

## The Value of Quality Employees

### Recruiting and Retaining Human Capital for Your Business

Globalization and the increasing pace in technological changes have driven the high performance workplace in the past two decades. Since the turn of the century, these factors have combined to demand a new kind of well-educated knowledgeable worker. In this era of increasing demands on production in the workplace, harnessing the elements of human capital is pivotal to having a successful business.

The elements that make up human capital are the accumulated skills, experience, wisdom and capabilities of all the people employed in the organization. At a time when skills are more complex and transferable, both the concept of traditional loyalty is declining and the significance and value of knowledge is increasing. Therefore, there is an urgent focus on managing human capital - having the right employees in place to do the jobs that are required and not go elsewhere.

#### Finding the Quality Employees

In order to find qualified employees; you need to recognize that knowledge and experience equals profit. You want to be able to act on the critical interactions among technology, knowledgeable employees and return on investment (ROI). Invest extensively in employee-recruiting and retaining programs so that you can reap the profits both short and long term.

High-quality re-education programs that motivate employees to use their own learning by applying innovative thinking on the job are essential for success. This will increase personal performance as well as give your business a high ROI.

FedEx is one example of a business that has successfully obtained and retained quality employees through its global learning system; FedEx Quality University. Over 140,000 employees worldwide have access to the content, while a \$2,500 annual Personal Learning Fund is set up for every employee that needs to take external classroom courses when no suitable e-learning ones are available in the Quality University. As a result, FedEx has been able to effectively retain valuable employees and leverage its available human capital through these career development opportunities.

By investing in your most critical intangible assets, your workforce, you will succeed past the challenges of technology and globalization that will allow you to grow your business in the ever-evolving marketplace.

