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# Are People Assets or Human Beings

We believe there is a Fundamental flaw in the thinking of many business leaders; a misunderstanding of what it means to be human. We invite you to consider the implications of the following statements:

- Human beings are personal, dynamic spirits!
- Assets are impersonal, material things.
- Human beings possess immeasurable and inestimable worth.
- Assets have a fluctuating monetary value that can increase or decrease.
- Human beings don't arrive with price tags attached to them.
- Assets come with contracts, rebates and expiration dates.
- Human beings are relational persons!
- Assets are non-relational possessions!
- Human beings are persons to be loved.
- Assets are property to be used.
- Human beings have feelings and are subject to a variety of emotional states!
- Assets are emotionless.
- Human beings willing volunteer their non-refundable time and talent to organizations.
- Assets have no volition to freely volunteer anything.
- Human beings are brilliant.
- Assets are dumb.
- Human beings get passionate.
- Assets don't get excited.

- Human beings have rational minds that function best on participatory dialogue, achieving exciting goals, and receiving engaging feedback.
- Assets don't sit in the boardroom or break room and intellectually contribute to creating value for the organization.
- Human beings have an endless supply of ideas and creative breakthrough solutions because they possess fertile minds.
- Assets have no ideas or creative solutions because they are mindless.
- Assets, since they are not persons, are not emotionally effected by the value judgments of others.
- Human beings can give discretionary effort or malicious obedience.
- Assets can't reach inside their spirits and give you more or less of themselves.
- Human beings can inspire others to go beyond what they are doing and live exemplary lives.
- Assets have no ability to inspire the human spirit.

# INVEST IN YOUR PEOPLE



- Human beings are loved and cherished.
- Assets are bought and sold.
- Human beings have non-negotiable values and beliefs that they live by and die for.
- Assets have neither.
- Human beings are driven by personal dreams, ambitions, and attractive visions of the future.
- Assets are lifeless objects that have no imagination or desire for self-improvement.
- Human beings know when they are being treated with dignity, respect and honor. Thus, they know when they are being either valued or devalued.
- Human beings have an amazing capacity and capability to create loving, kind and caring relationships.
- Assets don't create nurturing relationships.
- Human beings are looking for people to care about them, treat them exceptionally well, and appreciate their contributions.
- Assets don't have any felt-needs.
- Human beings are inspired and fueled by ennobling values, and daily goals that are connected to a meaningful mission and a compelling vision.



PEOPLE FIRST®

- Assets such as machines, and trucks are energized by electricity and gas, not by intangible ideals or challenging goals.
- Human beings are capable of delighting and surprising one another with their spontaneity and creativity.
- Assets rarely have flights of fancy that intrigue and capture our imaginations with their breakthrough innovations.
- Human beings at their core are freedom seeking creatures that require autonomy in order to perform at their highest and best.
- Assets are not free spirits looking for a people-first culture that will honor their need for independence and human betterment.
- Human beings look for trustworthiness as the foundation for personal and professional relationships.
- Assets have no power, in and of themselves, to create trust. Hence, the trustworthiness of an asset is only as reliable as the human spirit that developed that asset.
- Human beings are capable of growing in confidence, courage, and boldness of spirit.
- Assets don't experience any moments of insecurity, discouragement or self-doubt.
- Human beings, since they are finite and fallible, need others to be gracious, patient, and forgiving with them.
- Assets, in order for them to maintain their market value, don't need for others to extend to them any social graces.
- Human beings thrive in a culture where they are part of achieving a purpose that is bigger than themselves.
- Assets have no passion for making the world a better place to live and work for their children.

Hence, if we treat people as inanimate, material possessions and don't value, appreciate and acknowledge their innate dignity, worth, and creativity then we will throw the kill switch in their human spirit and disengage their head, heart, and hands from helping our organization to reach its full potential.



## Become a People First Certified Company

At People First International, we're nothing short of DRIVEN to bring about total transformation in the workplace. We're passionate about building a better world ... one person, one family, one organization at a time.

And we want you to be next!

Our diagnostic tools, coupled with our leadership training and certification, provides you with everything you need to enrich the spirit and increase the effectiveness of everyone in your organization.

There are no shortcuts here ... just real, solid progress and true transformation.

As you embrace the People First philosophy, you'll watch as your entire culture is revolutionized, becoming a wildly successful breeding ground for inspiration, innovation, and enthusiasm! Suddenly, your competitors begin to seem irrelevant—not even on the same playing field!

"My message to my Senior Team is that this has the potential to have the most transformational impact on our lives and our company that we will ever encounter, and will create a culture gap between MiTek and our nearest competitor that is so wide, it will be inconceivable to imagine them ever coming near to us culturally."

**Thomas J. Manenti**

*Chairman and CEO*

*MiTek, Inc. – A Berkshire Hathaway Company  
A People First Certified Company*

When you've completed your People First Certification, every person you and your Purpose Partners encounter will notice the difference and appreciate the change in attitude, in service, and in professionalism. People will want to know your secret. Tell them the secret is putting People First!

The BEST time to get People First Certified is NOW, BEFORE your competition does.



We Invite You to Join The Ranks of Our People First Certified Companies!



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