

## IMA Accepted to Work on ISO Human Capital Standards

**MINNEAPOLIS – Feb. 16, 2017** – The Incentive Marketing Association (IMA) is pleased to announce that it has been accepted to the [ISO](#) Technical Advisory Group ([TAG260](#)) on establishing human capital standards worldwide.

“The IMA is delighted to join in designing an international standard for human resource management (HRM) that will optimize HR practices and leverage research-driven trends such as the use of well-designed incentive programs to recognize and engage employees,” commented IMA President Sean Roark, CPIM.

Twenty six countries are participating in the effort to “assist organizations in aligning and streamlining their HRM practices,” according to the [ISO Technical Committee 260 Strategic Business Plan](#). The Plan also cites changing global workforce demographics as a driving force in ISO’s focus on developing standards. “If these trends continue, the need to nimbly transfer and maintain talent will compel organizations to scale up their workforce practices...”

“Our organization has a long and successful history of providing education and credentialing in the effective use of incentives to increase employee motivation and retention and we look forward to contributing our expertise,” Roark added.

Anne Jetter, IMA board secretary, will represent the IMA on the ISO TAG260. “I’m very excited to represent the IMA and work with other industry leaders on these important standards. The work being done will help large and small businesses to deliver the training, recognition and engagement needed to create a successful workforce.” Jetter said.

### **About the Incentive Marketing Association**

The Incentive Marketing Association (IMA) connects members from leading companies across the marketplace to create a unified voice and growth for the incentive industry. IMA is the umbrella organization for the Incentive & Engagement Solution Providers (IESP), Incentive Gift Card Council (IGCC), Incentive Manufacturers & Representatives Alliance (IMRA), Incentive Travel Council (ITC), IMA Europe, and IMA Canada. IMA members have the expertise, leading brands and services to help companies improve their business with recognition, reward and engagement programs.