

Human Performance Improvement Conference Invites Retensa for Guest Presentation

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FOR IMMEDIATE RELEASE

Creating the Retention Environment at your Organization

New York, NY, July 2001 - Retensa, a leader in Human Capital research and management has been chosen to speak on The International Quality & Productivity Center (IQPC) conference entitled *Human Performance Improvement: Transforming Human Potential into Productive Business Performance* in Atlanta, Georgia. Retensa will be providing HR Personnel and Managers with a lecture entitled, "Creating a Retention Environment: Strategies for Reducing Workforce Turnover."

In recent years, the greatest increase on the cost of doing business has been employee management investments. Additionally, leading companies have focused on improving workplace effectiveness as a strategy to strengthen their human capital strategies in this economic slowdown. Retensa supports companies in accomplishing this goal by cultivating a sought after workplace, fostering a more productive workforce and creating a *Retention Environment*. These initiatives will lower the costs associated with employee turnover in the long run.

IQPC and Retensa Provide useful Techniques to Organizational Directors

IQPC has invited Retensa to provide practical, detailed information on developing a competitive advantage thru Retention. By delivering accurate, objective, and up-to-date developments and trends in various industries, IQPC and Retensa enable organizations to remain competitive and profitable. IQPC recognizes the value of face-to-face forums, and strives to make each conference an indispensable learning experience, offering attendees maximum value for their time.

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.

To create the "*Retention Environment*," Retensa provides additional expertise in **Leadership** Development, Human Capital **ROI**, **HR Metrics**, Employee **Surveys**, Exit Interviews, and **Mentoring**, 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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innovative solutions contact:*
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