

## NY Enterprise Report Features Article by Retensa's President

RETENSA  
212.545.1280

### FOR IMMEDIATE RELEASE

#### *Turning the Tables on Turnover.*

**New York, NY, April, 2005** - The May 2005 edition of The New York Enterprise Report features an article written by Retensa president Chason Hecht about four easy-to-use strategies for retaining your great team of employees. Mr. Hecht's expertise in creating a stimulating work environment was well-received by The New York Enterprise Report, which features articles written by business experts specifically for small and midsize businesses.

*"The downsides of working at smaller companies often include limited benefits and lack of career path, and if ignored, they will eventually lead to discontent and turnover."*

*Chason Hecht, President  
Retensa*

Solutions for creating a great work environment are highly coveted, as is evidenced by studies such as McKinsey and Company's in 2003 which showed that the majority of 6000 managers surveyed considered talent, defined in terms of culture, intelligence, technology, and operations, their number one corporate resource.<sup>1</sup> This talent is especially slippery in small businesses, whose owners are challenged by the glamour that is associated with larger organizations. "The downsides of working at smaller companies," writes Mr. Hecht in his article, "often include limited benefits and lack of career path, and if ignored, they will eventually lead to discontent and turnover."

### **Report Readers Have Great Expectations.**

Through new articles published every month, along with its archives, The Report mitigates the resource gap found in smaller businesses by providing needed expertise to complement the businesses' core competencies. The Report places special emphasis on businesses in the New York metro area. Reading an article by Retensa's president is the next best thing to a free consultation. The Report's audience is now equipped with a tool for "motivating at a glance" that they can carry with them wherever they go.

### **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](http://www.retensa.com) for more information about the solutions you can receive.

<sup>1</sup> "Firm Value and Employee Attitudes on Workplace Quality," by Brian Ballou, Norman Goodwin, and Rebecca Toppe Shortridge, in *Accounting Horizons*, December, 2003, Volume 17, Issue 4, p. 329.

*To learn more about  
Retensa, please contact:  
Audra Ballard  
212.545.1280  
[audra@retensa.com](mailto:audra@retensa.com)*

