



Forget the Propaganda: your people are not YOUR assets!

It's simple!

Our business success depends on continuously upskilling our teams to win. Performance levels are clearly the defining factor in this yet we have become saturated in propaganda that urges us to look after our best assets – our people.

What's the problem if it is so clear that we can meet the challenge through training and development? Well, we simply do not own 'our assets' in this case. In fact, we even struggle to find the people we need and when we do, few have a career with a single employer in mind. Plus, were we able to 'own' our people assets, we would soon swap them for bricks and mortar assets when we realised their level of unpredictability. What's more, the increasing regulatory burden associated with people employment only adds to the challenge with outsourcing fast becoming common practice.

Bottom line – we neither own our human capital nor control their maintenance. Rather, we 'rent' them in the same way as we might rent a flat. In which case we need to ask the question, what savvy tenant would invest in a new kitchen if the tenure of the flat was only one quarter? If we think in this way in terms of SMEs it is easy to see why it is tough to expect them to invest in someone else. After all, the average SME, is smaller than the average family. While many families employ the services and cleaning and childcare, it is hard to imagine the head of household coming home after a tough day's work to find an unkempt lawn while the 'household' gardening 'asset' is completing the latest module in the horticultural course online!

Is there really a compelling case for investing in your people assets?

You might argue it really depends on how you got people into the 'family' in the first place. It's much easier to build a working relationship with people who share common values with you. But then there is the issue of developing the talent we attract. In sport, it is not even within the bounds of the imagination to build a team that does not train hard to keep fit and develop skills. Why should it differ in business? All teams need to work at their dynamics.

Learn more: email info@equilearn.org or call 44 207 736 7878