



# Transformative HR: How Great Companies Use Evidence-Based Change for Sustainable Advantage

*John W. Boudreau, Ravin Jesuthasan*

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## **Transformative HR: How Great Companies Use Evidence-Based Change for Sustainable Advantage**

John W. Boudreau, Ravin Jesuthasan

### **Proven HR strategies that can have a real impact on organizational success**

This book demonstrates how some of the world's most admired and prominent organizations are redefining HR leadership by using evidence-based change to inform human capital decisions that optimize efficiency, effectiveness and strategic impact. The authors present the five foundational principles to the new HR decision science: Logic-driven analytics, segmentation, risk leverage, synergy and integration and optimization.

- Includes practical suggestions and approaches to help executives put the book's principles into action
- Contains insight based on the experiences of leading global organization such as PNC Bank, CME Group, Royal Bank of Scotland, Deutsche Telekom and Shanda Interactive Entertainment
- Features in-depth case studies of 6 international companies: Coca-Cola, Khazanah Nasional Berhad, IBM, Ameriprise Financial, Royal Bank of Canada and Royal Bank of Scotland

This groundbreaking book reveals a new approach to deliver sustainable change and business results. It is enhanced with success stories from leading companies that engage leadership and involve employees in ways that make a lasting impact on their companies.

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