

## The Human Resources Revenue Program

As entrepreneurs, every person has to count and every person has to be effective in driving the company forward. Effective Entrepreneurial Human Resource Management is all about connecting what is typically the biggest expense you have to the bottom line.

Many public corporations will tell you that "Our people are our most important asset". Well if that is true for public corporations, then it is critical for privately owned entrepreneurial companies.

I worked for a bank once that hired a senior executive from a much smaller privately owned company. He was amazed by the vast number of people the bank was employing to perform basically the same size and type of business that he had been running in his previous position with a much smaller staff.

He pulled me aside and said, "Geoff, we could walk through this room, tap every third person on the shoulder, tell them to leave and we would never miss them".

Being able to *attract, develop and retain* excellent people is the single most critical factor in an entrepreneurial company's ability to grow. We can't hire three people and hope one works out. We must hire one person, make sure they work out, grow in the contribution they deliver and stay with us.

The HRP Program was developed to help entrepreneurs become 'Employers of Choice' and to drive the best possible performance from this critical resource.

Give me a call to find out more about the HRP Program and how it can work for you.

Geoff Garden  
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