

## Formula for Organisational Success

DOM MELI

I was stunned yesterday when looking at stats from the ABS showing what Australian businesses had done over the past 12 months to improve their competitiveness. The usual suspects were there: Website; marketing; new product; outsource; reduced pricing and so on. Nowhere was there any mention of investment in people. Even the category "none" placed higher than investment in those people that have to deliver the goods or services of these businesses, that deliver on their value proposition.

I had the pleasure of listening to and chatting with Tom Peters recently, author of "In Search of Excellence." As Peters stresses: 65% of an organisation's success depends on its people - their capability and their passion (alignment and engagement).

All the strategies that businesses initiate in the hope of increasing competitiveness will not deliver the same results as investing in their people. Investing in people is simply the number 1 growth strategy available to businesses today.



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