



PRESS RELEASE

SMD to Speak at Northern Ohio HR Conference

Maximizing People Data to Drive Business Results

ATLANTA, Ga., (March 4, 2019) – Co-managing partner Scott Mondore of [Strategic Management Decisions](#) (SMD), a results-focused employee survey and assessment company, will be presenting at the 2019 Northern Ohio HR Conference, which is hosted by the Cleveland chapter of the Society for Human Resource Management (SHRM). Dr. Mondore’s session, [Maximizing People Data to Drive Business Results](#), will explain how human resources (HR) can shift its focus from typical HR outcomes of interest such as employee engagement or job satisfaction, to business outcomes such as customer satisfaction and financial performance. The presentation will be March 22 at 11:30 a.m. at the Cleveland Convention Center.

“We know HR practices impact an organization's bottom line, but HR leaders often fail to demonstrate this to executives,” stated Dr. Mondore. “My session will teach leaders how to go beyond slicing and dicing HR data and start demonstrating direct connections to business metrics that matter most to leaders.”

Attendees learn how to:

- Apply a practical and proven methodology for implementing HR analytics.
- Scale analytics to all leaders at all organizational levels.
- Develop a business case and expected ROI for HR initiatives.
- Learn the Business Partner RoadMap for using practical analytics that show business impact.

Interested individuals may register for the event [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 that 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

Media Contact:

Trisha M. Smith

704-496-9186

trisha@centerspokePR.com