

FlexMetrix Enables Companies to Track Use, Effectiveness and ROI of Flexible Work and Management Practices

Boston, MA (September 24, 2008) – WFD Consulting and ClearPicture Corporation announce the release of FlexMetrix™, a program developed to help organizations better track the use and effectiveness of flexible work practices.

FlexMetrix, a scientifically developed program based on empirical research, is designed to capture critical feedback from employees regarding the usage and value of work flexibility. It is specifically designed to assist organizations in implementing and managing work-life programs for their employee base at the work group, business and corporate levels.

FlexMetrix also features an ROI calculator to quantify the value of the company's investment in flexibility, as well as determine logical next steps for the organization based on the results. Whether organizations are just beginning to implement flexible work programs or are well into their implementation, FlexMetrix provides key data necessary for making strategic business decisions that impact the recruitment, retention, engagement and productivity of critical talent throughout the career life course.

Debbie Phillips, Vice President of WFD Consulting, says, "A new generation of workers is demanding flexible ways of working as well as greater career flexibility. For organizations to attract and engage the best talent, companies need to embed flexibility into the culture of the organization and use it as a strategic business tool to drive business and personal success."

As companies and government agencies attempt to curb costs for themselves and their employees by offering flexible work arrangements such as telework, four-day compressed work weeks, flextime and part-time work schedules, a comprehensive and cost-effective program measurement tool like FlexMetrix helps them understand the impact of flexibility on the business.

Ron Stewart, CEO of ClearPicture, says the FlexMetrix program "is a perfect example of two boutique, specialized firms recognizing the value in combining their respective expertise to deliver a solution to the market that is unique in both its positioning and its overall strength."

FlexMetrix uses WFD's content and measurement expertise, using validated questions from WFD's global database to build the FlexMetrix tool. Results are analyzed instantly and supported by WFD Consulting's knowledge of workplace effectiveness and flexibility.

WFD Consulting, based in Boston, is a work-life and talent management consulting firm with over 25 years of experience solving the challenges of attracting, retaining, and motivating the 21st century workforce. WFD has worked with Fortune 500 companies for over 20 years to implement successful flexible work policies and strategies, many of which have been recognized as Working Mother's 100 Best Companies. WFD also provided the research for the "Business Impacts of Flexibility" report commissioned by Corporate Voices for Working Families and sponsored by the Alfred P. Sloan Foundation.

ClearPicture Corporation is a Halifax-based survey solutions firm with a 13-year history of specializing in solutions designed to meet the needs of Fortune 1000 firms in the field of employee perception research. ClearPicture specializes in solutions to seamlessly integrate the entire employee survey process from instrument design through to secure data collection and robust reporting and data analytics.

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