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Human Capital: The 4 Best Ways to Manage Your Biggest Assets

Human Capital Management, or HCM, is an approach to management that views a company's employees as assets. Without your employees, your business wouldn't amount to much, would it? An organization's employees are the lifeblood of a business.

When it comes to management, there are plenty of things that can go wrong. There are also plenty of things that can go right. The key is to prevent issues from arising in the first place. Thinking about and potentially changing the way you manage, treat, and view your employees can have a great impact on the company as a whole.

Employees are Your Biggest Asset

Each employee has their own unique combination of skills, experiences, and talents to bring to the table. It is the employer's job to sort out the best way to manage their employees together as a team. This means finding each employee's strengths, no matter what they may be. Think about their strengths not only as a great asset to their personality or skill set, but as a tool that you can build upon for the overall success of your team and your business.



Areas of Conflict

A study conducted by the ADP Research Institute found that, in general, employees across the world generally have a more negative perception of their management team than their HR department or senior level executives. In fact, the study found that there are several key areas that employees tend to rate more negativity than members of HR or senior management.

These some of these areas include:

- Compensation
- Work/life balance
- Career opportunities
- Senior leadership (rated less positively than members of HR)

There are certainly many different reasons why employees would rate these areas of a company less favorably than HR or senior management. The information collected by ADP was

done so on a global scale, indicating that there is a common disconnect between employees and their management teams worldwide. That being said, how can management teams rethink their strategies in a way that will allow for an overall rebuilding of confidence amongst employees?

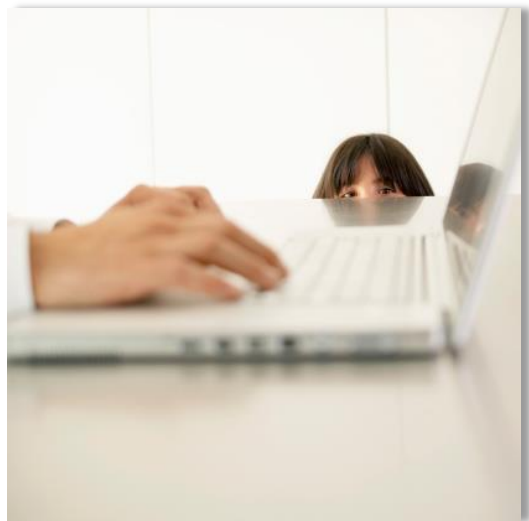
1. Be a Leader, Not a Boss

Bosses delegate tasks and execute them. Leaders do the same, but all while setting a vision and a path for their team and company. This is one great example of leading by example. Having passion for what you do and confidence in your abilities and your team's abilities will help your employees feel the same way as well. Finding each of your employee's strengths and having confidence in them will only help make them feel more confident about themselves and their place in the company. It is incredibly vital to help create for your employees a culture in which they feel they have a sense of ownership in what they do. Appreciating each member of your staff will help you to manage your team effectively, and it will help your employees to feel valued. Leaders know that they could not have made it to where they are on their own.

2. Encourage a Work/Life Balance

While you may not be responsible for providing a work/life balance for your employees, you can certainly assist them in balancing work time and personal time. Encouraging exercise, healthy eating, and other healthy habits will generally make your employees feel better and happier all around. Be sure to make room for fun at work. Games, trivia, and team-building exercises are a great way help your team loosen up.

Be sure to know when to turn off the screens. Constant electronic communication can make it difficult for employees to separate work from their personal lives. To encourage a proper balance, lead by example. Make sure that you, the manager, have a healthy work/life balance. Your employees look to you, and if they see that you are answering work emails while on vacation, they will feel pressured to do the same. Don't confuse commitment and dedication with long, 60 hour weeks. Lastly, only allow a limited amount of paid time off to carry over into the next calendar year. This will encourage your employees to take the time for themselves. Paying an employee for not using PTO is counterproductive.



3. Encourage Career Development

Allow opportunities for training and encourage your employees to develop their professional skills. Provide them with chances to learn about and expand their expertise. By actively participating in your employee's career and keeping an open dialogue with them, you will get to know their goals, and can align your employee's career goals with the company. Work to help them explore areas they would like to learn more about, or areas that they are passionate about. When applied correctly, leveraging your employee's strengths and interests within your organization will help them to reach their goals, and the company's goals as well. Everyone values a sense of progress, and feeling like they have room to grow can help your employees value their time at work.



4. Listen to Your Employees and Build Trust

Valuing each of your employee's skills and thinking of them as assets to your business can help motivate them as well as build their trust and confidence in your business. Your business would not go very far if your employees did not believe in it. Building their trust in the company helps each employee feel as though they have a say in what happens with the business. Start by giving them a voice. Talk openly with your employees about the company, and let them offer up their ideas. Implementing their ideas and giving credit to them is a great way to make them feel like assets to the business.

These tips touch on just a few of the ways that you can employ human capital management as a leader in your workplace. No matter how large or how small your company is, you have the power to influence your team, as well as their view of the organization. Your employees are your company's biggest assets. They have the skills and knowledge necessary to make your business be successful. It is your job to help your team reach their full potential and show them that they are valued, and that their time and effort has an impact on the organization. Your employees are your biggest asset, treat them as such!

For more information about human capital management, talk to [Gaetani Associates](#). As experienced marketing leaders, we understand how important it is to evolve with the changing times. Proper leadership and team management will keep your employees happy and your company successful in an ever-changing world.

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