



Insight and Solutions for Today's Workforce

WFD was founded on the belief that companies achieve extraordinary business results when employee, customer, and business needs are aligned. WFD Consulting provides a unique, solution-focused perspective on the people issues that impact businesses.



WHY SELECT WFD AS YOUR CONSULTING PARTNER?

Innovation

WFD has been at the forefront of diagnosing and responding to critical workforce trends. We identified and named the movement toward “work-life balance”; were at the forefront of measuring the connection between employee engagement and business results; helped establish the American Business Collaboration (ABC), a ground-breaking partnership of leading U.S. companies that have provided over \$137 million in funding for child care, school-age, and elder care programs; and with the ABC, pioneered diversity, gender equity, and family-friendly practices in corporate dependent care. Today, we are mapping the new, dispersed geography of the workplace, demonstrating the linkage between employee resilience and business performance; developing techniques to reduce low value work and integrate work-life goals at the team and work group level; articulating best practices in diversity strategy and leadership; and exploring the frontier of work-life integration.



Global Focus

WFD has designed and implemented dependent care, work-life strategy, flexible work arrangements, women's advancement and retention, diversity strategy, and work innovation consulting projects in more than thirty countries. Our global work-life strategies capitalize on the cost efficiencies of shared corporate principles and practices while allowing for local initiatives and differences. In partnership with IBM, WFD manages the \$50 million IBM Global Work/Life Fund.

Research-based

WFD's action-oriented solutions are always based on sound research and measurement. We maintain an extensive database of workforce and workplace measures, representing over half a million employees. It allows our clients to benchmark their performance with comparable firms. WFD's research team brings business acumen and an action orientation to quantitative and qualitative research.



Distinguished Clients

WFD's clients have won wide recognition for their human resource policies and practices. We number among our clients 40% of the companies on a recent *Working Mother* magazine "100 Best Companies" list, and over 50% of the companies who have won the Catalyst Award for innovative approaches to the recruitment, retention, and advancement of managerial women. Our clients include:

Aetna Inc.
Abbott Laboratories
Allstate Insurance Company
American Express Company
AT&T
Baylor University
BP Amoco Corporation
Bristol-Myers Squibb Company
Camp Dresser McKee
Citigroup
Corning Incorporated
Deloitte
Dow Corning
DuPont Company
Eastman Kodak Company
Eli Lilly and Company
Exxon Mobil Corporation
Federal Express
Ford Motor Company
General Electric Company
Glaxo SmithKline
Hewlett-Packard Company
IBM Corporation
Johnson & Johnson
JP Morgan Chase
Lucent Technologies
Marriott International, Inc.
Massachusetts Institute of Technology
Merck & Co., Inc.
Merrill Lynch & Company Inc.
Ohio State University
PricewaterhouseCoopers
Prudential Insurance Company of America
The St. Paul Companies
Texas Instruments
USAA
Xerox Corporation

WFD Consulting Products and Services

- Human Resources Strategy and Measurement
- Diversity Strategy
- Work-Life Strategy
- Retention and Advancement of Women
- Collaborative Initiatives
- Workforce Briefings for Executives
- Global Dependent Care Strategy
- Managing Distance Work
- Flexible Work Arrangements
- Work-Life Effectiveness for Work Groups
- Dependent Care Outsourcing and Vendor Management

