

BROWN SHOE COMPANY – CURBING UNWANTED TURNOVER

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For the Brown Shoe Company “Curbing Employee Turnover” project, the goal was to reduce manager turnover at Famous Footwear stores. This is a challenge that many retail companies face, and is difficult to find the root cause of. In order to begin creating a successful solution, we conducted a survey of over three hundred UF students on their human resource preferences, specifically regarding incentive programs, training, and management. Upon analysis of the data, along with a review of industry literature, we were able to design several programs to decrease turnover and increase employee satisfaction. These programs included an incentive program that was designed to increase employee motivation, a formalized manager training process that emphasized career development and socialization, and an exit survey intended to proactively reduce future turnover. We are confident that implementation of these strategies will help in reducing manager turnover at Famous Footwear.

All four members of the team would agree that, while the project was extremely challenging at times, it was very rewarding in the end. We each learned and performed tasks that were new and outside of our comfort zones, and succeeded through the support of our teammates. The in-class progress reports and the resulting feedback were often invaluable in determining the next step, and Dr. Oh’s knowledge and experience served as vital resources. Having had such an experience will certainly be useful as we each begin our careers.