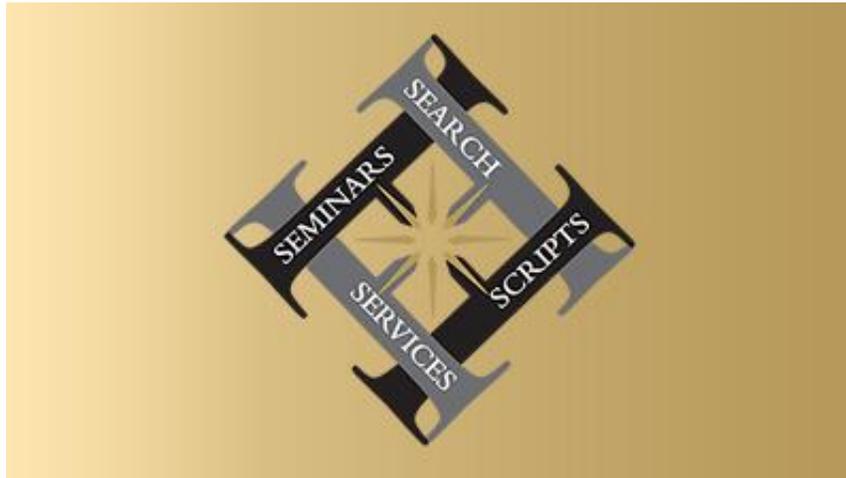


HUMAN CAPITAL FOR BOARD / CAREER / CORPORATE GROWTH

By Kathy Graham

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The term “human capital” has evolved away from being a “coldly euphemistic way to mean ‘labor force,’” away from being an “even colder [meaning of] “calculating causalities of war” to mean “something broader than ‘workforce,’” according to Merriam-Webster.¹ It is in this broader context that The HQ Companies have embraced the term in its new tag line: “*All About Human Capital for Board Growth, Career Growth, & Corporate Growth.*”

The new definition is:

Human capital is the skills, knowledge, and experience possessed by an individual or population, viewed in terms of their intangible and tangible value or cost to an organization, a person, or a country.

Intangible values or costs refer to those related to non-monetary, albeit equally important, factors, such as personality, emotional intelligence, group dynamics, organizational culture, etc. Tangible values or costs refer to economic “labor force” or monetary factors that we all know so well.

The “HQ” in The HQ Companies stands for “Highest Quality.” Combine the meaning of “HQ” with the new definition of human capital and The HQ Companies’ focus becomes clear. The HQ Companies are all about:

- What values or costs does a privately or publically held corporate board provide its company...and how can those values be enhanced, costs minimized?
- What values or costs does a private or public company board director provide to the board and the board’s company...and how can those values be enhanced, costs minimized?
- What values or costs does a private or public company executive or professional provide to the company...and how can those values be enhanced, costs minimized?
- What values or costs does working for a specific private or public company or industry provide to an executive or professional’s career...and how can those values be enhanced, costs minimized to optimize career growth?
- How are these intangible and tangible values and costs at the country and multi-country levels likely to impact the values and costs to executives and professionals’ careers, companies, and industries...and how can those values to private and public companies and executives/professionals’ careers be enhanced, costs minimized?

It’s what we do at The HQ Companies on the personal level, at the board, and at the corporate level—in print, on social media, and one-on-one and for groups/departments/organizations.

Here’s to our new website—check out www.TheHQCompanies.com—and our new tag line, designed to be more aligned with this digitally transformed era. Please feel free to contact Kathy Graham, Founder of The HQ Companies, at 630.466.7095 or Graham@TheHQCompanies.com any time—we’re looking forward to hearing and sharing with you insights and knowledge on a regular basis.

¹ “Words We’re Watching: ‘Human Capital’: More Than the Sum of Its Parts.” www.merriam-webster.com/words-at-play/human-capital-definition.