



A Clear Picture: ROI on HR Investments

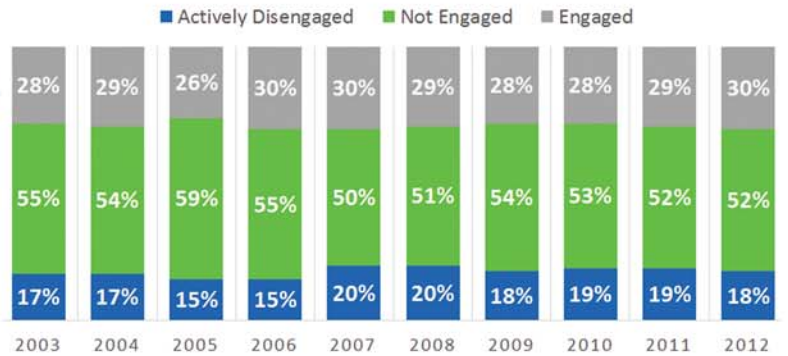
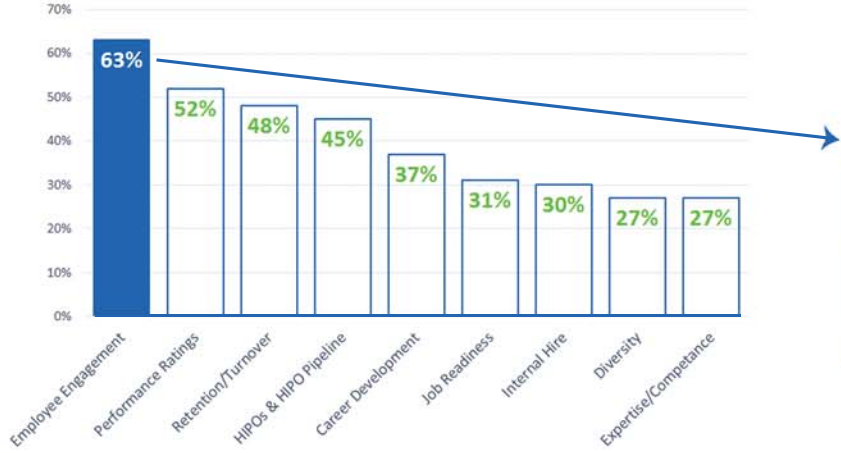
The Problem

80% of US CEOs say they need critical talent-related insights to make business decisions, but only a small percentage actually receive relevant information.¹



What is generally measured/tracked today?

In 10+ years, we haven't moved the needle on engagement—through good and bad economies. What are we chasing?



The Solution

Imagine a solution that truly measures ROI & links HR investments to business outcomes, **giving CEOs what they need.**



- 1) Quickly Prioritize Business Drivers
- 2) Select Business Driver Items to Work On
- 3) Choose Recommended Actions
- 4) Submit Business-Focused Action Plans



The software measures year-over-year improvements on real business outcomes to show true ROI and identifies the business drivers so that action plans are designed to focus only on those key drivers.

SMD's patented cloud-based talent software with built-in analytics, SMD Link, is the only one of its kind to move from analytics to action in just four clicks.



¹http://www.pwc.com/en_US/us/hr-management/publications/assets/pwc-trends-in-workforce-analytics.pdf