

Big Rapids Group



Take the BRG Challenge

Increasing Employee Retention

In our work with multi-store networks, we have learned that increased profitability starts with a reduction in employee turnover. So we have perfected a Performance Amplification methodology that works with individual store managers and their teams to significantly increase their ability to attract and retain high quality employees. Our work with a gas station/convenience store chain in Michigan resulted in turnover moving from nearly 100% to a sustainable level under 35% today. What would that kind of reduction mean on your bottom line?

That kind of performance is easy for us to claim and probably hard for you to believe. Your circumstances are unique and different. You might think you don't have the time to commit to a companywide amplification process. That's why we have created The BRG Challenge.

Simply connect us with 15 of your store managers and their supervisors – over a 1-Year period we will show you how our process works so you can experience the results of dramatically reduced employee turnover first hand in your stores. If we don't reduce your turnover by 50% we go away. If we do, you can hire us to expand the program and show its full potential to build your bottom line.

Here's how you play --

1. Select 15 stores to participate in the BRG Challenge
2. Allow us to install our Performance Amplification process.
3. Join us in creating World Class results.

Investment

For the BRG Challenge we charge a flat fee of \$3 per day per store. Our clients quickly see large returns on that investment as turnover falls. Reduce turnover by just one employee per store per year and you'll see more than a 100% ROI on your investment with us.

Profit Amplification

People and Performance

Increased Profitability

Reduced Employee Turnover

Advanced Leadership Training

High Performance Culture

The Challenge

15 Stores

1 Year

50% Turnover
Reduction

\$3/Store/Day

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