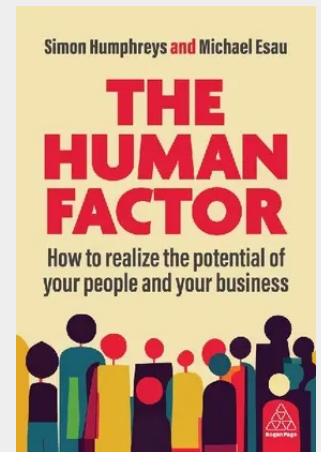


Human Factor

How to Realize the Potential of Your People and Your Business

Develop and leverage the human factor in your workforce and organization to boost individual and business performance. This book explores what the human factor is and how it influences the attraction, performance, retention, growth, productivity and wellbeing of employees. It also explains how focusing on it at all levels of the organization can boost both individual and business performance. This book is a roadmap to success for all senior HR professionals, organizational development practitioners, managers and leaders. Written by an expert author team with more than 50 years' collective experience, this book explains why the human factor is so important and how the changing context in which we live and work is needing HR professionals to evolve to stay relevant. There is detailed discussion of organizational change as well as a framework for building a case for change. There is guidance on how to define organizational purpose, develop an effective organizational culture and how to design and execute a people strategy. There is also discussion around human motivation, the role it plays as individuals and leaders and the need for continuous improvement of staff at all levels. Sustainability, technology and analytics are also explored.

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