

EXECUTIVE Q&A ON HR TECHNOLOGY September 2018

Publish Your Top Executive's Vision on HR Technology!

Overview

Human Resource Executive's® Executive Q&A on HR Technology offers a unique opportunity to tell over 75,000 Print, 54,000 App and 100,000+ Digital Edition HR decision-makers what your top executive thinks about the HR technology industry.

Don't miss your opportunity to be part of the new Executive Q&A on HR Technology. Published in the September 2018 issue of *Human Resource Executive*. This is your chance to answer questions from our editorial department on the state of HR Technology.

Includes:

When you buy 1 tabloid advertisement in the September 2018 issue you'll receive:

THOUGHT LEADERSHIP

WHAT'S AHEAD

Elizabeth Hickey
Chief Revenue Officer
Purchasing Manager

Financial Stress and Productivity Are Inextricably Linked

Conducting robust wellness programs is a key to increasing employee productivity, especially with the heightened volatility and uncertainty around the global marketplace. According to a 2017 McKinsey & Company study, 88 percent of employees who participate in wellness programs report reduced healthcare costs, as well as increased productivity and engagement. However, many employees feel that financial stress is a barrier to their overall health and productivity. In fact, a 2017 MetLife study found that 49 percent of employees report that financial stress is a significant barrier to their productivity. This is a significant finding, as it highlights the need for organizations to address financial stress as a key component of their overall wellness strategy.

Productivity Decline

In a recent study, researchers found that employees who experience financial stress are 27 percent less productive than those who do not. This is a significant finding, as it highlights the need for organizations to address financial stress as a key component of their overall wellness strategy.

Indicators of Financial Stress

There are several indicators of financial stress that organizations should be aware of. These include:

- A 300 percent increase in anxiety and depression
- A 300 percent increase in absenteeism
- A 300 percent increase in turnover
- A 300 percent increase in healthcare costs

Financial Stress and Productivity

Financial stress is a significant barrier to productivity. In fact, a 2017 MetLife study found that 49 percent of employees report that financial stress is a significant barrier to their productivity. This is a significant finding, as it highlights the need for organizations to address financial stress as a key component of their overall wellness strategy.

Adjacent page for your Q&A (650 words), and edited and published by *Human Resource Executive*®.

Close Date for What's Ahead: July 26, 2018

Executive Q&A on HR Technology – September 2, 2018 Issue

Guidelines

Human Resource Executive® is offering a unique opportunity for your company leaders to share their views with more than 75,000 Print, 54,000 App and 100,000+ Digital Edition HR executives who subscribe to the magazine.

Please answer these 3 questions:

1. Where should HR leaders be focusing their HR technology investment in the next 12 to 24 months?
2. What emerging technologies are likely to have the greatest impact on HR effectiveness and business performance?
3. How can HR departments ensure a smooth and successful implementation and execution of new HR technologies?

Don't miss your opportunity to be part of this Executive Q&A! This is your chance to speak with authority about the issues HR decision-makers care about most!

Below are a few items to keep in mind as you plan to promote your company in this special section.

Maximum word count: Tabloid (650 words), 1/2 Tabloid (350 words)

Deadline: July 26, 2018

- Be sure to answer the posed questions and **don't** write about your company and products. (This is a chance for you to share your strategic vision, and we reserve the right to edit anything that sounds too promotional.)
- We encourage you to have an "officer of the company" to provide responses.
- Make sure you direct your comments to a senior HR executive audience.
- In crafting your responses, we encourage you to be original in your thinking and thought-provoking in your writing.
- Submit your answers as a Word document to Nancy Sicilia at nsicilia@lrp.com. Include your company name, the contributor's name and title, company location (city and state), and url.
- Also, please submit a color photo of the author (save as a TIFF or JPEG at a resolution of 266 dpi or higher). Either e-mail the photo or send a hard copy to Nancy Sicilia, Human Resource Executive, Talent Management Outlook, 747 Dresher Road, Horsham, PA 19044.
- We will select artwork that helps to illustrate your responses. The section will be attractively presented. Our art director and editors will select, with care, a photo or illustration that complements your topic.