

THE CONDITION IMPROVEMENT ACT (Company's Value)

When we talk about Company's Value, we are not referring to the company's' worth and its stock price. We are talking about the assets that company's have when it comes to employees, productivity, bottom-line results, human resources, consultants and anybody that is part of the company's daily functions. It is about human capital. When companies make decision of who they will call to do an assessment, or who are they going to hire to run a particular department, they are adding value to the company. It is important not to loose the essence of WHO makes a company. There is a lot of emphasis on how much money do we need to bring in this year? But, do you have the right assets (by this I mean employees) to achieve the goals? There are many companies that know the value of their employees and invest in being employee or family friendly. Do you know why employees leave a company? Yes, salary is one of the reasons, but is not the #1 reason why good people leave. In an article published by **E.C. Pressler, Jr.** the findings of a survey showed the following:

Job Dissatisfaction

This is the number one reason why good people leave. It is a catch-all term but, if people are unhappy, feel undervalued or unappreciated, they will soon leave. The reasons for this vary widely

Lack Of Challenge

Good people need to have their skills used and tested constantly. If challenge is missing, they will soon be missing as well. Identify good performers early, use their talents, listen to their ideas and increase their responsibilities.

Lack Of Confidence In The Company

This reason often goes hand-in-hand with the above. If the corporate culture or the company's image is not deserving of respect, good employees will soon find another, better environment.

Dissatisfaction with Co-Workers

Personality differences within the staff can cause people to leave. It is important to consider the "chemistry" of people who must work together as a team. Mixing aggressive and

passive people, for example, can lead to disruptive personality clashes.

Compensation

Many studies have shown that compensation is usually way down on the list of reasons why good people leave. If the only right thing in a person's job is the pay received, no amount of money will keep that employee.

Therefore, company's value is determined by different factors, but most importantly, by its human capital.