

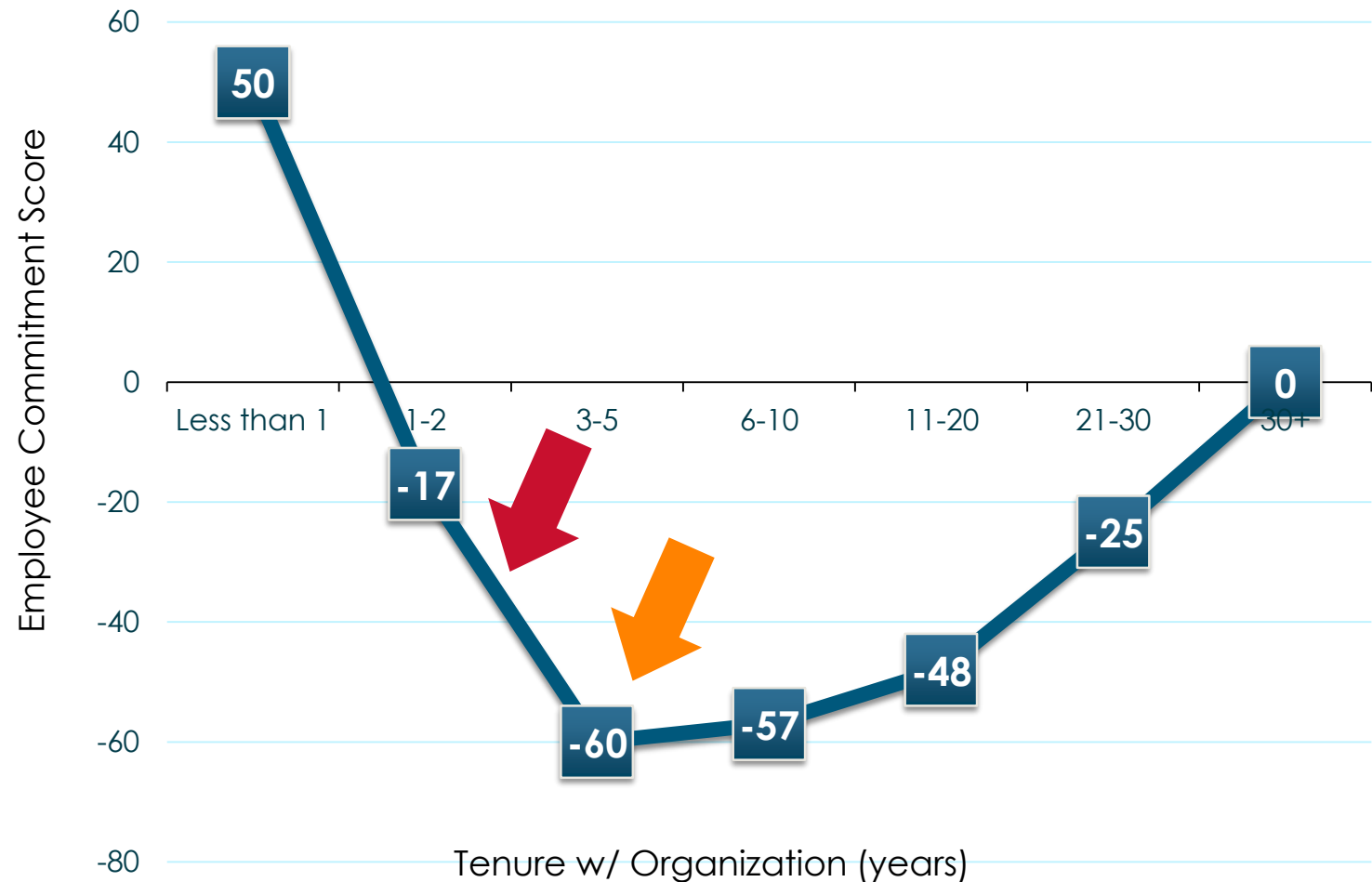
The Tenure Curve

The Tenure Curve represents how employee commitment changes over time. The shape of this curve is seen across various companies, regions and industries.

- **The average tenure in the US is 4.2 years.**¹
- **For those aged 25-35, that number drops to 2.8.**¹

These numbers coincide with the initial decline seen on Tenure Curve.

Employee Commitment over Tenure



The Tenure Curve



Company B has intentionally cultivated and measured their culture with illumyx. The employees of Company B maintain more commitment over time, which positively impacts their retention.

The average tenure of their employees is

2x
the national average.

They set records for revenue year after year, and that revenue turns into profit and investment in company growth, instead of financing recruitment.

Employee Commitment over Tenure

