



Donald Cooper, MBA, HoF

**Donald** is respected by clients in over 40 industries throughout the world as a “thought leader” and passionate visionary in the key areas of management, marketing, and service excellence.

Drawing from his experience as a world-class manufacturer, award-winning retailer, business speaker and coach, he has helped thousands of businesses to sell more, manage smarter and grow their bottom line.

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To book **Donald**, contact Sharen Skene at 1-416-252-3704 or email at [sharen@donaldcooper.com](mailto:sharen@donaldcooper.com) in Toronto Canada.

## An article by Donald Cooper, MBA...

### Why people quit:

According to a recent survey conducted by Canadian employee search firm David Aplin Recruiting, there’s a major disconnect between why employees quit...and why managers think they quit.

**A)** Below are the 5 most common reasons, in order of importance, for workers quitting:

1. Lack of trust in senior leaders.
2. Insufficient pay.
3. Unhealthy business culture.
4. Lack of honesty, integrity and ethics.
5. Lack of opportunity for training and development.

**B)** By contrast, the following are the 5 top reasons managers say they think their employees left:

1. Insufficient pay.
2. Unexpected career opportunity.
3. Decision to change careers.
4. Lack of work-life balance.
5. Lack of opportunity for training and development.

It’s interesting that many top managers have no clue that lack of trust and an unethical or emotionally unhealthy business culture are major factors that drive employees away. They’d rather believe that staff are lured away by higher paying competitors. That way they can blame someone else for their problems and not face their own sorry reality.

And here’s the kicker... more than two thirds of departing employees said they first voiced their concerns to managers before deciding to leave.