

StrategyDriven

effective executives, efficient employees



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Learn to Increase Productivity and Profitability with the STRATEGYDRIVEN EMPLOYEE ENGAGEMENT CENTER OF EXCELLENCE

Learn how to increase productivity and profitability through enhanced employee engagement with the StrategyDriven Employee Engagement Center of Excellence. Base on hundreds of years of real-world business experience, our Center of Excellence contains the practical tools and insights today's leaders need to improve their employees' engagement; thereby increasing productivity and profitability.

Atlanta, GA (July 26, 2010) – All too often, employees possess tremendous untapped value. Leaders who more fully engage their employees begin to unleash this value by inspiring those who work for them to apply the full measure of their creative energy and talent to performing work aligned to the achievement of organizational goals. Winning employees' trust and commitment is no easy task. Leaders seeking the practical tools and insights to better engage employees need to look no further than the StrategyDriven Employee Engagement Center of Excellence now available at StrategyDriven.com.

“The current economic downturn and recent changes in healthcare regulations makes it more important than ever to maximize the value creation of every employee,” explains Karen Juliano, StrategyDriven’s Editor-in-Chief. “StrategyDriven experience and research by the Gallup Organization reveal that companies having world-class levels of employee engagement are 18 percent more productive and 12 percent more profitable than those performing in the bottom quartile. In fact, these companies realize 3.9 times the Earnings Per Share growth rate of low performers within their industry.”

The StrategyDriven Employee Engagement Center of Excellence provides the actionable tools and techniques executives and managers can use to improve their employees’ level of engagement, thereby increasing productivity and profitability. Our many articles and podcasts cover those topics critical to improving employee engagement including: Management and Leadership, Diversity and Inclusion, Organizational Accountability, Decision-Making, and Business Strategy.

StrategyDriven Centers of Excellence provide executives and managers with the multitude of tools, techniques, and insights needed to not only address but to excel at today’s most challenging business issues. Each Center of Excellence contains a collection of real-world tested tools and hard-won leadership insights based on our contributors' work with dozens of small, mid, and large size companies with both domestic and international operations across many industries. Collectively, these methods represent the hundreds of years of experience of today's most sought after leaders – our contributors.

About StrategyDriven

Get the benefits of an experienced MBA staff without the expense at StrategyDriven.com. Developed by management and training professionals, StrategyDriven offers small-to-medium sized businesses (SMB) a wide array of best practice business planning and execution tools for executives and managers; how-to advice; example-rich podcasts; and customizable ready-to-use templates.

StrategyDriven.com began posting free articles in July 2007 and added podcasts in November 2007. In July 2008, StrategyDriven began offering interviews and articles of industry-leading experts on a variety of business-centric topics. Individuals registering with StrategyDriven also receive an exclusive four-part whitepaper series on how to develop a performance measurement system that will help drive execution of their organization's strategy.

At StrategyDriven.com, our goal is to provide real-world applications of strategic business planning and tactical execution best practices – a blending of information and experience practically applied in the workplace combined with a degree of research and academia – to small-to-medium size businesses that wouldn't normally have access to these resources.

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