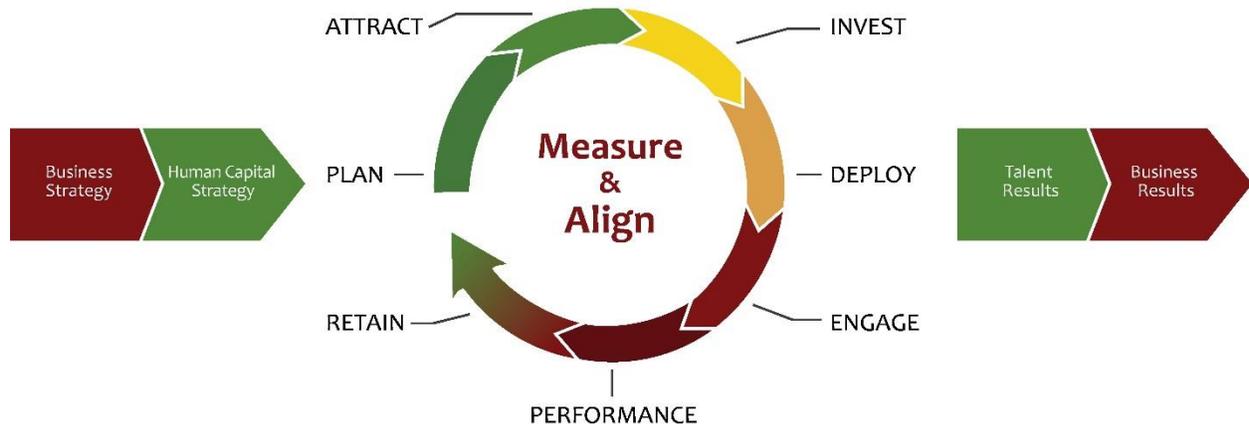


**The People Profits  
Mystery:  
Transforming HR Into A  
Profit Center**

**Clark Ingram**

# Introduction



## Is your Human Capital wheel operating at optimum levels?

The 7 elements of the Human Capital wheel are going to determine whether your HR sector is a cost center or a PROFIT center.

Inside, we are going to take a quick look at the driving factors that can determine your company's future. If these steps are done correctly then you will create millions of dollars, but done incorrectly you may be headed towards failure.

Here is what some past clients and peers are saying about the process:

*"Clark is unique with his approach to Human Resources, in that he excels with the financial ROI, while maintaining the critical positive rapport with peers and subordinates. Clarks' strengths are a rare combination in his field of work, and an asset for everyone involved."*

*John F., RIGHTMIND Creative Solutions*

*“Clark brings a unique and holistic approach to the Human Capital problems which we business owners are challenged. His ability to advance the vision of the organization, identify root causes of challenges, address them with proprietary systems and process while keeping a constant eye on the financial and business ramifications is truly exceptional from a HR expert!”*

*Tra P. Hometown Home Health*

*“Initially I had reservations about whether People Profits could help us. We continue to work with them and I am now convinced that they bring a completely different approach to Human Resource issues and opportunities. It is all about increased revenues, profits and long term solutions to our people, problems and opportunities. Their practical advice, assistance in implementation, and ability, customized to our needs is refreshing from a consultant.*

*Jim C. Metroplex Electrical*

**...And there are many more satisfied peers and clients...**



**Let's get started toward transforming your HR  
cost center into your HR PROFIT center!**

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# Plan

- Getting everything to work together – the 7 Elements of HR can be synergistic thereby making and saving a lot of TIME, **MONEY** & RESOURCES! . . .
- How is your business different than your competitors? How is your employment opportunity strategically better than your competitors? . . .

You do not have to be frustrated with your HR department any longer! . . .

- Eliminate conflicts between Elemental Strategies and Plans – conflicts cost money! . . .
- Organizational changes requires changes in your Strategy and Plan. . .
- The results of this planning is **MAXIMUM** savings and profits!



# **Attract**

- Become the employer of choice! Acquire great employees at a very low recruiting cost. . .

**Do you want the very best talent, in your industry, to beg you for a job!?. . .**

- So, how do we get there? What needs to change? Let's focus on hidden savings that a normal HR manager won't see. But with a financially minded HR Strategist, like we have here at People Profits, we can design systems to attract your talent by saving money and NOT SPENDING!. . .
- Of course, we'll go through the SWOT analysis, that's a must. We only want the best of the best throughout our organization. . .
- How can you trust your new hire? It costs \$12,500 to replace a basic salaried employee so it's important to get it right. . .
- We talk about a few more tools in Chapter 6 that will be of great benefit to your entire process. . .

**Are you missing out on vacations, that you have worked hard for, and deserve, because you can't relax and trust that your employees can manage your business? . . .**

# Invest

## **A developed employee is a happy employee. . .**

- Training is key. . . Peter Drucker said, “your knowledge has a half-life of two years.” In other words, half of what you know now will be obsolete in two years. The same rules apply for your employees. For employees to advance they need to be constantly trained. . .
- Succession Planning. . .
- Specific Organizational Training
- Employee development is a secret to many areas of Human Capital management and success.

**Every company needs a training system. Is your training and development system bulletproof? If you’re experiencing employee turnover then it’s time to take a closer look. . .**



# Deploy

- The first three hours of someone's employment are crucial. . .

**You want your employees to take charge of their careers and improve quickly. . .**

- You want to insure your resources are allocated properly to increase productivity and profitability. . .
- You want to identify and adjust the "Resource Hoarders" inside of your organization. This will drastically reduce your overall costs!...

**Your employees are your biggest expense, You can add as much as 10-15% to your net. . .**

- You are going to reduce the number of "bad hires" which will save thousands of dollars and eliminate the unwanted stress. . .
- You're going to be able to measure your resource effectiveness . . .

**Your life becomes much easier when your employees become "rockstar" employees! . . .**



# Engage

Do you know the FREE action that will increase employee engagement? . . .

- What is the true cost of bad employees?
  - As many as 70-80% of your employees could be holding your company back, either consciously or sub-consciously. . .
- Several actions exists, that are free to implement, but very few employers actually take advantage of the opportunities. . .

We will be happy to identify, the factors that are affecting your company, and we will do it with ZERO COST to your company! . . .

- Studies have shown that only one negative attitude can affect the entire organizations performance! . . .

You probably already have an idea of which employee in your company is holding you back. . .

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# Performance

Your performance measurements are going to determine the long term effects of the stability of your organization. If you take your performance evaluations seriously then your employees will take their performance seriously. If you measure more often then you will have a better chance of success.

**Do you know the secret cost of performing a bad employee evaluation. . .**

- How are the new generations viewing their Annual evaluations. . .
- Sometimes outside factors are contributing to poor performance and these issues need to be handled differently. . .

**Your money can add up quickly if your evaluations are customized with a FINANCIAL mindset instead of a traditional HR mindset. . .**



# Retain

**How can I keep my best employees? . . .** *“Sometimes I lose people to other companies for what I would be willing to pay—but then it’s too late” . . .*

- Do you have the Top 9 elements of Employee Satisfaction customized to fit your organization?

**You need to focus on growing your company and NOT WORRY about your employees leaving you. Systems can be built to eliminate this stress. . .**

**It’s time for People Profits. . .**

**Contact us today for your **FREE** evaluation and to learn more about turning your HR cost center into a HR PROFIT Center!**

***Call Now! 405.508.1059***

or send inquiry to:

**[Clark.Ingram@peopleprofits.com](mailto:Clark.Ingram@peopleprofits.com)**