

CEP Magazine – February 2019

How an ethical culture attracts and retains talent

By Brian Lee and Dian Zhang

Brian Lee (brian.k.lee@gartner.com) is a Managing Vice President and Dian Zhang (dian.zhang@gartner.com) is a Research Specialist at Gartner in Arlington, Virginia.

In today's tight labor market, senior executives worry about the impact of employee turnover on their bottom line. Although most companies highlight their economic strength or growth potential to attract and retain talent, they underestimate the effect their ethical culture can have. Gartner's latest research shows that a strong culture of integrity can not only attract top performers, but also retain them.

This document is only available to members. Please [log in](#) or [become a member](#).

[Become a Member](#) [Login](#)