



Become a Strategic Business Partner . . .

According to a study by Deloitte and *The Economist*, 77% of business leaders do not believe their HR department is making a significant impact on business strategy or operational results.

What would your executives say about HR at your organization? Stand out and get noticed; ensure that your company's HR initiatives are driving the greatest business

impact, working to the ultimate goal of holistic, integrated talent management. By partnering with Creative Metrics, you can be certain that your HR strategies will produce genuine ROI, making it hard for top-executives not to take notice.

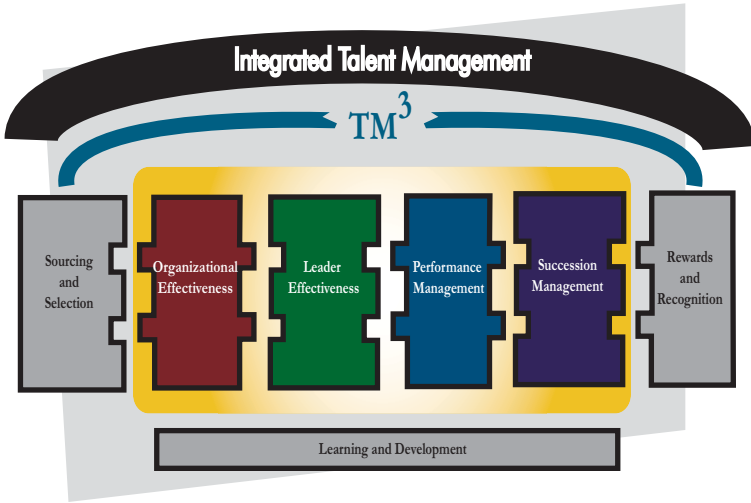
TM³

Creative Metrics' TM³ initiative is the defining process in fully aligning all of your HR

strategies to serve as a commanding force in reaching your organization's strategic business goals.

The TM³ process begins with the collection of feedback regarding strategic and talent-related practices in the areas of; sourcing and selection, organizational effectiveness, leader effectiveness, performance management, succession management, compensation and benefits, and learning and development.

After company data is collected, the TM³ is designed to detect opportunities to more effectively integrate talent initiatives and further align talent goals with key business objectives. Expert advice is also provided concerning the necessary next-steps to seamlessly attract, retain and develop top talent with the capacity to drive business results, quickly generating executive buy-in and support.



Five Steps to Business Results

1. Interviews

Senior-level leaders focus on current business and talent strategies

2. Focus Groups

Next-level leaders and HR professionals provide data and feedback

3. Online Survey

Employees answer a quick, 20-30 minute online survey

4. Strategic Talent Profile

Data is analyzed and compiled into an easy-to-interpret feedback report

5. Action Session

Recommendations, along with immediate actions for improvement and alignment to the business strategy are provided

Valuable Benefits

- ▶ Turns your talent strategies into business results
- ▶ Builds upon HR's current effectiveness
- ▶ Highlights opportunities to align organizational goals with talent initiatives
- ▶ Identifies the optimal next steps to integrated talent management
- ▶ Integrates your people and your business
- ▶ Provides HR a seat at the executive table
- ▶ Fast, easy and cost-effective process

Highlights People Practices to:

- ▶ Keep doing
- ▶ Stop doing
- ▶ Start doing



Creative Metrics Inc.
Turning Talent Strategies into Business Results

For more information on how to generate business results contact Creative Metrics: