

THE INTANGIBLE CAPITAL



Human Capital

is simply the people in your business and the value they bring. When your team has the right mix of skills, experience, adaptability, and motivation, the business becomes stronger and more valuable. All else being equal, buyers and investors place higher value on companies with great people. Team members hold each other accountable, not just because a boss says so, but because they care about the people they work with and the standards they share.

HUMAN CAPITAL

Recruit

What traits, skills, and attitudes matter most when hiring key employees?

Motivate and Retain

How do you recognize good work and keep your team engaged and appreciated?

Develop and Grow

As your business grows, are your people growing with it through training, new responsibilities, and advancement opportunities?

