



TAKE CARE OF YOUR PEOPLE TO TRANSFORM YOUR BUSINESS

**TAKE CARE OF YOUR PEOPLE:
THE ENLIGHTENED CEO'S GUIDE TO BUSINESS SUCCESS**

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Today's leaders—especially those running small- and medium-sized businesses—are staring down no shortage of obstacles as they work to compete and grow. By that same token, there's no shortage of people claiming to have all the answers. Surely some end up solving one problem or another for struggling CEOs, but in many cases, leaders end up treating the symptoms of their struggles rather than the root cause. That's going to change.

In his new book, *Take Care of Your People: The Enlightened CEO's Guide to Business Success*, Insperity CEO, Paul Sarvadi, helps small- and medium-sized business owners overcome the myriad of challenges they face by distilling their problems into one essential issue. When leaders take care of their people, success follows.

Refreshingly, Sarvadi's book makes it that simple. Getting human capital management strategy right helps leaders stay focused on the big picture, get tighter control of expenses, minimize risk exposure, and maximize opportunities for revenue generation. Of the five core elements that make up a thriving business—human capital, sales, finance, operations, and technology—only a strong human capital strategy can be a force multiplier. While sales, finance, operations, and technology typically get most of the attention from startup founders to seasoned CEOs, *Take Care of Your People*

insists that leaders should bump human capital to the top of their priority lists.

“I always knew there was one thing, above all else, that we would have to get right in order to thrive: our human capital. That's your guiding light, your North Star that will keep propelling you toward greatness.”

“A strong human capital strategy elevates each of the other four elements, a fact that underscores its dynamic and pivotal role within a smoothly running enterprise,” says Sarvadi. “Companies included on Fortune magazine's '100 Best Companies to Work' list typically have one common denominator—a strong human capital strategy.” The 10 strategies for getting your human capital strategy right put forward by Sarvadi in *Take Care of Your People* bring this truth to bear. Today's leaders would do well to listen up.

Take Care of Your People: The Enlightened CEO's Guide to Business Success is available online and in bookstores now.



Paul Sarvadi is the chairman and chief executive officer of Insperity. He attended Rice University and the University of Houston before following his entrepreneurial instincts and co-founding Insperity in 1986, a move that would play a major role in establishing a new industry—outsourcing the HR function.

He has substantial business and operational experience, including extensive knowledge of sales and marketing, customer relationships, and issues affecting small and medium-sized businesses. He led Insperity through a public offering on to the New York Stock Exchange in 1997 and has continued as the company's CEO for more than twenty years.

Sarvadi was recognized as the Ernst & Young Entrepreneur of the Year in the service category in 2001 and was inducted into the Texas Business Hall of Fame in 2007. He is married to his wife of 43 years and has six children and 20 grandchildren.

“Job one for any leader is to take great care of the people in the company. In this comprehensive book devoted to a company’s most precious asset, Paul Sarvadi offers piercing insights derived from years of dedication to the topic in an engaging and readable style.”

GARY KELLY, CEO AND CHAIRMAN, SOUTHWEST AIRLINES

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