



# RETENSA

The employee retention experts

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PRESS KIT

# AT A GLANCE RETENSA

## FAST FACTS

<i>Founded</i>	1999
<i>Headquarters</i>	1001 6 <sup>th</sup> Ave, 14 <sup>th</sup> floor New York, NY 10018
<i>Website</i>	<a href="http://www.retensa.com">www.retensa.com</a>
<i>Who We Are</i>	Retensa is a leader and expert in Employee Retention and workforce technology
<i>What We Do</i>	Talent Management Services & Online Workforce Technology Software
<i>Industries Served</i>	Aerospace   Biotechnology   Construction   Manufacturing   Technology   Telecommunications   Pharmaceuticals   Professional Services   Retail

## COMPANY OVERVIEW

Retensa is the leader and innovator of Employee Retention Strategies. They integrate organizational science and online technology with a company's corporate culture to create real-world talent management solutions. Retensa helps organizations reduce employee turnover and retain top talent ensuring that the company and the employee achieve the highest Return on Investment.

Retensa was founded under the principle that the employee-employer relationship has changed. The old models of talent management no longer work. Due to social and economic changes, today's workforce has different needs, wants, and expectations than just a few years ago. Whether we like or not, this new breed - the Emergent Workforce - crosses all ages, races, genders, and geographies, and has changed how we attract, motivate, and retain top talent.

## SERVICES

- [Cost of Turnover Audit](#)
- Executive Coaching
- Leadership Training Programs
- Mergers & Acquisitions Transition
- Mentoring Programs
- Performance Management
- [Retention Diagnostic](#)
- [Retention Skills Training](#)

## CLOUD SOFTWARE

- **ExitPro®** [Exit Interview Management](#)
- **HRMetricsPro™** [Talent Analytics Suite](#)
- **TalentPulse®** [Real-time Employee Feedback](#)
  - Candidate, New Hire, Engagement, Commitment, Diversity, etc.
  - 360 Assessments/Upwards Evaluations

# AT A GLANCE RETENSA

Retensa is recognized by:

Retensa is a thought leader and industry expert in Employee Retention and workforce technology.

As the first "Retention Think Tank", organizations and media that request Retensa's expertise include:

**Pharmaceutical  
Executive**

**The New York Times**

**THE  
WALL  
STREET  
JOURNAL.**

**abc NEWS**

**HR Magazine**

**CRAIN'S**  
NEW YORK BUSINESS

**Forbes**

**Bloomberg  
Businessweek**

**AICPA**  
American Institute of CPAs®



**AP**



**atd** Association for  
Talent Development

**WORLD  
POLICY  
INSTITUTE**



For More Information Please Contact:

212.545.1280

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

# VISION AND VALUES RETENSA

## Our vision:

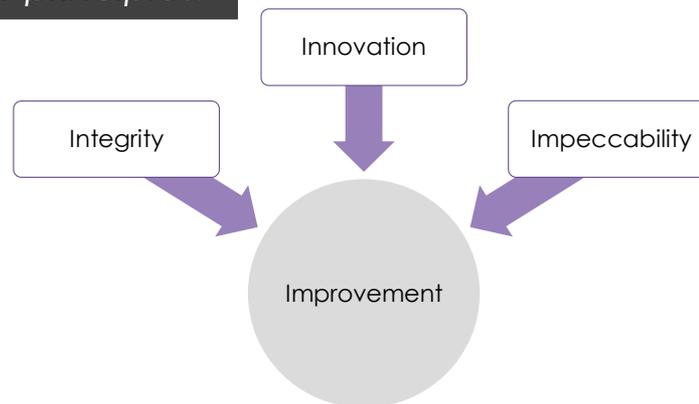
To create workplaces where every employee is engaged by what they do, and inspired by who they work for.

Retensa was founded under the principle that the employee-firm relationship has changed and the old models of talent management no longer work. Due to social and economic changes, today's workforce has different needs, wants, and expectations than just a few years ago. Whether we like or not, this new breed - the Emergent Workforce - crosses all ages, races, genders, and geographies, and has changed how you attract, motivate, and retain top talent.

## Our values:



## Our principles:



We lead with **integrity, impeccability, innovation**, and dedication to continuously improve. For all employees, we provide respect, understanding, meaningful and challenging work.

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## **Employee Metrics/ HR Metrics**

Retensa offers a unique assessment model that makes employers aware of the costs of losing employees, and how it affects a company's profits. We then use these metrics to illustrate how a reduction in turnover can lessen the financial impact on a company's bottom line.

## **Employee Surveys**

Retensa's view of the employee survey is unique in Talent Management. While most of its competitors develop Employee Satisfaction Surveys, Retensa administers Employee Engagement Surveys. We believe employees can be motivated, engaged, and inspired, but satisfaction is fleeting. The concept of "employee satisfaction" does not meet today's fast paced working environment with rapidly changing "satisfaction" agents; "employee satisfaction" is too intangible to be measured.

## **Employee Retention**

Companies hire Retensa to pinpoint the root causes of their workforce challenges. Then, we customize action plans to address specific breakdowns in the Employee Life Cycle (ELC). Retensa delivers quantitative results to improve an organization's talent management strategy. "One-size-fits-all" answers do not work in complex workplace environments.

## **Executive Coaching**

Executive Coaching is a collaborative and practical development tool designed to establish and achieve specific goals resulting in improved managerial performance. Ideal for corporate leadership, it builds individual competencies within the context of the organizational strategy.

Retensa Executive Coaching consists of 4 phases:

- Assessment - Establishing individual strengths and challenges as well as how and when they emerge. Also, gathering perspectives from all parties involved.
- Goal Alignment - Defining and prioritizing the top issues and how they correlate to any business goals.
- Development - Targeted delivery of interventions and structured coaching.
- Reinforcement - When the goals have been achieved, the structured communication of the relationship is completed. Guidance reinforces newly learned techniques and assists individuals to keep them from repeating patterns of detrimental behavior

## **Exit Interviews**

Retensa knows that the keys to successful exit interviews are: 1) Proper timing of the interview, 2) Asking the right questions to capture the right information, and 3) Eliciting candid and open responses. The confidentiality of objective third party web-based surveys, coupled with one-on-one Voice based interviews, allows us to effectively gather and report the truthful opinions of separating employees.

## **Mergers & Acquisitions**

Ideally, Retensa is brought in pre-merger, to construct a means of effective communication between the independent operating units. Formal and informal introductions and strategic organizations for managers and employees are deployed where the history, mission, values, and culture of both companies can be outlined and discussed. When we are selected mid-integration, we work quickly to unearth the fears, hopes, and concerns of employees that management can address and isolate those that cannot be impacted. We then create the procedures to mitigate emerging issues and maximize the profitability of the merger or acquisition. Visible action is especially critical during the first 100 days, when conflict, separations, and poaching can be most damaging to long-term growth.

## **Retention Skills Training**

This training course explores the challenges managers face to meet deadlines, motivate their staff, and reduce costs while building loyalty in their key people. It delivers the skills new and existing managers want in order to deliver engaging, motivating, and powerful communication to each employee.

## **Turnover Audit**

Retensa's Turnover Audit expands on the standard cost of turnover calculator to precisely compute what turnover is really costing a company. Our Cost of Turnover Analysis produces the direct and hidden costs of turnover, such as lost productivity, lost sales, and dissatisfied customers. We use a company's specific information (not estimates) to calculate the most accurate figures available from anyone. The results of our analysis are real-world metrics that often serve as proof of employee turnover costs that provide eye-opening insight to management.

## **Retention Diagnostics**

The Retention Diagnostic (or Workforce Diagnostic) is a rapid benchmarking process that identifies the costs and pinpoints the real obstacles to creating a high-performing workforce. It is a powerful process that uncovers the hidden challenges affecting employee loyalty, development, performance, and engagement. This is the starting point to align the workforce to the company goals.

[Digitalist](#)

## [The Corporate Fitbit: Monitoring Your Company's Health, Turnover and the Employee Feedback Loop](#)

"[...] Chason Hecht is the CEO of Retensa, a company created initially to focus on identifying retention issues by diagnosing what causes the departures. Interestingly, Hecht started his career at a company where *no one left*, which gave him a unique perspective: Even now, turnover is not a given, especially for those people you really *want* to keep. [...]"

"[...] **Retensa isn't just focused on people leaving. How do you discover what is causing turnover at a company?**

Turnover is a great indicator of the health of an organization. However, it's obviously a symptom, not the cause. To make a diagnosis, we look at what we call the Emergent Employee Lifecycle. It is not just about any employee's departure and the associated exit interview. We look at the sum of the moments of the employment cycle from beginning to end to monitor how each key milestone is handled – from on boarding and getting a promotion, to when someone is given a major project. [...]"

**D!igitalist** by SAP Magazine

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[The New York Times](#)

## [One Downside of an Up Economy: Employee Turnover](#)

"[...] "It's the No. 1 issue for H.R. professionals," said Chason Hecht, president of Retensa, an employee retention consulting firm. Mr. Hecht said the problem was "pervasive across industries, but some are hit harder than others — like health care," which is scrambling to find and keep people to deal with an aging population. [...]"

"[...] "Everyone still wants to love and be inspired by their job," Mr. Hecht said. "What has changed is that people have a lower tolerance than ever if they don't feel fulfilled." [...]"

"[...] Instead, Mr. Hecht said, companies need to have a continuing conversation with employees to understand their changing needs and expectations.

According to Mr. Hecht: "Bosses need to say, 'You tell me what quality of life looks like to you. You tell me if you're better off with a gym membership or a dog walker or dry cleaning. I can't give you all three, but I can give you one.' " [...]"

**The New York Times**

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## [American Express](#)

### [How Low-Cost Perks Can Help Boost Employee Retention](#)

"[...] Meals—including breakfasts for team building and company-sponsored dinners to reward employees for working late—are low-cost perks suggested by Nadia Eran, talent management consultant for New York City-based employee retention consulting firm Retensa. [...]"

"[...] Eran also says firms can get good mileage out of granting employees unlimited unpaid vacation time. She isn't as favorable about unlimited paid vacation, and suggests firms encourage vacationing employees to ensure that work they would be responsible for will be completed in their absence. [...]"

"[...] However, if a business has a goal and asks employees which perks to offer, low-cost perks can be part of encouraging a more-engaged workforce. "Every employee will appreciate that you asked them what they wanted and you gave it to them," Eran says. [...]"



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## [MMM-Online](#)

### [Healthcare agencies re-evaluate tactics to retain talent](#)

"[...] Da Yu, a talent-management consultant with Retensa Retention Strategies, favors more frequent surveys to monitor employee engagement.

"We usually take a data-centric approach to employee retention," he explains. "We encourage a system that supports more frequent and brief conversations." To that end, his company has helped clients transition from an 80-question annual survey to a 10-question survey every month. [...]"

"[...] "There's no one strategy for 5,000 people," says Yu. "Millennials may have very different opinions toward tech and work flexibility compared to baby boomers. [...]"



[Journal of Accountancy](#)

## [Rethinking Retention](#)

"[...] Conventional wisdom says that Millennials won't stay loyal to one employer for long. Hecht, president and founder of human resource consulting firm Retensa, sees things differently. "There's very little evidence that Millennials lack loyalty," he said. "What they lack is a tolerance for boredom. They lack a tolerance for discontentment, disengagement, for feeling disconnected from their peers, community, and society." [...]"

"[...]The next step, Hecht said, is to use the data you continually gather to plan ways to give employees what they value at different points during their tenure. "At each stage of the employee life cycle your workforce is either being engaged and appreciated, developing trust in you—or they're not," he observed. [...]"

"[...] Your first step, Hecht said, should be to determine what aspects of your culture set you apart as an organization—"what you provide, where you excel in supporting, engaging, and delivering to your workforce," he said. [...]"

**JOURNAL OF  
ACCOUNTANCY**

OTHER NEWS:

[Wall Street Journal](#)

[Retaining Top Employees in Tough Times](#)

[Footwear News](#)

[Tips for Managing Personnel Costs](#)



## What is ExitPro®?

ExitPro manages the employee separation process so that HR leaders can understand, track, and reduce employee turnover. The cloud-based Software as a Service (SaaS) platform combines exit interviews with separation workflow into one intuitive application. In addition to streamlining and ensuring offboarding tasks, ExitPro helps organizations better understand opportunities, possible weaknesses, and threats to retaining top talent. By using ExitPro, organizations can create a workplace where valued employees are engaged and inspired, because HR has the tools to measure, manage, and address costly turnover.

## Why does it exist?

With the escalating cost of voluntary and involuntary staff turnover (aka "Attrition", or "Separations"), ExitPro is the most comprehensive employee separation technology to pinpoint and address the root causes of why employees leave. Users of ExitPro will be able to:

1. Compare voluntary and involuntary employee separations
2. Capture the top 1, 2, and 3 reasons high performers give for separating
3. Track employee demographic trends in easy-to-understand graphs and charts
4. Manages ongoing correspondence between the organization and separating employees
5. Secure staff documentation for legal defense
6. Compare profit, revenue, and expenses among units that use and do not use ExitPro
7. Run customized reports across departments, titles, locations, and business units



ExitPro was created to operate without external consultants needed to interpret results. The user-first design allows unprecedented ease of implementation across multinational enterprises. Tested by Industrial/Organizational Psychologists and HR experts, this web-based software reduces overhead by capturing critical tasks and trends that would otherwise take hundreds of work hours to mine and report.

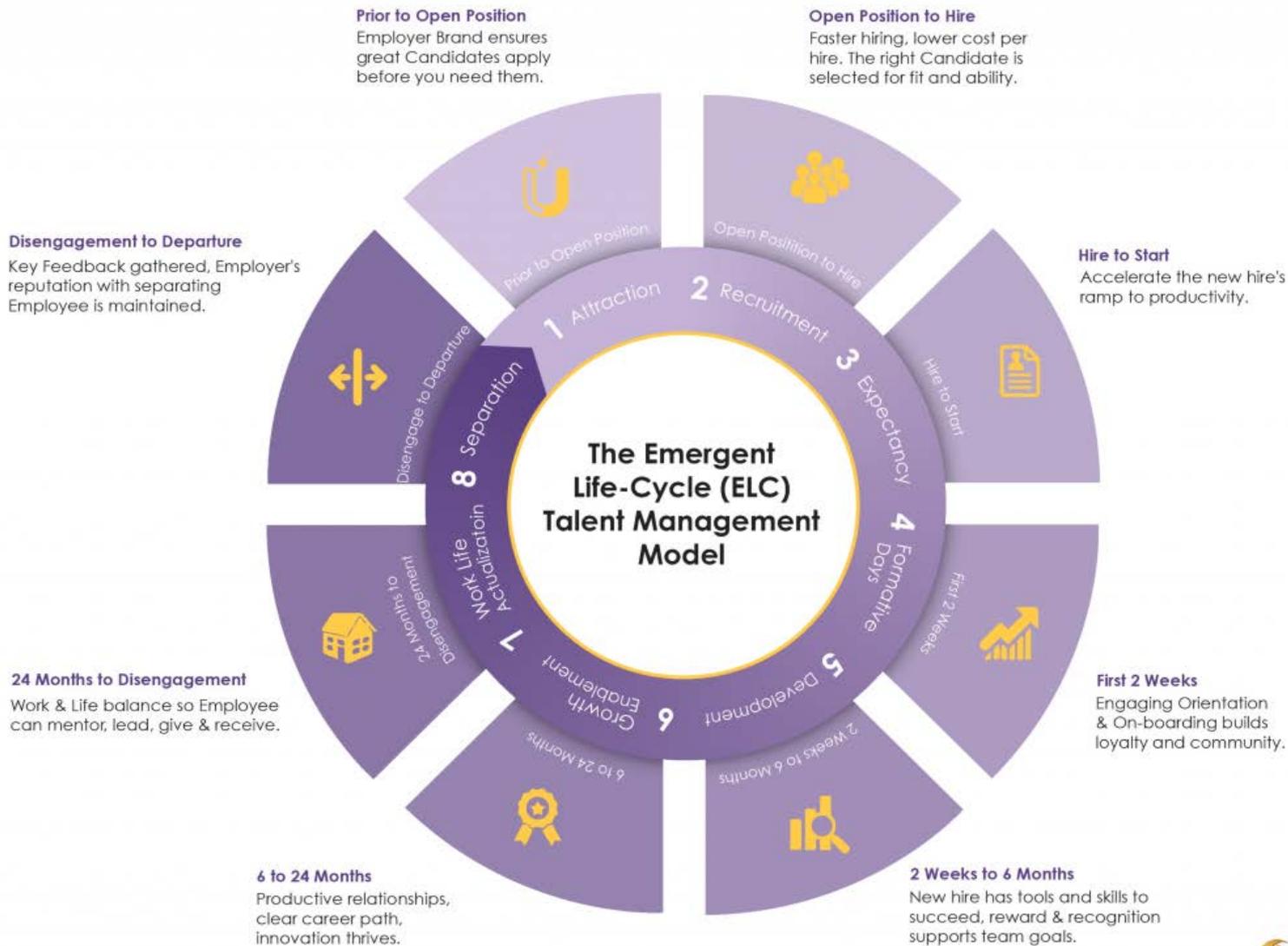
## What does this software provide?

Most organizations do not completely understand all the activity that a separation requires, or why their employees resign. ExitPro is a self-contained tool that organizations of any size can use to automate the entire separation process and analyze employees' reasons for leaving. ExitPro's Direct-to-Inbox™ technology automatically:

1. Sends resignation letters
2. Emails exit interviews to separating employees
3. Informs management of all resignations
4. Notifies and confirms that all departments impacted by employee separations (e.g., payroll, benefits, security, legal) take appropriate measures
5. Emails human resources, managers and executives turnover trend reports



# EMPLOYEE LIFE-CYCLE RETENSA



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# RETENTION RETENSA



## Central challenges Retensa solves:

- a. Attracting and retaining top talent
- b. Turnover in key positions
- c. Disengaged managers
- d. Lack of data to drive strategic workforce decisions



## These challenges often appear as:

- a. Unproductive staff or low morale
- b. Missed deadlines, reduced quality, poor customer service
- c. Overspending, wasted investments, lost profits
- d. Damaged product/service/company reputation



## Challenges are solved by:

- a. Data mining for hidden workforce issues
- b. Predicting commitment, performance, and turnover
- c. Installing real-time software to monitor vital signs (TalentPulse)
- d. Promoting strengths and best practices
- e. Implementing real-world solutions for sustainable change



## Typically the person who recognizes the problem is:

- a. CFO / VP of Finance
- b. COO / VP of Operations
- c. VP of HR
- d. SMB Owner
- e. Board Member



## The industries that need these services most are:

- a. Pharmaceutical/Biotech
- b. Healthcare
- c. Professional Services (IT, Consulting, Accounting, Engineering)
- d. Hospitality & Retail
- e. Association Boards/Conference Planners



## Signs & keywords that highlight need for solution:

- a. **Who:** Employees, Workforce, Managers, HR
- b. **Issues:** Hiring, Performance, Morale, Turnover
- c. **Programs:** Employee Surveys, Training, Metrics, Exit Interviews
- d. **Events:** Mergers, Acquisitions, Venture Capital, Expansion

## What services or products does Retensa provide (in addition to Retaining Top Talent)?

### *Talent Management Services*

- Manager Training Solutions
- Executive Coaching
- Mergers & Acquisitions Transition
- Performance Management
- Retention Diagnostic
- Retention Skills Training
- Turnover Diagnostic

### *Cloud Software Technology*

- **ExitPro®** Exit Interview Management
- **HRMetricsPro™** Talent Analytics Suite
- **TalentPulse®** Employee Surveys
  - Candidate, New Hire, Engagement, Commitment, Diversity, etc.
  - 360 Assessments/Upwards Evaluations

## What industries does Retensa serve?

- High growth industries such as Technology, Telecommunications, Biotechnology, and Pharmaceuticals
- Established Financial Services, Retail, Consulting, Entertainment, and Government organizations

## As a business leader, how does Retensa help me?

- **Prioritize** workforce challenges
- Identify hidden organizational costs
- Leverage industry **Best Practices**
- Attract and **retain** higher quality employees
- Accelerate new hire's **Ramp to Productivity**
- Improve employee-manager communication
- Establish key performance **metrics**
- Improve morale
- Expand the use of effective new **technology**
- **Engage** and **motivate** my people

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### What are the benefits to my organization?

- Increased attractiveness and retention of top talent without internal salary inflation
- Increased Return on Investment (ROI) of each employee
- Seamless Attraction, Hiring, Motivation, Development, and Management Processes
- Reduced short-term hiring and training costs
- Reduced long-term *Total Cost of Management* (TCM)
- Distinction as an Employer of Choice

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### What are the benefits to our Employees?

- Enhanced personal and professional growth
  - Increased value in, and understanding of, corporate programs and opportunities
  - Increased innovation to address key company issues
  - Increased confidence in the company's commitment to their career and long-term success
  - Improved work environment and quality of life
  - Improved inclusiveness and opportunity to excel within the organization
-