

HIDDEN VALUE

How Great Companies Achieve Extraordinary Results With Ordinary People

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MAIN IDEA

Developing effective ways to utilize the combined talents of all an organization's people is far more important than going out and recruiting highly talented prospective employees.

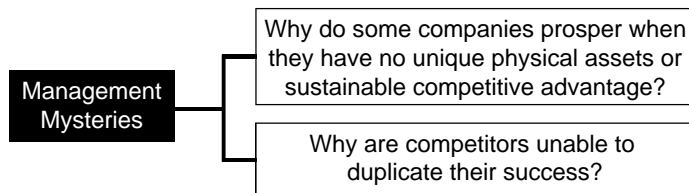
In fact, the smart way to win the war for talent isn't to develop advanced hiring techniques. Instead, high performance companies build people centered organizations – so they can get the best out of all their people all day every day. Thus, the focus of a high performance company is to fully unleash and harness the combined creative abilities, passion, energy and talents of the people they already have.

A people centered company allows every employee to become a star producer. It generates long-term success through the use of value-driven business systems which are aligned precisely with the needs of the people involved. And the overall process is driven by managers who provide more actual leadership than oversight.

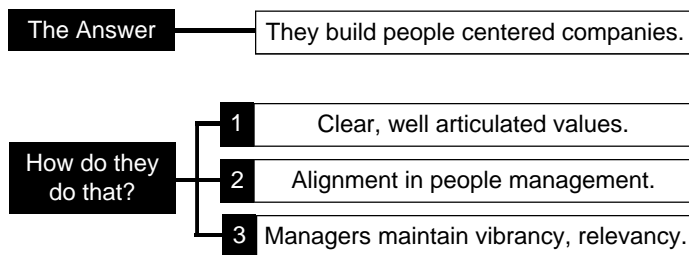
With the ongoing reliance of more and more businesses on intellectual capital assets as their main source of sustainable competitive advantage, being able to harness the collaborative efforts of everyone in the firm and getting the best out of all the people involved are rapidly becoming important business priorities.

Creating and growing a people centered company is the way of the future.

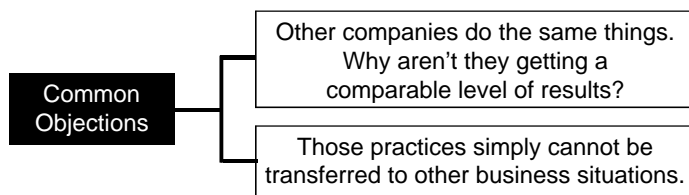
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