THE CASCADE

Strengthen the 3 Pillars of Job Embeddedness



Deepen Fit, Links, and Sacrifice across teams to raise departure costs.

Equip Managers as First Responders



Train leaders to track team embeddedness and conduct proactive stay conversations.

Design Collective Socialization



Use cohort onboarding and structured mentorship to build immediate social ties.