

Skill Set Inventory Helps Small Businesses Create Their Own Fertile Ground For Growth

A top business consultant uses skill set inventory and other assessment tools to 'midwife' small businesses through growth stages and prepare them for success at the next level.

October 23, 2007 (FPRC) -- Eva Jenkins is sharpening her professional focus. The respected Washington consultant known for her expertise in managing 'human capital, is lasering in on companies in the critical growth stages of their development. These transition periods are defined by success, she says, "but too often they lead to failure." When a business has beaten the odds and successfully introduced a product or service into the marketplace, "all too often the people who are in place are not prepared to move the company to the next level."

Her goal is to maximize organizational effectiveness by zeroing in on how to hire, motivate and retain an effective workforce. "I address the 'people' issues of a business structure," she explains. "The critical information I provide gives business managers clarity regarding why people think and act the way they do on the job." This understanding leads, in turn, to what Jenkins calls "better allocation of human capital management" which she says maximizes the effectiveness employees in a demonstrable way.

"My clients see increased productivity, reduced stress, less tension, and a reduction in workplace conflict," says Jenkins. "And that translates into a positive impact on the bottom line."

Assess Company Assets

In critical growth phases, "current employees need to be shifted depending upon their skill sets." To be prepared to make those shifts, her clients are encouraged to take a skill set inventory and "compare their existing talent against their future business strategy." She also recommends that companies define their deficiencies through utilizing various assessments, conduct capacity and capability gap analysis i.e. and incorporate soft skills training and technical training where needed, "to shore up the walls and prepare for whatever changes will come with greater success."

Jenkins stresses that the work is ongoing and acknowledges that this is precisely why many companies fail. She believes that an internal human resources person may already be pushed to the limits or may not have the necessary skill set to diagnose organizational deficiencies and prescribe solutions. "I can come in on an as-needed basis to analyze and advise," says Jenkins.

"VIP Innovations can share the tools and knowledge that stop employee problems before they come through the door, as well as solve existing challenges within a company," says Jenkins. Although she doesn't become part of her client's full-time 'headcount,' Jenkins describes herself as "the ultimate team player." She prides herself on developing a close, one-on-one relationship with her clients and treating their bottom line as her own.

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