



PRESS RELEASE

SMD to Release Third Book in HR Analytics Series at SHRM Annual Conference

Predicting Business Success: Using Smarter Analytics to Drive Business Outcomes

ATLANTA, Ga., (June 13, 2018) – [Strategic Management Decisions](#) (SMD), a results-based employee survey and assessment company, is announcing today the launch 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. Authors will be participating in book signings at the conference on June 18 at 11 a.m. and June 19 at 12:10 p.m.

About the Book

[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. It is a culmination of SMD's 10 years of analytics work, research, and best practices.

"We know HR practices have a significant impact on an organization's bottom line, but too often HR leaders fail to demonstrate direct connections to the business metrics that matter most to executives," states Dr. Hannah Spell, co-author and director of research & analytics at SMD.

"*Predicting Business Success* goes beyond the usual slicing and dicing of HR data to show HR professionals how to definitively connect the dots between people data and business outcomes with a straightforward approach for scaling analytics to all leaders and all levels," comments Dr. Matt Betts, co-author and director of product development.

Early Commentary on Predicting Business Success

"A 'must read' for HR and business leaders who want to make better talent investment decisions using predictive analytics."

-Stephen Young, Ph.D., Senior Research Scientist, Center for Creative Leadership

"*Predicting Business Success* illuminates the next steps in the analytics evolution: how to connect people to real results and how to make it simpler for all leaders at all levels to take the right action."

-Rhonda S. Brandon, Chief Human Resources Officer, Duke University Health System

"The approaches outlined in *Predicting Business Success* gives any organization proven guidelines for using data that reveals their own 'secret sauce' for success."

-Darryl Robinson, EVP/CHRO, Dignity Health

About the Authors

Collectively, the authors – Dr. Matt Betts, Dr. Shane Douthitt, Dr. Scott Mondore, and Dr. Hannah Spell – have close to 80 years of HR experience, as practitioners at global Fortune 500 companies, and as predictive analytics and technology experts with SMD.

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 patent-pending 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.

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