



Most organizations can tell you what they did. Very few can tell you *whether it worked*.

We provide consulting services for problems with traditionally hard to reach measurements. With industrial-organizational psychology, business operations, and data analytics, we create reports describing the problem in terms of real business impact, recommend a fix with predicted outcomes, engineer any necessary tools, and train your staff to run the program. Later we come back and assess the realized impact against the prediction. Each step is necessary, and together they give you what you need to resolve a problem rather than bandage over it, a defensible basis for your decisions, and the tools to measure it again without us.

THE MEASUREMENT PROCESS

WHAT GETS MEASURED

- **Standards.** Selection criteria, performance metrics, and compensation structure. Built consistently and transparently, so it compares over time.
- **People.** Where your employees, customers and shareholders actually stand, and whether a new training program is the right answer.
- **Systems.** What happens when the standards meet the people using them, measured to cut errors and update the workflow.

WHY US

- **A scientific lens on HR.** Hiring, training, performance and pay are tested like any other claim, including what they do to the systems around them and what they return for what they cost.
- **Travel availability.** Wherever the work is, in person or remote, whichever fits your timeline and budget best. Interviews and findings presentations delivered from Georgia to the west coast.
- **The PLAN model.** Our in-house project cycle, seen below.

Prepare Agree what would count as success, then measure it before anything changes.	Layout Build the plan against that baseline, so the work aims at what was measured.	Act Implement. Train, hire, restructure, revise. The work you were going to do anyway.	Navigate Measure again against the same baseline. Report what moved and what it supports.
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EXPERIENCE

FIRM ENGAGEMENTS, 2024 TO PRESENT

Field data collection and reporting

Six contracts · California, Nevada, New Jersey
Measured on site to a fixed protocol, then cleaned and visualized the data.

PRINCIPAL'S PRIOR CONTRACT WORK, 2022 TO 2023

Public safety selection · three repeat contracts

Administered and scored the assessments. Details are under NDA.

Conflict resolution workshop · 13 managers · national health insurer

Designed the workshop content and facilitated the session.

FIRM DATA

ENTITY	Generations Consulting LLC <i>Organized in Georgia</i>
CONTROL	24150036 · Formed 1 August 2024
IDENTIFIERS	UEI: G72GGH8U2HN6 · CAGE: 25Q03
PRINCIPAL	Evan Alewine <i>M.A. Industrial-Organizational Psychology</i>
CREDENTIALS	SHRM-CP · Cornell Compensation Studies
NAICS	541690 · 541214 · 541611 · 541612 · 541618 · 541720 · 541910 · 541990 · 611430

HOW DATA GETS COLLECTED

- **Testing.** Assessments and before-and-after measures, built so a change in the score means a change in the work.
- **Interviews.** Surveys and direct conversations, run across languages and shifts to reach the whole workforce.
- **Observation.** On site and to a fixed protocol, documenting how the work actually runs, which is rarely how anyone describes it.

- **A record of catching measurement error.** Three times, at a university, a county office and in an independent public analysis, a proposed measure would have produced a confident and wrong answer.
- **Fully scoped work.** Every engagement names what the work will and will not establish before it begins. That scope comes out of a conversation about the project and how it fits your company's goals.

PRINCIPAL'S GRADUATE CLIENT ENGAGEMENTS, 2021 TO 2023

Organizational communication survey · manufacturing · 36 employees
Three languages, three shifts, board-level read-out. The client re-engaged.

University assessment board

Found the outcomes were measuring two things at once.

Selection and appraisal · automotive dealer group

Created a new sales management job description and selection criteria for both new hires and promotions.

Legal notice. Generations Consulting is not a law firm and does not provide legal advice or defense, but its work may include documentation that makes legal review easier.

Start with a free consultation

For new clients, schedule a free consultation of up to 90 minutes about our services and what best fits your needs. If you provide documents about a previous initiative from your organization, we can discuss exactly how Generations Consulting would address the problem it was meant to solve.