

Business Week features Retensa on Mentor Programs

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New York, NY, March, 2008 - BusinessWeek features Chason Hecht, President of Retensa, in a case study highlighting the challenges and goals associated with Mentor Programs. A great Mentor Program can give any company a significant advantage over their competition. Good Mentors create the strong, enduring relationships and organizational links essential to effective retention and succession planning. Engaged and "connected" employees do not want to leave your organization. Yet, the most common, and arguably debilitating, mistake you can make is poor implementation of such programs, contrary to the intent, they can cause increased attrition and lower engagement.

"People seldom improve when they have no other model but themselves to copy."

- Oliver Goldsmith

Mentor Programs facilitate opportunities for development and growth of both the organization and individual employees. They are a useful tool in recruiting and retention since your reputation as an "employer of choice," with a culture that promotes opportunities for personal and professional advancement, is critical to attract the most talented staff. Effective Mentor Programs also quickly orient new employees' by establishing relationships vital to their success in the workplace and, in the latter stages of the [Employee Life Cycle \(ELC\)](#), lead to improved teamwork and leadership development. Finally, these programs can aide in addressing diversity issues and ensuring a level playing field for all of your employees.

About BusinessWeek

BusinessWeek is an international magazine that inspires today's present and tomorrow's future leaders. With over 4.9 million readers, BusinessWeek is a major source for the latest news in growth trends, information technology, and market competition providing insight for senior leaders and management in decision making.

About Retensa

Retensa is a 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 builds solutions and metrics to help firms **reduce turnover** and create a **high-performing workforce**.

To create the "*Retention Environment*," Retensa provides additional expertise in Talent Management, Leadership Development, Mentoring, On-line Employee Surveys, On-line Exit Interviews, Executive Coaching, and Succession Planning. For more information about the results you can achieve visit www.retensa.com or call 212.545.1280.

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