

# **Impact of Counselling On Employee Retention at Exit Interviews (With Special Reference to the Apparel Industry in Sri Lanka)**

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Studying counselling on employee retention among employees has become an important topic. The study examines the impact of counselling during the exit interview on employee retention. In a leading apparel company's labour turnover among employees, especially machine operators, which showed that employee turnover is one of the major problems. This study aims to address the objectives of the study were to identify the counselling practices in Apparel Industries, to identify the relationship of counselling in employee retention in exit interview. In order to achieve those, this study was designed qualitative approach. A sample of 30 employees who have already decided to resign was selected utilizing convenience sampling method representing apparel industries. The qualitative data was collected by conducting semi-structured interviews. The interview transcripts were analysed to identify the patterns using thematic analysis techniques. This study used counselling techniques which include Cognitive Behavioural Therapy & Rational Emotive Behavioural Therapy. Cognitive behavioural therapy was applied for fifteen machine operates at the exist interview and thirteen employees were retained. However, after the counselling sessions, two employees were left the institution. This study proposes to apply Rational Emotional Behavioural Therapy, and modifying dysfunctional thinking and behaviour as Cognitive Behavioural therapy techniques during the exit interview or any appropriate time before the employee leaving in order to retain employees. This study recommended practicing employee counselling by using therapies during the exit interview. Further, which may result in retaining employees. This study came up with factors which impact to retain employees. Results of this study add rich qualitative data to the counselling literature as well as to the other social and managerial implications

*Keywords:* Counselling, Employee turnover, Employee retention, Cognitive behavioural therapy, Rational Emotive Behavioural Therapy