



REALCHANGE®

EXPLORE what you want.

DISCOVER opportunities.

DO THE WORK to make **REAL CHANGE.**

HOW TO CONDUCT STAY INTERVIEWS: 5 KEY QUESTIONS TO CONSIDER

We've found that just five thoughtfully chosen questions are all it takes to make stay interviews both simple and effective. Through careful listening and strategic follow-up, these questions reveal the insights you need to build personalized engagement and retention plans that truly resonate with each team member. As you prepare to use them, focus on applying these essential communication techniques to maximize your success:

- Listen actively and intentionally. Spend 80% of the time listening. Don't think about your next question—fully absorb what the person is saying before responding. This takes discipline but is key to building trust and understanding.
- Use probing questions to go deeper. Thoughtful follow-ups help uncover more detailed information and signal that you genuinely care about their experiences and ideas.
- Take meaningful notes. Capture not only the facts but also the speaker's emotions and key phrases. These notes will help you advocate for appropriate solutions or changes when speaking with leadership.

Now, let's take a closer look at each of the five questions and the reasons behind their effectiveness.

1. WHAT MAKES YOU WANT TO STAY HERE WHEN YOU COULD WORK ANYWHERE?

We ask this because it acknowledges the employees' value and reminds them, they have choices. It encourages honest reflection about what they truly appreciate—whether it's the culture, leadership, purpose, or growth opportunities—and helps uncover the core motivators that keep them engaged. This insight is key to reinforcing what's working and shaping retention strategies around what matters most to your team.

- ✓ Recognizes the employee's worth
- ✓ Encourages reflection on loyalty and commitment
- ✓ Surfaces intrinsic motivators

2. IF A RECRUITER CALLED YOU TOMORROW, WHAT WOULD MAKE YOU SAY, 'NO THANKS, I'M GOOD HERE'?

We ask this to surface the emotional and practical reasons employees choose to stay. It helps us understand what's working—the aspects of their experience that feel strong enough to resist outside offers. It also frames retention as a proactive and empowered decision.

- ✓ Engages both emotional and practical reasons
- ✓ Frames the choice to stay as empowered
- ✓ Can help identify what's working well



"When we listen with intention, we uncover the heartbeat of a team. Stay interviews aren't just about retention—they're about building a workplace where people truly want to stay."

— Lois Elrich, Founder of Real Change

3. WHEN YOU THINK ABOUT LEAVING, WHAT MAKES YOU STAY?

We ask this question to create space for honest reflection. Most employees think about leaving at some point—it's natural. This question helps us understand what's causing those thoughts, but also what keeps them rooted. It's a valuable moment to listen deeply and uncover what loyalty looks like in practice.

- ✓ Brings up potential tension points and loyalty factors
- ✓ Reveals underlying concerns while affirming current commitment
- ✓ Encourages vulnerability and honest conversation

4. WHAT MAKES YOU PROUD TO WORK HERE?

We include this question to explore emotional connection and alignment with the company's mission or culture. When employees express pride, it often highlights what they value most—and these responses can point us toward strengths your organization should protect and celebrate.

- ✓ Highlights alignment with values and mission
- ✓ Invites storytelling and emotional engagement
- ✓ Reveals organizational strengths worth preserving

5. WHAT DO YOU LOOK FORWARD TO EACH DAY WHEN YOU COMMUTE TO WORK?

We ask this to discover the daily motivators—those small but meaningful moments, routines, or relationships that make a difference in someone's workday. These insights often reveal what energizes your team and what gives them purpose, helping us identify what's worth investing in.

- ✓ Uncovers daily motivators and energizers
- ✓ Brings purpose, people, and passion into focus
- ✓ Can surface team dynamics or routines that matter most

For more information on how Real Change can facilitate stay interviews for your team, visit realchange.life.