

Defy the Laws of Motion

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Human Inertia Inc.

INTRODUCTION

Explore the difference loyalty can make in your organization. In public institutions, recent history meant budget cuts, staff shortages, and reengineering. For the private sector, the economic meltdown meant turnover and confusion. Those rare organizations that continue to thrive, point to loyalty as their competitive advantage. People perform best in loyal environments: loyal employees, loyal patrons, loyal management. Human Inertia is the leading innovator of organizational loyalty programs for the workplace. And the demand has never been greater. Years of attention to technology and innovation have distracted organizations from the most fundamental aspect of business – people.

CORPORATE OVERVIEW

Human Inertia is the leading innovator of organizational loyalty solutions for the workplace. Fostering loyalty is the most effective way for organizations to build long term, sustainable competitive advantage. Custom-designed for every partner, Human Inertia's solutions allow health care, educational, athletic and private sector institutions to thrive in challenging environments.

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increased human capital

The top reason for incidental employee absenteeism is not illness but job frustration. Human Inertia releases the full value potential of your team with measurable results: decreased absenteeism, increased productivity, fewer grievances and improved morale. Loyalty is quantifiable and ensures every wage dollar adds maximum value to your organization.

measurable improvement

Human Inertia loyalty strategies contribute directly to the bottom line by providing measurable results. Low turnover creates a knowledge-base for avoiding costly mistakes while inspiring a drive for low cost solutions. Likewise, loyal employees push for value while demanding top dollar from loyal patrons who are happy to pay for superior service. The net result is fiscal diligence throughout your organization—costs go down while revenue grows.

CONSULTING SERVICES

Human Inertia's four-phased approach guarantees results and produces measurable outcomes.

discovery

working together, Human Inertia explores your organization to identify specific issues, key relationships, the challenges that jeopardize them and the behaviors that hinder loyalty.

HI-Way road map

Human Inertia prepares a customized loyalty strategy based on the results of the Discovery phase and Human Inertia's knowledge, experience and research into organizational behavior.

redirection

altering organizational momentum requires strategy, leadership and training. The HI-Way Roadmap supplies strategy.

The professional's at Human Inertia provide the leadership required to implement it and train your people in the skills necessary for fostering and maintaining loyalty.

momentum

when a Human Inertia team helps you create a loyalty-centric culture, we return to ensure your momentum is maintained and loyalty-building behaviors are reinforced. Because we don't just build loyalty for other organizations, we practice it too.

Ultimately, every strategic initiative is founded on the same resource – people.

BENEFITS

client and employee preservation

Weak relationships – not rewards, products or services – is the top cause of customer and employee turnover. Replacing the average staff member costs four times their salary while customers may not be replaced at all. Focusing on recruitment while neglecting current employees guarantees continuous high cost hiring. Human Inertia loyalty solutions help you reduce these costs by preserving and optimizing your investment in human capital and customer acquisition.