



## Press Release

### SMD CO-FOUNDER TO SPEAK AT NATION'S LEADING HR EVENT

#### *Dr. Scott Mondore to Discuss High Impact of Employee Experiences vs. Engagement at HR Daily Advisor Annual Conference*

ATLANTA, Ga., (Feb. 14, 2018) – [Strategic Management Decisions](#) (SMD), an employee survey and assessment company, is pleased to announce that co-founder and managing partner, Scott Mondore (Ph.D.), will be delivering a presentation on March 9 titled, “People Analytics and Surveys: Changing the Conversation from Engagement to Experiences,” at HR Daily Advisor’s annual conference. The event, “Igniting Engagement for Performance and Retention,” will be in Savannah, Ga., March 8-9.

During the session, Mondore will share revealing insights into the impact engagement has on business outcomes and address whether engagement is worthy of all the hype in the context of employee surveys. He will base his presentation on SMD’s latest three-year study of employee surveys, which is the most comprehensive business impact study of employee surveys. The study unearths surprising workplace elements that are key to driving actual business outcomes to provide HR leaders with actionable ways to impact the bottom line instead of repeating, “only 30% of employees are engaged,” to the CEO each year.

Program attendees will learn the following:

- The key drivers of business outcomes from employee surveys in various industries
- The employee experiences with the highest impact on actual business outcomes
- How to make the employee survey process more impactful for all leaders at all levels in the organization

Event registration is open at [store.blr.com/hr-daily-advisor-conference](http://store.blr.com/hr-daily-advisor-conference). #HRDA2018 @HRDailyAdvisor @BLR\_Events\_. Follow SMD on Twitter, [@SMDHR](#), and LinkedIn, [Strategic Management Decisions](#).

### ABOUT SMD

SMD is an employee survey and assessment company that delivers results, not just insights, via its patented cloud-based technology, [SMD Link](#). SMD identifies the cause-effect relationships between talent assessments and business outcomes to ensure the surveys translate into analytics-based, actionable ways everyone down to the front line can work to improve specific business outcomes. Since the launch of SMD Link, more than 2,000,000 assessments have been conducted and analyzed on the platform. The platform includes assessments for hiring, employee engagement, and employee development (360). SMD clients include UPS, Dignity Health, Dow Chemical and Universal Health Services, Inc.

[www.SMDHR.com](http://www.SMDHR.com)

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