Press Release

SMD To Speak at Predictive Analytics World for Workforce Conference
Bursting the Employee Engagement Bubble, Making Employee Surveys Impact Bottom Line

CHARLOTTE, N.C., (March 16, 2015) – Strategic Management Decisions (SMD) will be speaking at the inaugural Predictive Analytics World for Workforce Conference (PAW Workforce) March 31 - April 1, 2015, in San Francisco, Calif. The session -- *How Dignity Health is Using Analytics to Turn Employee Surveys into Real Business Drivers* – will be co-presented with Todd Horton, Director of Workforce Intelligence at Dignity Health. Attendees will learn how to integrate the most advanced analytics and business outcome data into the employee survey process, as well as how to make the results simple and actionable for all leaders.

"Conducting an annual employee survey and measuring some form of engagement has become commonplace for many organizations," states Dr. Scott Mondore of SMD. "Unfortunately, advanced analytics show that employee engagement is *not* a driver of business outcomes (nor is engagement an actual business outcome)."

"We wanted to use our employee survey -- and advanced analytics -- to understand the specific aspects of our work environment that had the biggest direct impact on real healthcare business outcomes—and get this actionable information into the hands of every leader at every level in our organization. SMD's technology, SMD Link, did just that," comments Horton.

At the conference, an international mix of the top minds in the field of predictive workforce analytics will gather to discuss topics such as predicting employee performance and retention, employee burnout and top leaders, as well as building a successful HR analytics organization, and even quantitatively exploring the connection between employee mood and business results.

"*Predictive Analytics World – for Workforce* is proud to highlight the predictive workforce solution SMD and Dignity Health have developed," says Greta Roberts, PAW WF Program Chair and CEO Talent Analytics, Corp. "Groundbreaking predictive solutions such as the one SMD has created are precisely the kind of solutions this conference is designed to showcase."

To learn more about SMD, visit www.smdhr.com.

ABOUT SMD

SMD is a talent management and analytics company enabling businesses to monetize people management, ultimately accelerating and optimizing business results and ROI. Since the launch of SMD Link, more than 500,000 assessments have been conducted and analyzed on the platform. The platform includes assessments for hiring, employee engagement, employee development (360), and career development.

Founded in 2008, SMD has infused innovation into a function that has seen few advances in decades. Recognized for its state-of-the-art practices, SMD is truly redefining how human resources operates, and how it can have an impact on the bottom line. SMD clients include UPS, Bank of America, University of Maryland Medical System, Dignity Health, Yusen Logistics, Sony Pictures, Norm Thompson, Burgess-Norton, Feeding America and Niagara Bottling.

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