



## The Why Factor: Winning With Workforce Intelligence

By Danny A. Nelms, Thomas F. Mahan

WestBow Press, United States, 2012. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Retention . Satisfaction . Turnover . Engagement . Survey . Workforce Research . To most managers, these are words heard almost daily. But what does it all mean? With consultants touting multiple and diverse survey solutions for attracting and retaining the best talent, leaders are beginning to question how it is that so many different approaches can produce positive results. In *The Why Factor*, Mr. Nelms and Dr. Mahan introduce a unique observer to guide you thru the dos and don ts when developing and implementing workforce research in your organization. The Work Institute specializes in measuring, understanding and predicting workforce behaviors. For more than a decade, customers throughout the world have depended on The Work Institute to implement research programs designed to their specific needs and objectives. The Work Institute, as an ethical and values-based organization, utilizes the research science necessary for clients to implement evidence-based attraction and retention strategies. As a result, clients have been able to utilize workforce intelligence to reduce turnover, improve employee productivity, reduce the cost of human capital and become preferred...



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