

Reducing Turnover at Bubba Gump Shrimp Co.

Applied Case Study

The president of Bubba Gump Shrimp Company, a restaurant chain specializing in seafood, believes that one of the secrets to success is to have minimal management turnover. In fact, his focus on turnover has been so successful that he has not had a general

manager leave in 3 years, and he decreased management turnover from 36% to 16% in 2 years.

✓ On the basis of what you learned in this chapter, what interventions would you make to reduce management turnover?

✓ How would these interventions be different if you were trying to reduce nonmanagerial turnover?

To find out how Bubba Gump Shrimp reduced turnover, use the link found on your text webpage.