



# **From Burnout to Breakthrough:**

## **Solving AlphaLogistics' Retention Challenges Through Data-Driven Solutions**

Interim Report

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# Agenda

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- 1 Executive Summary
  - 2 Root Causes and Key Insights
  - 3 Turnover Mitigation Strategies
  - 4 Next Steps



# AlphaLogistics is bleeding key talent due to overworking and lack of recognition

Immediate action recommended to ensure operational stability

Over the past 5 years, employee turnover at AlphaLogistics has increased by 42%, driven by two key factors: excessive workload and lack of recognition

## 1) Excessive workload leading to burnout in workers

- Employees at AlphaLogistics work 20% more than the national standard
- 57% of former employees were high contributors who worked 22% more hours than average, but were burned with excessive projects
- Overwork has led to burnout and disengagement, pushing skilled talent to seek better conditions elsewhere

## 2) Lack of recognition and career advancement opportunities

- Despite outperforming their peers by 25%, mid-tenured high-performers saw almost no career advancement
- Only 0.4% of departing employees were promoted, a rate 4x lower than the company's average
- This stagnation forced even satisfied employees to leave in search of better career growth opportunities





# Propose 3 implementation strategies to mitigate turnover and ensure workforce stability

To address these challenges, three quick-win strategies are proposed:

- 1) Sustainable workload and work flexibility: Implementing remote work and flexible scheduling for high-hour employees and capping project assignment to prevent burnout
- 2) Progressive career advancement framework: Re-define promotion criteria to ensure transparency and introduce more frequent, incremental promotions to retain talent.
- 3) Recognition and development program: Introduce quarterly recognition programs with tangible rewards and fast-track growth opportunities

As next steps, leadership encouraged to give approval on the following agenda:

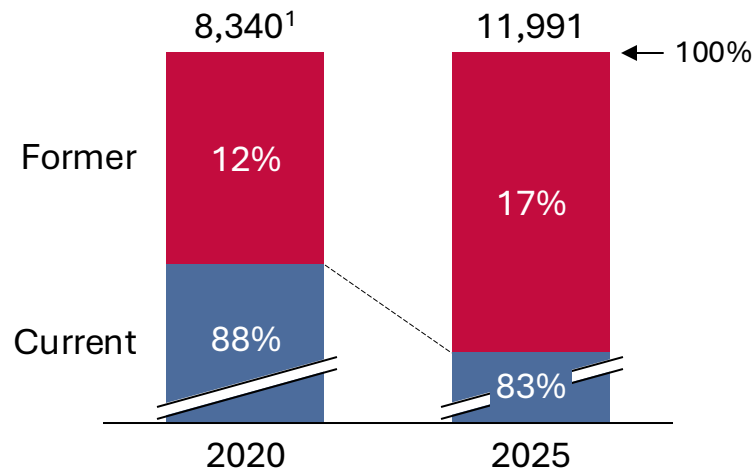
- 1) Creating a predictive model to retain current at-risk talent
- 2) Conducting a company-wide survey on current satisfaction (including former employees),
- 3) Financial cost analysis of recommended strategies and expected impact



# Employee turnover at Alpha increased by 42% due to overworking and lack of recognition in 5 years

Rising employee turnover at AlphaLogistics...

Employee Turnover Change  
(Unit: Number of employees)



Alarming **42%** growth in 5 years,  
**11%**<sup>2</sup> higher than industry benchmarks

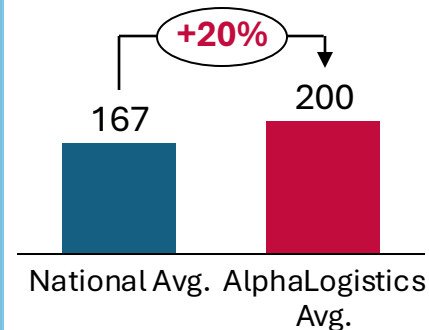
1. Hypothetical number, added comparison to highlight importance of the problem. 2. Based off Flexe Institute Survey of more than 4.4M respondents.  
3. Assumed 40 hours per week with 2 weeks of vacation in a year, divided by 12.  
Sources: Flexe Institute Survey, Internal Company Data, Desk Research

... driven by two fundamental factors contributing to talent loss and declining workforce engagement

1



Excessive Workload



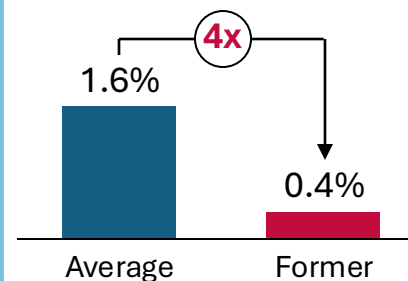
Whole company employee average monthly hours exceed the national standard<sup>3</sup> by 20%

- Potential overwork causing burnout risks

2



Lack of Recognition



Promotion rate of former employees is 4x lower than the company average

- Lack of upward mobility causing career stagnation



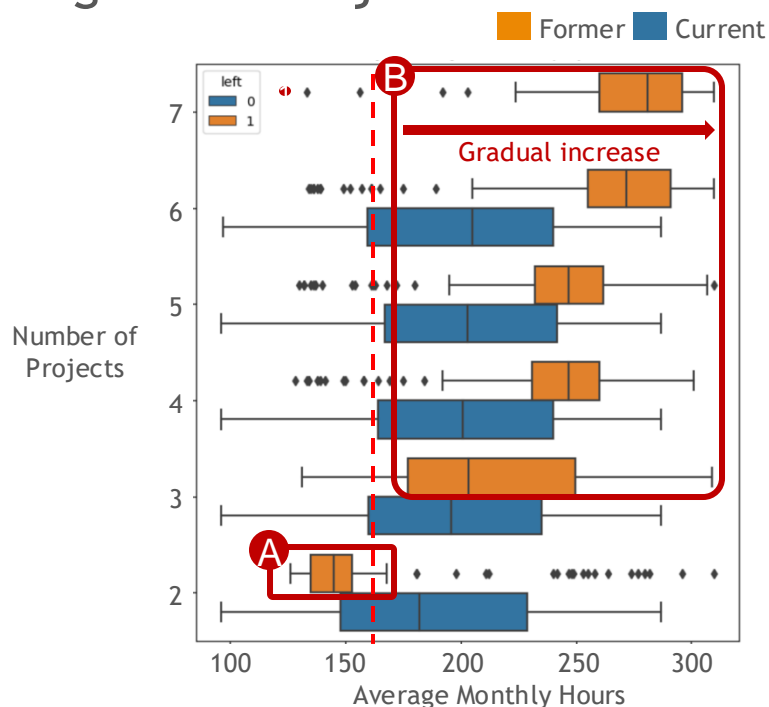
# 50%+ of former employees were high-contributors overburdened by working hours and projects

## Workload Distribution Impact on Employees

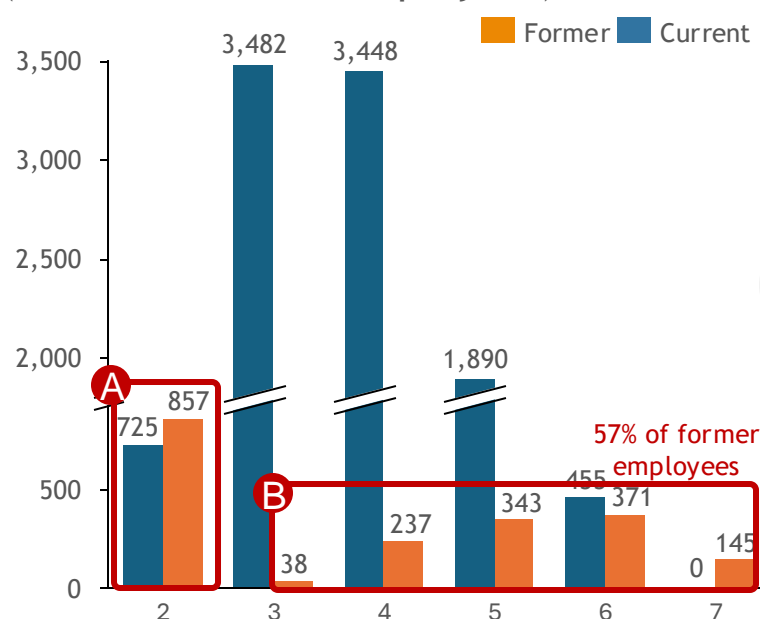
Title

Key  
Metric

### Avg Hours/Projects Distribution



### Number of Projects Histogram (Unit: Number of employees)



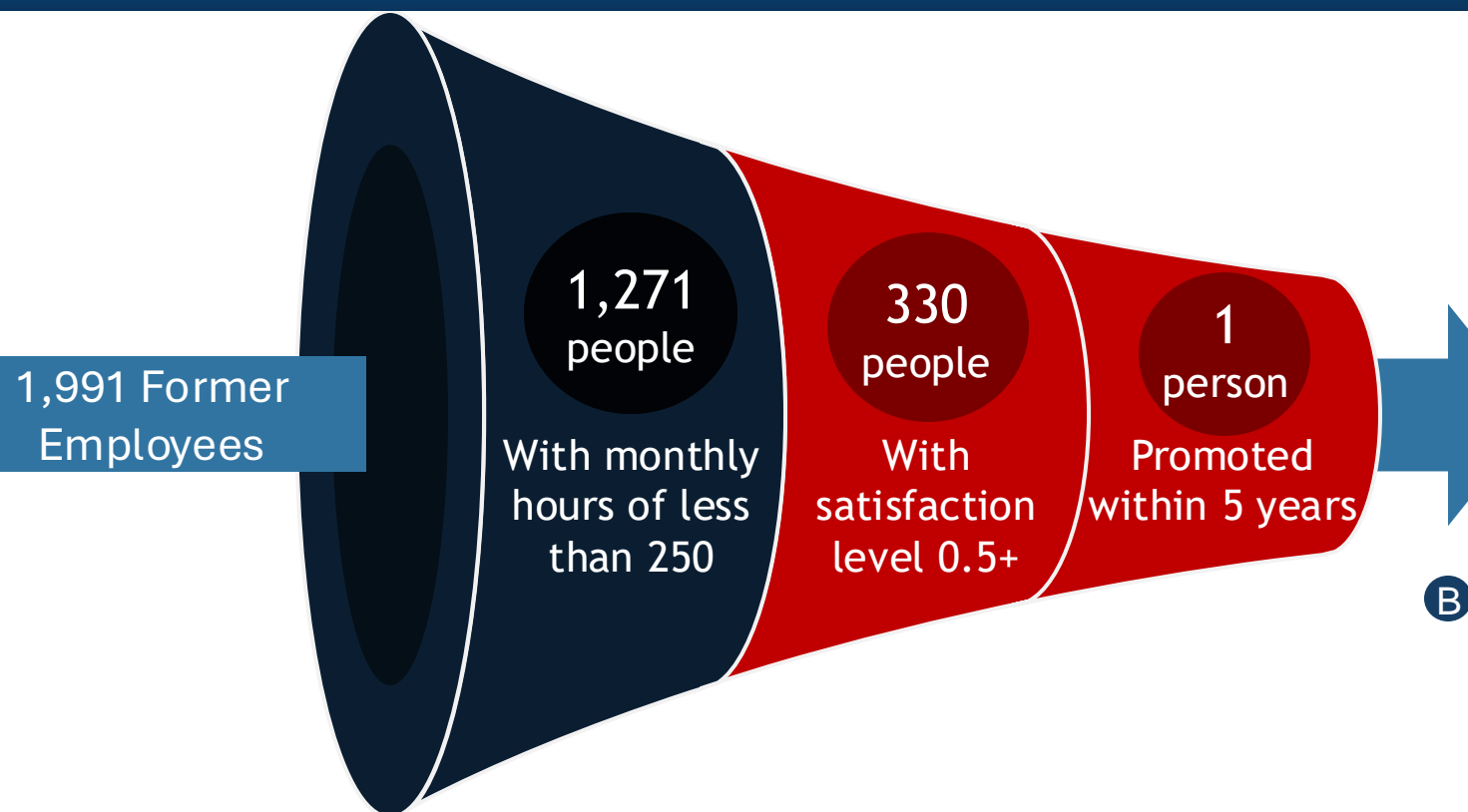
Former employees divided into 2 categories:

- A Low-Impact Underperformers**
  - ✓ Worked 10% fewer hours than national average
  - ✓ Insufficient skills for key business operations
- B Overburdened High Contributors**
  - ✓ Worked 22% more hours than national average
  - ✓ Assigned a high number of responsibilities



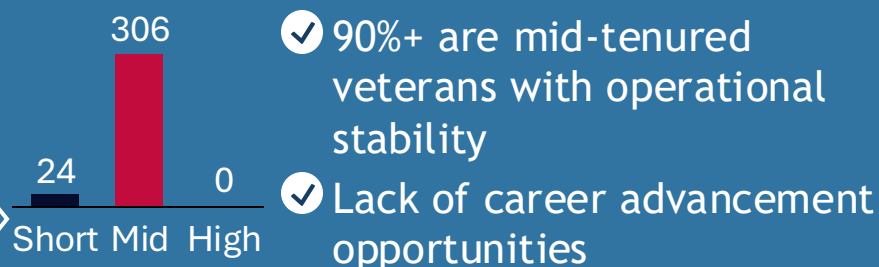
# Despite outperforming peers, mid-tenured core workers leaving due to lack of promotions

## Former Key Talent<sup>1</sup> Promotion Funnel

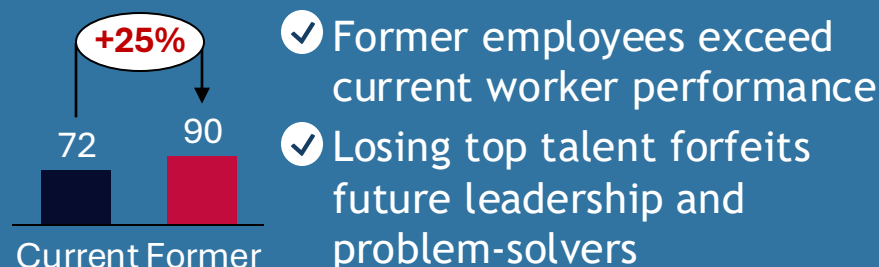


Former satisfied workers are mid-tenure<sup>2</sup> high-performers who lacked recognition

Former employee tenure distribution






Former employee performance



1. Key talent has been defined as: (1) workers who are not overworked based on previous root cause and (2) workers with a relatively high satisfaction rate. Purpose to reduce overworked and dissatisfied workers that were prone to leave. 2. Tenure is defined as follows: Short (2-3 years), Mid (4-6 years), High (7+ years)



# Recommend implementation of 3 quick-win turnover mitigation strategies to retain key talent

	 Sustainable Workload and Work Flexibility	 Progressive Career Advancement Framework	 Recognition and Development Program
Description	<p>Offer flexible working options and re-distribute project work</p> <ul style="list-style-type: none"> <li>✓ Offer remote working or flexible options for high-hour working employees</li> <li>✓ Create a maximum cap of 6 simultaneous projects</li> </ul>	<p>Implement a structured career progression plan</p> <ul style="list-style-type: none"> <li>✓ Re-define promotion criteria in a transparent manner for all tenure employees</li> <li>✓ Add more frequent, incremental promotions</li> </ul>	<p>Introduce quarterly awards and career opportunities</p> <ul style="list-style-type: none"> <li>✓ Offer tangible rewards (i.e., bonuses, performance boosts) to increase morale</li> <li>✓ Launch fast-track pathways and internal mobility offers</li> </ul>
Execution Risks	<ul style="list-style-type: none"> <li>✗ Remote work can potentially decrease productivity</li> <li>✗ Risk of potential uneven project re-allocation</li> </ul>	<ul style="list-style-type: none"> <li>✗ Potential increase in payroll and budget constraints</li> <li>✗ Inconsistent implementation among teams</li> </ul>	<ul style="list-style-type: none"> <li>✗ Rewards may not capture hold for long-term retention</li> <li>✗ Need transparent recognition framework (risk of bias)</li> </ul>





# NEXT STEPS



Create predictive model to mitigate current high-performers from leaving



Focus group interviews to former and current employees for new career framework



Cost analysis for the implementation of mitigation strategies and financial projection of expected impact



**AlphaLogistics**

AIR, SEA

