

ISPI Invites Retensa to Present on New Workforce Technology

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Join us to find out how technology is changing the strategy of employee communication.

New York, NY, November 2003 - Retensa, a leader in Human Capital Management and Research, will present new trends in employee communication strategies on December 4, 2003. The International Society for Performance Improvement (ISPI) invited Retensa to guide attendees in how to develop and execute successful employee surveys and how to leverage new technology to reduce costs, improve reliability of results, and accelerate response times. For many firms, creating an accurate survey can be a daunting task; this event will highlight the tactics the professionals use to gather critical employee feedback.

“Surveys look deceptively easy to develop and implement. [U]nless surveys are developed effectively and implemented appropriately the results will be meaningless, resulting in frustration for both employees and management.”

*Lin Gensing-Pophal
SHRM White Paper*

Retensa was invited to present because of the wave of technology that is approaching Human Resource Executives is hard to navigate. Retensa's early innovations in Workforce Technology has given them a unique vantage point to observe the rapidly advancing field. Throughout the evening, common misconceptions will be addressed. For example, an employers' desire to ask questions on every known issue. This often leads to uncovering too many issues and few solutions. Additionally, the seminar will address Best Practices, and the pros and cons of outsourcing an employee survey. If you are interested in learning more about getting accurate employee feedback or developing surveys, please attend. Also, for access to the accompanying White Paper, *“10 Steps, 8 Tips, and 2 Mistakes in Developing Every Employee Survey,”* visit www.retensa.com/knowledgebase.

About the International Society for Performance Improvement (ISPI).

Founded in 1962, ISPI is the leading international association dedicated to improving productivity and performance in the workplace. ISPI represents more than 10,000 international and chapter members throughout the United States, Canada, and 40 other countries. ISPI's mission is to develop and recognize the proficiency of our members and advocate the use of Human Performance Technology. Assembling an Annual Conference & Expo and other educational events like the Institute, publishing books and periodicals, and supporting research are some of the ways ISPI works toward achieving this mission.

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 **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.

To discover more about Retensa's innovative solutions contact:

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