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Forum at Northwestern University Studies Emerging Trend Toward a “People-First” Approach To The Work Force

Results to aid executives in making transition from Baby Boomers to Millennials

April 29, 2010 - Naperville, IL - We're an increasingly connected society – as evidenced by the use of cell phones, social media and other ways to keep in touch with co-workers, friends and family. The challenge to corporate leaders is how to foster that connectivity among employees and customers to create a culture that values individuals, the work force and the customer experience.

In 2010, the [Forum for People Performance Measurement and Management](#), a research center within Northwestern University's Medill Integrated Marketing Communications graduate program, will continue studying the impact increased connectivity will have on business success. Initial results from the Forum's 2009 study, “Leadership and the Performance of People in Organizations: Enriching Employees and Connecting People,” indicate that encouraging social connectedness among employees can be beneficial to a company's bottom line.

“Putting your people first can lead to a higher ROI,” says Beth Schelske, Forum president and vice president at the ITAGroup. “It's more than just engaging them in contributing to the company's success. It's being proactive about methods of motivation, retention, education, flexibility and empathy. Our research is beginning to show us trends. One is that corporate success in the marketplace is increasingly tied directly to the way management looks at the whole employee, not just when that employee is ‘on the clock.’ This is important as newer workers become a larger proportion of a company's work force.”

Results of the Forum research will be available later in the year and will be discussed at the Forum's highly regarded annual “Think Tank,” comprised of executives and academics, and featuring keynote speaker Jeff Taylor, founder of Monster.com. This year's conference will be held Sept. 15, 2010 at the Union League Club in Chicago. For more information go to www.performanceforum.org.

About the Forum:

The Forum for People Performance Management and Measurement (www.performanceforum.org) is a research center within the Medill Integrated Marketing Communications graduate program at Northwestern University and is also affiliated with Indiana University and University of North Carolina. A central objective of the Forum is to develop and disseminate knowledge about communications, motivation and management so that businesses can better design, implement and manage employee engagement initiatives inside and outside the organization.