

Grow Your Company Faster, Leaner and Stronger



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Long gone are the days when we just look at how much an employee is getting paid. We now need to ensure a ROI for our human capital. Research tells us that an employee really costs three to five times his or her salary, yet most managers are not formally trained in interviewing top talent accurately. We can't afford to get this wrong.

For many years, the Human Resources Department was perceived as the department that manages payroll, compensation and benefits. In the last ten years, however, we have seen these people take on new responsibilities in the areas of training and development. But still, it's not making a serious impact on business. Why is this?

Large corporations have an answer. Human Resources departments, since the year 2000, have been transformed into human capital management-focused departments in big corporations around the world. Now, professionals are focused on managing their human capital assets more efficiently and effectively than before. Are you a human capital leader? Do you have such a person in your company?

Start-ups and entrepreneurial fast-growth companies can adopt some of these best practices and strategies in Human Capital Management (HCM) to build companies that grow faster, leaner and stronger in the long-term.

One of keys to becoming a great human capital manager and leader is to first understand and then master *The Human Capital Lifecycle*.

The future success of your company will be determined by how you manage your human capital or "people power." Can you afford to get hiring wrong? Are you maximizing the potential of all your employees? Perhaps you need to re-think and update your Human Capital Strategy.

Don't just be a manager or entrepreneur. Become a human capital leader!

The Human Capital Lifecycle (HCL) consists of 15 key elements and sub-steps that include:

1. Create a Top Talent Workforce Plan
2. Find Top Talent
3. Attract Top Talent
4. Build a Top Employer Brand
5. Interview Top Talent
6. Qualify & Integrate Top Talent
7. Induct & Orient Top Talent
8. Assess & Evaluate Top Talent
9. Develop & Motivate Top Talent
10. Reward Top Talent
11. Build Top Talent Teams
12. Retain Top Talent Teams
13. Depart Bottom-Level Talent
14. Re-Deploy Talent & Teams
15. Improve Culture & Transform Attitudes

Reg Athwal is a leading authority in human capital management and human potential development and combines these two areas to maximize the potential of individuals and companies throughout the world. Athwal has delivered programs to more than 100,000 managers and 2,500 entrepreneurs and executives in 28 countries since 2002. For more information on how you can transform the human capital and potential of your company, visit www.RegAthwal.com.