



## PRESS RELEASE

### **SMD Re-Launches Series of HR Analytics Books, Set to Introduce a Third Series Gives HR Leaders Actionable Tips for Utilizing Predictive Analytics to Show Business ROI**

ATLANTA, Ga., (May 1, 2018) – [Strategic Management Decisions](#) (SMD), an employee survey and assessment company, is announcing today the re-launch of its human resources (HR) analytics books: *Business-Focused HR: 11 Processes to Drive Results* (SHRM 2011) and *Investing in What Matters: Linking Employees to Business Outcomes* (SHRM 2009). SMD will round out the series of HR predictive analytics books with their release of *Predicting Business Success: Using Smarter Analytics to Drive Business Outcomes* at the Society for Human Resource Management's (SHRM) annual conference June 17-20. The first 100 people to sign up [here](#) will receive an advanced copy of the third book.

Intended for HR generalists and managers, the series of books explains how to utilize predictive analytics to impact business outcomes (e.g., improve customer satisfaction scores, grow sales, reduce cost or turnover, etc.) versus simply to create reports. The books provide the path for an HR leader to leverage “smarter analytics” to prioritize activities to maximize business impact, allowing HR to finally be able to demonstrate the value of HR analytics to the CEO and leadership team.

Collectively, the authors have close to 80 years of HR experience, as practitioners at global Fortune 500 companies, and as predictive analytics and technology experts with SMD. They invented the patent-pending [SMD Link](#) cloud-based software and have conducted and analyzed more than 2 million assessments on the platform.

A brief description of each book follows.

- ***Investing in What Matters: Linking Employees to Business Outcomes*** provides a structured plan, instructing corporations how to achieve their business goals through the resourceful employment of their staff. This handbook emphasizes the direct correlation between employees, data, and business outcomes.
- ***Business-Focused HR: 11 Processes to Drive Results*** is a step-by-step guide that provides the latest in best practices to effectively implement various HR processes in organizations of all sizes. From launch to ongoing business outcome analysis, this record discusses 11 core HR processes and offers practical tips for successful execution.
- ***Predicting Business Success: Using Smarter Analytics to Drive Business Outcomes*** discusses how to not only integrate HR analytics into an HR department, but also show the return on investment of these programs. This guide provides the most advanced, user-friendly predictive analytics tools, breaks down processes into simplified steps, and reinforces with case studies and tips.

Books may be purchased [here](#). Follow SMD on Twitter ([@SMDHR](#)) and LinkedIn ([Strategic Management Decisions](#)). #SMDanalytics

## 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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