



How Talent Insurance Improves Retention

The Challenge

MBK Senior Living, part of MBK Real Estate, manages 33 senior living communities with a nationally distributed team of approximately 2,500 employees. A year into COVID-19, their people managed an average of 7 major protocol changes a month, resulting in a 44% turnover rate and numerous extended stress leaves. MBK partnered with LeggUP to offer Talent Insurance to focus on three main goals: **reduce burnout, eliminate stress leaves, and improve retention.**

The Solution

MBK offered all Executive Directors full access to Talent Insurance. Utilizing results from their Career Pulse Assessment, individuals built their own 6-session professional coaching program to best serve their unique needs.

Using our intelligent coach matching technology, Directors were matched to their best-suited coach within our diverse, world-class network. On average, Directors scheduled their sessions bi-weekly, with the first member completing their program in two months— an early sign of high utilization and satisfaction with the program. MBK's average member-coach rating was 4.8 out of 5.



"I'm so proud of the fact that we've had participation. And not just participation, but excitement...We try so many things and when you see something have a meaningful impact on these leaders, it's so significant to us. I was so taken back by the benefit of LeggUP."

– Corky Curtis, MBK Director of L&D

The Results

MBK Reported:

- Annual Turnover Improved from 44% to 15%
- Zero Extended Stress Leaves
- Approx. \$4 Million Saved in Turnover Costs

Executive Directors Reported a:

- 73% Improvement in Job Satisfaction
- 63% Improvement in Setting Goals & Values
- 50% Improvement in Avoiding Burnout
- 63% Improvement in Communication Skills

We started this program to reduce burnout and retain executive directors, and no one has left! They are still here and they are still engaged!

– Corky Curtis, MBK Director of L&D



NPS (Net Promoter Score): **78**



Talent Insurance ROI

Japanese for “the good work,” Yoi Shigoti is MBK’s philosophy, symbolizing their commitment to the pursuit of good when it comes to caring for their residents and employees. But with COVID thrusting their work environment into a state of constant rapid change, MBK’s leadership team was dwindling from burnout.

MBK choose to partner with LeggUP to simultaneously support the wellbeing and productivity of their people through personalized professional coaching. **As a direct result, LeggUP’s Talent Insurance eliminated stress leave requests and decreased its annual turnover rate from 44 percent to <15 percent, saving MBK approximately \$4 million in turnover costs.**

“We look forward to expanding LeggUP into other leadership positions and growing the program across all MBK entities,” MBK’s Director of L&D, Corky Curtis, said.

+54%

Improvement in
Leadership Skills

+39%

Improvement in
Building Trust

+50%

Improvement in
Avoiding Burnout