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Some of the biggest strategic workforce challenges facing companies today include changes in demographics, new employment models, emerging markets, and accelerating economic cycles.

### Selling Workforce Planning Across the Enterprise Forget your implementation plan; focus on sales and marketing for real success 10

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Good selling and marketing can start fires. Implementing can't. Change your thinking on rolling out workforce planning to selling and marketing, and you just might get the fires raging.

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### Workforce Planning: A Proactive Approach to Creating a Cost-Competitive, Productive and Engaged Workforce 48

By Shekar Nalle Pilli Venkateswara (N.V.), SPHR

Today's companies are reacting to the challenges of unfavorable changes in the economy by cutting their most valuable asset – their workforce. While not a panacea, workforce planning can play a great role in managing the workforce in these uncertain times.

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