

ASPEN ADVISORS | RESEARCH INITIATIVES

Aspen Advisors is an efficiency consulting company focused on human resources. We deliver improvement projects, advice, training, and tools to increase the effectiveness and productivity of HR teams at socially and globally responsible businesses as they strive to improve workforce solutions and talent acquisition activities.

We partner with leaders in HR to (1) build and manage workforces, (2) utilize technology and resources efficiently and (3) serve their business consistently. Custom solutions are combined with our knowledgebase of tools, methods and best practices to help clients acquire, develop, and retain great people for their mission. Aspen was founded in 2006.

Our Mission

We will study practices used across industries while simultaneously innovating and testing our ideas in workforce solutions. We will reinvest our findings in companies that want to quickly grow by reducing costs, making HR teams more nimble, or increase their service offering. We will extend discounts and incorporate speed of service so our clients can advance on their competitors, even if their competition has stronger brands or larger market share.

Aspen Advisors is founded upon the concept of matching world-class minds to world changing efforts. We believe that a company's most critical asset is not just its talent, but how it combines that talent with initiatives to increase productivity.

Research Initiatives Currently Underway

Resource Allocation & Brand Visibility	Recruiting Metrics and its Mysticism	The Return of the General Manager	Brand Influence on Early Career Talent	Improving the Candidate Brand
<p>It's our contention that brands with higher consumer visibility per region or market require a different set of assets and competencies within their business than those companies with less visible consumer brands.</p> <p>In November 2011, we are presenting this topic at The Recruiting Conference (OnRec) being held in Chicago. Aspen will be joined by several panelists, and will also present its comprehensive research.</p>	<p>We are collecting metrics, data, and results in an innovative business intelligence system so talent leaders can truly benchmark themselves against their peers.</p> <p>In March of 2012, we will bring a panel of human capital metric experts together to present on how to use metrics effectively at the ERE conference in San Diego.</p> <p>At that conference we will present cross comparison data across 100s of companies.</p>	<p>The role of the recruiter shifts as they keep up with new technologies, sourcing methods, and changing companies.</p> <p>As more managers are assigned to cross functional P&L teams and more initiatives have leaders that cut across multiple resources, we believe hiring managers and executives will engage much more than before in talent, and competencies of recruiters will need shift significantly in order to provide desired service.</p>	<p>Transience was on the rise before the recession hit, and now recently graduated talent is considering their first move carefully as they are heavily recruited.</p> <p>We are investigating how companies influence early career talent in league with Universum, a branding and research company dedicated in that space, by talking with leaders in University Relations, Military, and Leadership Development.</p>	<p>With millions out of work, there have been concerns on if the resume is enough to really get somebody in the door, and if it is enough to make them stay behind it.</p> <p>We are investigating how companies perceive and evaluate talent, and what really grabs their attention beyond the norm.</p> <p>We are preparing a course for the spring of 2012 to be taught at NYU regarding this topic to help students.</p>



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