

# What the world needs and what you get paid for



## The Human Capital Development Framework

Creating Extra Income For Living Longer Better

Means & Execution

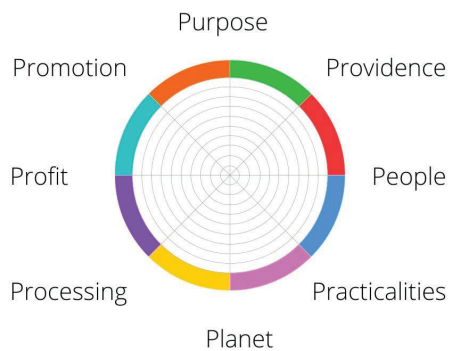
## The Human Capital Development Framework for Your Meaningful Project

Your human capital is the asset that delivers you an income stream to live longer better.

### 1. PURPOSE (North):

Why are you here, it's more than for profit? What's your WHY? What's your greater purpose?

Business Purpose Statement (Mission or Vision)



## 2. PROVIDENCE (North-East):

What are you GOOD AT? What are your strengths, weaknesses, opportunities and threats relative to the competition?

Strengths	Weaknesses
Opportunities	Threats

### 3. PEOPLE (East):

How do you endear stakeholders (customers, staff, leadership, shareholders, community, suppliers, regulators, competitors)? What's your stakeholder insight (things they might say)? What are their pains (problems) and gains (benefits your service brings)?

Stakeholders	Insight	Pains	Gains

**4. PRACTICALITIES (South-East):**

How do you plan to engage people? What is your operational model? What YOU LOVE to do?

Stakeholders	Operational model/ Channel	Stakeholder Proposition (Your Offers)

**5. PLANET (South):**

How do you physically resource your business ethically? What's your impact on the world?

<p>Resource: What makes the way you operate ethical?</p>	<p>Impact: What you and your money do for others for impact?</p>
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**6. PROCESSING (South-West):**

What are the market drivers (political, economic, social, technological, legal and environmental)? What are the opportunities and threats? WHAT THE WORLD WANTS.

Drivers:	Opportunities	Threats
Political		
Economic		
Social		
Technological		
Legal		
Environmental		

Now choose your target market, size it and traffic light how easy, quick and profitable it might be.

<b>Proposition Target Segment</b>	<b>Size of Market</b>	<b>Ease of delivery</b>	<b>Speed</b>	<b>Return</b>
<b>Primary</b>				
<b>Secondary</b>				
<b>Tertiary</b>				



## 7. PROFIT (West):

What do the numbers look like? How do the numbers influence your strategy? WHAT THEY WILL PAY FOR. What non-financial returns does your proposition deliver?

Period	Y1	Y2	Y3
<b>Sales (units):</b>  Service 1 Service 2 Service 3 Etc.  Product 1 Product 2 Product 3 Etc.			
<b>Income (£):</b>  Service 1 Service 2 Service 3 Etc.  Product 1 Product 2 Product 3 Etc.			
<b>Expenditure (£):</b>			
<b>Profit Before Tax:</b>			
<b>Outcomes:</b> The expected changes or benefits that will emerge over time. <b>Impact:</b> Significant, lasting change you aim to contribute.			

**8. PROMOTION (North-West):**

How will you take it to market and evaluate your success? You Go-to-market (GTM) strategy?

Marketing Mix	Primary	Secondary	Tertiary
Product			
Price			
Place			
Promotion			
People			
Process			

Congratulations! You have now completed your human capital development framework. The human capital framework forms the basis of your three year business plan. We now drop the P&L into your HapNav as a "What if" scenario. Please visit [www.hapnav.com](http://www.hapnav.com).

Firms of Endearment follow the *Human Capital Development Framework* approach to deliver 2% per month growth in profits above market returns. This growth rate is based on historical performance and cannot be guaranteed. For further details on the studies into Firms of Endearment please visit [www.firmsofendearment.com](http://www.firmsofendearment.com).

# Human Capital Canvas

## Leverage opportunity, create livelihood.

- What is your reason to jump out of bed in the morning?
- FOLLOW THESE 10 RULES LIVE YOUR PURPOSE.**
1. Stay active and don't retire.
  2. Leave urgency behind and adopt a slower pace of life.
  3. Only eat until you are 80 per cent full.
  4. Surround yourself with positive people & friends.
  5. Get in shape through daily, gentle exercise.

6. Smile and acknowledge people around you.
7. Reconnect with nature.
8. Give thanks to anything that brightens your day and makes you feel alive.
9. Live in the moment.
10. Follow your path of purpose.

Rules inspired by the book "Ikigai: The Japanese Secret to a Long and Happy Life" by Hector Garcia and Francesc Miralles

NAME _____	DATE CREATED _____	DATE TO REVIEW _____	WHO TO REVIEW IT WITH _____
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WHAT ARE YOU GOOD AT DOING? _____	WHAT DO YOU ENJOY? _____	WHAT DOES THE WORLD NEED? _____	WHAT CAN YOU GET PAID FOR? _____
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WHAT DO THESE HAVE IN COMMON? _____		WHAT NEEDS TO CHANGE TO LIVE YOUR PURPOSE? 1. _____ 2. _____ 3. _____
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WHAT CAN YOU DO FOR OTHERS? 1. _____ 2. _____ 3. _____ 4. _____ 5. _____	<p>Comfortable, but sense of emptiness</p> <p>Satisfaction, but feeling of uselessness</p> <p>Excitement and complacency, but sense of uncertainty</p> <p>Delight and fullness, but not wealth</p>	ACTIONS YOU CAN TAKE? _____	WHAT SUPPORT WOULD YOU LIKE TO GET? 1. _____ 2. _____ 3. _____
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