

Baruch College Invites Retensa to Discuss Changing Human Capital Management Strategies

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Experts speak about the changing face of Human Capital in Modern Organizations

New York, NY, November 2001 - Retensa, a leader in Human Capital Management and Research, has been invited to speak to Human Resource Management students on "The Direction of Human Capital in Today's Business Environment." The seminar will focus on the changing role of Human Resource Departments in corporations, and effective workforce strategies employed by leading organizations to bolster future business growth.

Human Capital Management is becoming increasingly important because firms are discovering that effective Workforce Strategies can be a key differentiating factor in employee acquisition, performance and tenure, as well as customer satisfaction. As more responsibility is placed on HR Departments to maximize a company's "People Investment," more business skills will be required of candidates entering the field of Human Resource Management.

Retensa Guides Future Human Capital Leaders

Organizations have become aware of the strong link between Human Capital strategies and financial results. Accordingly, organizations have measured the loss of valuable employees that includes the resources spent in recruiting, training and developing the employee. Successful HR Managers understand the value of Human Capital planning to organizations and believe that assessing employees' financial value to organizations can optimize the way they hire, manage, assess and develop employees. Following this trend, Retensa has focused on educating upcoming Workforce Leaders on strategies they will leverage in their careers.

Understanding your People is what Our People Do.

Retensa is the leader and innovator of Employee Retention Strategies. They combine **experience** and web-based **technology** to develop, motivate, and retain a company's **best employees**. Retensa customizes solutions to help organizations achieve significant **cost-savings** and **performance** improvements.

Through the creation of a "*Retention Environment*," Retensa provides additional expertise in **Leadership** Development, Human Capital **ROI**, **HR Metrics**, Employee **Surveys**, Exit Interviews, and **Diversity** Initiatives, with a cutting-edge focus on workforce technology. Retensa can be reached at **212.545.1280** or visit www.retensa.com for more information about the solutions you can receive.

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