

Retensa Chosen as ASTD Partner to Enhance Services

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The American Society for Training & Development (ASTD) eyes new member services.

New York, NY December 2003 - Retensa, a leader in Human Capital Management and Research, will present the results of an Organizational Analysis of the New York chapter of ASTD. ASTD wants to gauge what services and events its members find valuable and where the organization can improve. The recent revolution in corporate universities and e-learning has spawned new fields of development and techniques of delivery. "Choosing Retensa as a partner truly symbolizes ASTD's commitment to stay at the forefront of learning technology", says Carol Ann Caccioppoli, Retensa's Director of Training Services.

The results from this project will enable ASTD's Board of Directors to be able to see trends inside the organization and the level of appreciation its members have for existing services. The future of their seminars, Special Interest Groups, networking events, and professional development opportunities will be dictated by the needs of the training community. Additionally, a key goal is to unearth activities that can be directly applied to corporate trainers' new challenges. Most importantly, delivering more skills to more employees, in a rapidly changing business environment, under reduced staff and budgets.

Striving to Improve the Quality of Programs and Events

The project goal is to give ASTD leadership a better understanding of what programs are most helpful and which are obsolete. However, with such a diversity of members, gathering this information was seen as a complicated and arduous task. Retensa's organizational assessment experience and on-line survey technology were the combination that ASTD needed to identify issues quickly and cost-effectively. For information on attending the presentation, which is open to the public, please contact the number below.

About ASTD

ASTD is a leading association of workplace learning and performance professionals, forming a world-class community of practice. ASTD's 70,000 members and associates come from more than 100 countries and thousands of organizations-multinational corporations, medium-sized and small businesses, government, academia, consulting firms, and product and service suppliers.

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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