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# 20 Ways To Future-Proof A Company's Most Valuable Asset: Its People

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The world of work is evolving along with rapid technological advancements, and professionals are aware of the potential disruption facing their companies and their careers, and wise leaders know it is key to strengthen the resilience of both their business and their workforce to adapt to the pressures and upheavals of a shifting economic landscape.

Beyond developing strategies to future-proof their organizations, business leaders today need a plan to future-proof their most valuable asset: their people. Here, 20 [Forbes Coaches Council](#) members share smart approaches to ensuring your workforce remains adaptable, skilled and resilient in the face of an uncertain future.

## 1. Provide Regular Training Opportunities

Provide regular training opportunities to help employees acquire new skills and stay updated with industry trends. This makes people feel relevant. Maintain open and transparent communication channels where employees can provide feedback and voice their concerns. The key is to promote gentle communication and avoid ego-driven communication. - [Chiara Alzati](#), [CHIARA ALZATI SRL](#)

## 2. Prioritize People As Much As Goals And Metrics

The C-suite leaders in many companies work hard at looking at business goals and metrics. People and relationships make all of this happen. Take the time to connect with people and model what a thriving business culture looks like. Create psychologically safe meetings where sharing other ideas and opinions is a true benefit. - [Wendy Hanson](#), [BetterManager](#)

## 3. Invest In Up-To-Date Learning and Development Initiatives

Leaders can future-proof their people by investing in learning and development initiatives updated with industry advancements and emerging trends. Leaders can ensure their people have the knowledge and capabilities to thrive by offering training programs, encouraging participation in conferences or workshops, providing mentorship opportunities or supporting further education. - [Cloé Luv Merraro](#), [Cloe Luv LLC](#)

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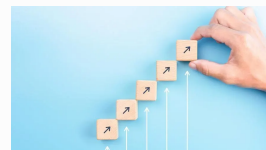
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## 4. Integrate Organizational Identity Into Training

Train employees not just to teach them the skills of their specialization, but also to integrate familiarity with the entire organization and its identity into their training and experience. Prepare them to think of their work as valid and relevant to the world outside of the industry bubble they inhabit. - [Sam Rockwell](#), [Rockwell&Co](#)

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## 5. Recruit Employees With An Appetite To Grow

I work with high-growth scaleups, and the people topic is a constant point of attention. What I have observed is that you have to be extremely intentional about who is getting onboarded. To build profit, you must build people. Although this is true in a scaleup, you have little time to build people. Employees must already have this appetite and willingness to grow by themselves. Hence, the importance of recruitment. - [Alex Kergall](#), [Alex Kergall](#)

## 6. Cultivate A Culture With The Human Aspect At Its Core

People crave connection, meaning and purpose. By cultivating an environment where the human aspect is at the core, leaders not only embody the balance of heart and mind, but also encourage this as the norm, resulting in higher levels of performance and engagement. When leaders connect to their inner selves, they create a flow that is felt by their people, which inspires a deeper connection and loyalty. - [Surinder Kullar](#), [Surinder Kullar](#)

## 7. Look At Your Organization As An Operating System

Pay close attention to your organization's capabilities and functionalities. As you consider the work, technologies and opportunities of the next three to five years, ask yourself, "Where will my people need to excel?" and "What will be the most valuable, essential aspect of our humanity that we'll need to anchor us in years to come?" Craft your culture development goals around these questions. - [Dr. Shekinah "Ki" Magee](#), [ICP-ACC](#), [SPC](#), [PCC](#), [PMI-ACP](#), [Clear And Present Coaching and Consulting Services, LLC](#)

## 8. Stay In Touch With The Goals Of Your People

Always be in touch with the goals of your people. Whether they want to grow with your company or grow as a person to reach another goal, it's important to value what they have to say, take it to heart and help them grow for that time period. Actively listening and considering their goals will increase the chances of your team not only staying, but also excelling. - [Lauren Najar](#), [Lauren Najar Coaching LLC](#)

## 9. Cultivate A Culture Of Belief, Trust And Evolution

When belief in the leader is strong, it allows their people to believe in themselves, as well. When there is belief, trust and a culture of evolution, a business grows stronger together. It all starts with the leader and their ability to create and uphold these core values. - [Tiffany Cheung, Tiffany Cheung LLC](#)

## 10. Promote Continuous Learning And Personal Development

Leaders can future-proof their people by cultivating a culture of continuous learning and personal development within their organizations. This involves creating an environment that encourages employees to acquire new knowledge constantly, upgrade their skills and adapt to evolving market trends. - [Kalina Terzieva, My Coaching Brain](#)

## 11. Make Sure People Feel Valued And Appreciated

When your people feel valued, appreciated and safe, they will flourish in any environment and be more comfortable with change and adaptation. Invest time engaging with staff—especially on a personal level—to encourage a can-do environment. Then, watch as innovations and ideas flow. - [Linda McLoughlin, LeadershipWorks](#)

## 12. Combine Traditional And Creative Benefits

We are facing an enormous talent shortage, and employers are fighting an epic retention battle. Employers must focus on building a culture that not only supports, but also encourages work-life balance. Traditional approaches, such as raises, bonuses and training, must be combined with creative benefits, such as financial planning, flexible hours, lifestyle rewards and wellness perks. - [Erica McCurdy, McCurdy Solutions Group LLC](#)

## 13. Help Leaders Reach Their Highest Potential

Future-proof your business by investing in your leaders. Stop and ask your leaders what they want. Ask what they really want, and then invest in them to develop their skills so they can reach their highest potential. A CEO was asked, “What if you invest in your people and they leave?” His response was, “What if I don’t invest in them and they stay?” Invest in your leaders to future-proof your business. - [Cindy Lamir, Impact Business Coaches](#)

## 14. Build Communication And Self-Regulation Skills

Invest in building strong communication and self-regulation skills: less blaming, shaming, projection, denial, anger and office politics, and more self-accountability, team alignment, buy-in, effective change management and higher retention rates. Creating change has to happen from the top down and by leading by example. Without self-awareness or effective systems and processes, it is all about walking the talk. - [Sharesz T. Wilkinson, The Speech Improvement Company](#)

## 15. Require And Normalize Leadership Coaching

Normalize leadership coaching as a required benefit of your business. Forecasting, or future-proofing, is an opportunity to tap into the potential of your people to cultivate employee purpose, joy and well-being, which promotes optimal performance. Creating pathways and opportunities for leadership development through normalized leadership coaching is a strong value proposition. - [Michellea Millis Rucker, Transforming Our Practice, LLC](#).

## 16. Create A Culture Of Psychological Safety

As we know, psychological safety is the sweet spot within a team that allows us to be ourselves, create and innovate, and support one another with a strengths-based focus. Without a doubt, the neuroscience of safety teaches us that future-proofing our people is about creating a culture of psychological safety where they can add value and be themselves. - [Abe Brown, Certified Flourishing Coaching](#)

## 17. Help People Build A High-Performance Mindset

Mindset is the key to future-proofing your people. Part of architecting a high-performance mindset is developing trust in yourself to navigate any uncertainty and changes and to perform regardless of the external context. It takes deliberate self-work for each person, but everyone can build a high-performing mindset that will take their game to the next level. - [Susan Hobson, Elite High Performance Inc.](#)

## 18. Show Dynamic Interest In Your People

It's simple—show interest in your people! If you want to prepare your people for the complex challenges that they will face, start by investing in their development and career growth. The market is dynamic, and so too must be

our approach to leadership and people management. As leaders, we should also instill a sense of confidence and resilience to prepare employees for whatever they might encounter in the future. - [Hudson Garrett, Jr.](#), Intuitive Coaching

## 19. Understand People's Common Needs

Understand the needs and wants of people across all levels of the company and develop training programs to address them. It is impossible to support every individual's challenge, but look for common ones. Identify ways to create an ongoing dialogue between executive management and employees aimed at negating problems before they arise. Knowledge is the power leaders need to future-proof their workforce. - [Kathryn Lancioni](#), [Presenting Perfection](#)

## 20. Encourage Experimentation And Evolution

Build a culture that encourages constant experimentation and evolution. Leaders who encourage the exploring of new ideas and learning from mistakes while focusing on progress rather than perfection will promote self-improvement as the norm. With the expectation that no one is perfect and everyone is continuously growing, your employees will be ready to adapt to whatever the future holds. - [Jamie Lewis Smith](#), [Pixel Leadership Group, LLC](#)  
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