



High-Impact Human Capital Strategy: Addressing the 12 Major Challenges Today's Organizations Face

Jack Phillips, Patricia Pulliam Phillips

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Traditionally, human resources has focused on recruiting good people, preparing them for assignments, motivating them to perform, and retaining them. These functions remain essential, but to be successful in turbulent times like ours, human capital strategy needs to be broader and much more far-reaching.

High-Impact Human Capital Strategy examines 12 critical forces that must be considered: globalization, changes in workforce demographics, skill shortages and mismatches in labor markets, environmental matters, and more. It shows how to incorporate each into an effective overall plan, and how to translate that plan into action. You'll learn to design human capital programs that:

- Connect with business measures
- Achieve positive ROI
- Ensure critical talent is in place
- Boost engagement
- Address work/life balance and other social issues
- Reduce the need to outsource

Case studies and step-by-step guidelines help you move beyond hiring-training-benefits functions, to develop human capital strategies that deliver measurable value in the face of ongoing challenges.

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