



# Measuring Human Capital: Converting Workplace Behavior into Dollars

*Dennis J. Kravetz*

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## **Measuring Human Capital: Converting Workplace Behavior into Dollars** Dennis J. Kravetz

Measuring human behavior in the workplace has long been a difficult task. Converting human behavior measures into dollars has generally been limited to rare and specialized studies. In this book best-selling author Dennis Kravetz shows how anyone, by gathering easily available information, can set up metrics to measure human capital. Once established, these metrics enable individuals to calculate the dollar value of planned or completed people management changes.

Measuring Human Capital is loaded with case studies that document the amount of money that can be gained by improving people management practices. Readers can see the dollar value, for example, of management coaching, reducing bureaucracy, and implementing better selection procedures. The dollars quickly get into the millions.

In this book readers are provided with easy-to-use equations that enable them to calculate the dollar value of any human capital changes that they care to assess. Dennis Kravetz presents studies done with 600+ organizations showing that many billions of dollars are waiting for the those organizations who manage people effectively.

Measuring Human Capital melds together the best of behavioral science, finance, and business pragmatics to show how to measure human capital in the workplace. This book tackles the "holy grail" of human capital measurement, converting workplace behavior into dollars. Readers are shown the limitations of current measurement programs, how to set up highly effective new metrics that are updated through performance appraisals and employee surveys, and how to turn changes on those metrics into dollars gained (or lost). Every manager, executive, human resources professional, training professional, consultant and student of human behavior or business will want to buy this book to see how they can implement breakthrough measurement practices.

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