

PROFIT (& PROTECTION) FROM THE CRAZY MARKET

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CHRISTINE LAGARDE ➔

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THE WORLD IN
FINANCIAL CRISIS

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100 MOST
POWERFUL
WOMEN



Peopletivity, Inc.

Human Capital Solutions for Companies That Mean Business

In the increasingly competitive business environment, companies are under relentless pressure to do more for less. The challenges are different, but all share one common denominator—people. From the boardroom to the shop floor, every decision you make impacts your staff and, ultimately, your bottom line. Employees who are dedicated to their jobs and in sync with the company’s objectives are often the key differentiating factor between a business that thrives or merely survives.

“Every company’s greatest asset is its people,” says Jenna Jay, principal consultant and founder of Peopletivity, Inc., a leading organizational development firm with offices in Atlanta, Georgia, and Dallas, Texas. “We focus on improving the effectiveness and performance of the workforce so managers can stay focused on what they do best—running their company.”

Utilizing only senior-level specialists with proven track records, Peopletivity serves medium-size to *Fortune* 50 companies. Their clients include some of the world’s leading companies in oil and gas, technology, manufacturing, consumer products, pharmaceuticals, services and other sectors.



Build Talent • Retain Employees
Make Change Positive • Increase Productivity
Maximize Revenue • Drive Profit

The firm partners with clients by building relationships and working side-by-side with them to identify and address problems. “The root cause can be elusive to business owners and managers who are handling the day to day operations,” says Jay.

“In a tough economy, companies are tempted to focus on short-term goals and often lose sight of employees’ concerns. As the economy improves, many of the best employees at such companies will be among the first to leave. Now is the time to start looking at those issues.”

– Jenna Jay, MBA, SPHR®
Principal Consultant & Owner

“For example, a large multinational company called upon Peopletivity because one of its divisions was experiencing excessive staff attrition, leading to high costs of turnover, lost revenue, low productivity and customer dissatisfaction. Another client sought our help when faced with reduced revenue yet stable internal expenses. In both of these cases, we were able to identify the true underlying reasons and address them in a comprehensive manner.”

For other Peopletivity clients, the challenges are clearer. Mergers and acquisitions, shared services, major technology implementations, business process changes, issues related to generation span, and other events have far reaching consequences and need to be planned and implemented logically and with a keen sensitivity to how they affect employees.

Jay and her team bring a fresh set of eyes to every organization they work with. Then they recommend a custom designed approach that is unique to each client’s circumstances and culture. Solutions could include new organizational designs, career development programs, incentive systems, change management solutions and other people-focused strategies to save money, improve efficiencies and launch the client’s business to a higher level of success.

“Our clients’ problems are complex, so we often utilize a multipronged approach,” says Jay. “It’s not enough to simply recommend solutions. We guide managers at all levels through every step of the way. Helping clients through these challenges is what Peopletivity does every day.”



A former consultant and executive, Jay launched Peopletivity in 2006. Having often seen a bureaucratic emphasis on profit over service, she recognized a need in the marketplace for a more personal approach to problem-solving that would quickly deliver real, sustainable solutions.

Like her company, Jay is focused on helping people. She proudly serves on the board of an Atlanta-based women’s professional network, and volunteers with a nonprofit organization that offers personal and professional guidance for young women.

Peopletivity
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People-Focused, Results-Driven

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