

Retensa Launches Knowledgebase

RETENSA
212.545.1280

FOR IMMEDIATE RELEASE

Knowledgebase is Free Retention News and Insights for Employers Seeking Workforce Enthusiasm.

New York, NY, March, 2004 - If you want to be kept up to date on the best and worst employment practices and general strategies for employee motivation, then Knowledgebase is for you. As of today, the people at Retensa have added a new dimension to their website, www.Retensa.com, through which they can share their ever-expanding knowledge of the world of employee retention vs. turnover. Knowledgebase consists of several components: Retentioneers are brief reports that delve into the impact of turnover and other key business issues. Among the Retentioneer topics already available on Retensa.com are: how vaguely defined workplace expectations result in turnover and how employer trust in employees results in zeal. Press releases and news abstracts are two other sources found in the new section. Knowledgebase provides three benefits to its audience: insights, tips, and guidance. Directors and executives of midsized companies in Finance, IT, and Operations will find it useful in improving communications with, and understanding of, their employees. Human Resources Directors can refer to Knowledgebase to see if their latest ideas have been tried and tested.

Knowledgebase is not infatuated with Methodology.

Retensa President Chason Hecht, who is personally involved in every Retensa project, emphasizes that Knowledgebase will be “agnostic about the state of workforce management in each industry,” tackling problems that are not being confronted, and keeping ahead of the turnover curve. It will give Retensa’s clients easy access to information relevant to their businesses, and to the general public it will serve as a starting point for contemplating their relationships with their employees/employers. With Knowledgebase, Retensa will equip motivated employers with the tools they need to motivate employees.

Understanding your People is what Our People Do.

Retensa is the leader and innovator of Employee Retention Solutions. They combine **experience** and web-based **technology** to develop, motivate, and retain a company’s **best employees**. Retensa builds custom 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/Metrics**, **Mentoring**, Employee **Surveys**, Exit Interviews, **Succession Planning**, 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.

*To learn more about
Retensa, please contact:*
Audra Ballard
212.545.1280
audra@retensa.com

