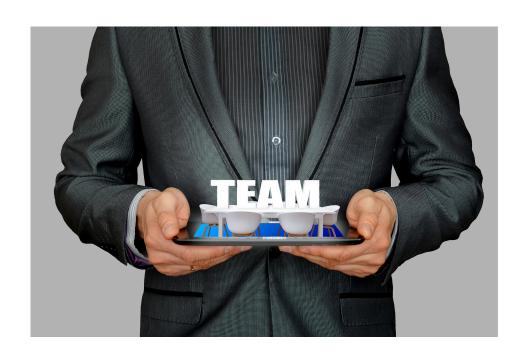


Gute Kommunikation verringert Kündigungen

Experiment mit Supermarktkette: Täglich 20 Minuten mit Angestellten sprechen, senkt Fluktuation



. . .

I bhYfbY\a Yb'a]h'Y]bYf'[i hYb']bhYfbYb'?ca a i b]_Uh]cb
fYXi n]YfYb'X]Y'NU\`'Ub'?ØbX][i b[Yb'i a 'V]g'ni '&) 'DfcnYbh''K Ybb
g]W\'J cf[YgYhnhY'YXYb'HU['bi f'Yhk U'&\$'A]bi hYb'NY]h'ZØf
; YgdfÀW\Y'a]h']\fYb'5b[YghY``hYb'bY\a Ybž'j Yff]b[Yfh'XUg'X]Y
DYfgcbU'Zi _hi Uh]cb'XYi h`]W\''8Ug'Yf[]Vh'Y]bY'Ghi X]Y'XYf
I b]j Yfg]hÀh'ni '?Ò`b"

K YfVi b[

FY`Uh]j 'g]a d`Yf'9]b[f]ZZ

. .

 $8]Y : cfgWXYf^{UVYb^{\prime}}]b^{\prime}9I dYf]a Ybh^{\prime}a]h^{\prime}]bYf^{\prime}[fc *YbGi dYfa Uf_h_YhhY^{\prime}Xi fWX[YZØ\fh'' 8 Yf^{\prime}7 9C^{\prime}XYg^{\prime}? cbnYfbg^{\prime}Uh^{\prime}ZØfX]Y^{\prime}Ghi X]Y^{\prime}]^{1}U^{\prime}Y]hYf^{\prime}dYf^{\prime}6f]YZ^{\prime}XUni ^{\prime}Ui Z[Yfi ZYbž^{\prime}U^{\prime}Yg^{\prime}]b^{\prime}]^{\prime}fYfA UWXh^{\prime}GhY^{\prime}YbXY^{\prime}ni ^{\prime}hi b ži a ^{\prime}X]Y^{\prime}: ^{i}_hi Uh]cb^{\prime}Ub^{\prime}]^{fYa} ^{\prime}GhUbXcfh ni ^{\prime}gYb_Yb^{\prime}i bX^{\prime}g]WX^{\prime}YggYf^{\prime}i a ^{\prime}X]Y^{\prime}A]hUfVY]hYf^{\prime}ni ^{\prime}_@a a Yfb^{\prime\prime}8]Y : Ø^{\prime}fi b[g_fAZhY^{\prime}j cb^{\prime}\%-^{\prime}XYf^{\prime}\&', ^{\prime}; YgWXAZhY^{\prime}UVYb^{\prime}XUfUi Z^{\prime}]b Xi fWXgWXb]hh^{\prime}]WX^{\prime}&$^{\prime}A]bi hYb^{\prime}dfc^{\prime}HU[^{\prime}a Y^{\prime}fa]h^{\prime}XYb 5fVY]hbY^{\prime}a Yfb^{\prime}j YfVfUWXh^{\prime\prime}$

9f[YVb]g. **b bi f'bYi b A cbUhYb gUb_ X]Y 5bnU\``Ub ? ØbX][i b[Yb Ub XYb GhUbXcfhYbž Ub XYbYb X]Y @Y]hYf a Y\f a]h XYb

A]hUfVY]hYfb _ca a i b]n]YfhYbž i a `Xi fW gW b]hh`]W &) `DfcnYbh"

K]f k UfYb ØVYffUgW hž k]Y [fc » `XYf 9ZZY_h X]YgYg fY `Uh]j

g]a d`Yb '9]b[f]ZZYg]gh ž gU[h A Uhh\]Ug < Y]bnž ? cUi hcf XYf Ghi X]Y "

8 Yf 7 9C 'Yf]bbYfhY X]Y :]`]U``Y]hYf XUfUi Z\]b bcW 'Y]ba U``Ub]\f
N]Y ž k Ug YfbYi h'Y]bYb `A\b`]W Yb '9ZZY_h`\UhhY"

I a gUhn 'V `Y]Vh '_cbghUbh

. .

Jcf:XYa '9I dYf]a Ybh'\UVYb']b'XYf'Gi dYfa Uf_h_YhhY'À\f`]W\
Xi fW\gW\b]hh`]W\', \$'DfcnYbh'XYf') ") \$\$'5b[YghY``hYb'[Y_ØbX][h"
8]Y'?ca a i b]_Uh]cb'\UhhY'nk Uf'Y]bYb'dcg]h]j Yb'9]bZi gg'Ui Z'XUg
DYfgcbU`ž'YXcW\'b]W\h'Ui Z'XYb'I a gUhnž'XYf'[fc»hY]`g'[`Y]W\'V`]YV"
8 Ug'`]Y[h'`Ui h'XYb': cfgW\Yfb'XUfUbž'XUgg'GhUbXcfh`Y]hYf'Xi fW\'X]Y\\O\YfY'\DhYfU_h]cb'a]h'5b[YghY``hYb'k Yb][Yf'NY]h'ZØf'?i bXYb\UVYb"

I bhYfbY\a Ybž'X]Y']\fY'?ØbX][i b[gfUhY'[Yf]b['\U`hYb'k c``Ybž a ØggYb': Ø\fi b[g_fÀZhY'Ui gk À\`Ybž'X]Y'[i h'a]h'UbXYfYb A YbgW\Yb'_ca a i b]n]YfYb'_ÒbbYbž'gc'XUg'FYgØa YY'XYf'Ghi X]Y"

XCW\'_Ubb'Ui W\'Y]b'Y]bZUW\Yf'5i Zfi Z'ni 'a Y\f'?cbj YfgUh]cb
dcg]h]j Y'5i gk]f_i b[Yb'Ui ZY]bYb'Y][Ybh']W\'i b_ca a i b]_Uh]j Ybž
gW\`YW\hYb': Ø\fi b[ggh]`\UVYb"

$6\,Y\,gi\,\,W\!\!X\,Y\,b\,\,{}^.G\,]Y\,{}^.i\,\,b\,g\,{}^.Ui\,\,Z_.\,\,{}^.Z\,{}^.Y\,]g\,W\!\!X\,i\,\,b\,X\,W\!c\,{}^.Uh$