



# Human Capital Management, Measurement and the ROI of Engagement

## About the Course Offered Exclusively at CFO.University

CFO.University and The Enterprise Engagement Alliance (“EEA”) have created the first formal learning and certification program on Human Capital Management, Measurement and Employee Engagement ROI. The course, designed for chief financial officers and other finance leaders, is being offered exclusively at CFO.University. This new course is focused specifically on the needs of the CFOs and other finance leaders seeking to understand the basic principles involved with managing, measuring, and reporting on all aspects of human capital and employee engagement.

The need for CFOs to have a firm grasp of human capital management, measurement, and ROI of engagement is being driven by multiple forces:

- Compelling research and empirical data showing a clear link between financial results and the effective use and engagement of employees and other key stakeholders.
- The impact of Covid-19 on workforce management and engagement.
- The new US Securities and Exchange Commission SK regulations now requiring US public companies to disclose information on the human capital resource issues material to organizational performance, including information on practices and metrics.
- The increasing pressure on the **International Financial Reporting Standards Foundation** to develop standards for the disclosure of human capital information in financial reports.
- The recognition that organizations spend up to half or more of annual expenses on people with, in most cases, little return-on-investment measurement.

This course addresses the value generated by human capital and the methods used to better manage and measure human capital management initiatives, from culture, coaching, and talent management, to learning, communication, rewards and recognition programs, diversity, innovation, job design, and more. The course covers anticipating the growing pressures from investors, as well coming disclosure requirements, human capital risks factors, ethics management, and opportunities for safe harbor protections through adherence to recognized human capital management and employee engagement practices.



## Learning Objectives

Course Participants will learn key information about human capital management, its measurement and the ROI of employee engagement. The course is available on demand at CFO.University.

The 5 1/2-hour self-paced program includes such topics as:

- What is human capital management, how it relates to talent management, and why does the subject matter to CFOs?
- The economic and other benefits of a strategic and systematic approach to human capital management.
- What is employee engagement and why has it failed over the last 20 years?
- What is a human capital audit and how to conduct one?
- ISO 30414 human capital reporting and other standards.
- Concrete Human capital scorecards that will help improve organizational performance.
- Established methods to measure the return-on-investment of employee engagement tactics, from training, coaching, and communications, to recognition, loyalty, incentives, diversity, and other efforts.
- Information on human capital disclosures increasingly desired by investors, customers, and talent, including human capital external and internal reporting standards.
- The impact of human capital on valuations.

Course participants can earn an optional EEA Certification through a one-hour online interview that enables them to demonstrate to their own organizations or expertise through a confidential process. CFOs committed to positioning themselves as stewards of human capital and measurement can join the EEA as an individual or organization to achieve a basic or advanced certification.

## Tuition for the Course

Current CFO.University Member Scholars	\$50.00*
Member Scholar PLUS	\$50.00*
Non Members**	\$95.00

\*This course does not qualify for our Member’s complimentary monthly course.

\*\*Tuition includes one month Member Scholar privileges.



## Instructor Profiles

**Bruce Bolger is Founder of the Enterprise Engagement Alliance at TheEEA.org**, the world's first outreach and education organization dedicated specifically to the strategic and systematic application of human capital management, measurement, and ROI of engagement practices to optimize sustainable performance and organizational goal achievement. He has over 30 years of general management experience running diverse organizations.

**Dave Bookbinder, Senior Director, CFGI**, is a business valuations expert, advocate for the inclusion of human capital issues in business planning and valuations and valued Contributor at CFO.University. He is author of “The New ROI: Return on Individuals”, the first book specifically focused on how to account for human capital management issues in business valuations.

## Training Methodology

The course is taught through 6 on demand video presentations. After each video participants are asked to answer a number of questions to assess their grasp of the content in the presentation.

The course materials are supplemented with content from both CFO.University and EEA. For those new to CFO.University your Course tuition also includes 1 month of membership at CFO.University.

To help create the best learning environment for the course follow the tips in this article, [Ways to Improve Your Study Habits & Grow Your Skills](#).

**REGISTER NOW**



**Enterprise Engagement Alliance Membership and Certification**

For those seeking formal Enterprise Engagement Alliance Certification to promote on their Linked in pages and CVs, the process includes:

- Becoming an individual member of the Enterprise Engagement Alliance at [TheEEA.org](http://TheEEA.org) for \$150 per year, as opposed to the \$250 normal price; or for \$500 for corporate memberships, reduced from the \$695 normal rate. This includes: a [membership directory listing](#); announcement article in the EEA’s [EnterpriseEngagement.org](http://EnterpriseEngagement.org) media platform;
- Paying a one-time \$250 per person one-hour examination fee good for five years; \$150 for re-takes.

These books are free with membership in the Enterprise Engagement Alliance

1. [Enterprise Engagement for CEOs](#)—a short book for senior management covering the key principles.
2. [Enterprise Engagement: The Roadmap](#)—a comprehensive textbook for front-line managers serious about implementation.

**Course Content**

<p><b>Session 1: Introduction to Human Capital Management, Metrics, and ROI of Engagement</b></p> <ul style="list-style-type: none"> <li>• The key principles</li> <li>• Brief history</li> <li>• Economic justification</li> <li>• Employee engagement</li> </ul>
<p><b>Session 2: Customer and Channel Partner Engagement</b></p> <ul style="list-style-type: none"> <li>• The inter-relationship between employee and customer and channel partner engagement.</li> </ul>
<p><b>Session 3: Human Capital Management Disclosures, Metrics, and ROI of Engagement Processes</b></p> <ul style="list-style-type: none"> <li>• New pressure for human capital disclosures from regulators and the accounting profession.</li> <li>• Overview of ISO 30414 and other human capital disclosures.</li> <li>• Methods of measuring the return-on-investment of engagement efforts.</li> </ul>



<b>Session 3a: Human Capital Management and Business Valuations</b>
<ul style="list-style-type: none"> <li>The link between human capital management, metrics, and future organizational performance.</li> <li>How organizations can measure the ROI of traditional employee engagement efforts.</li> </ul>
<b>Session 4: Employee Engagement Tactics, Business Models, and Performance Measures</b>
<ul style="list-style-type: none"> <li>A review of employee engagement tactics, solution providers, business models, and how their outcomes can be measured.</li> </ul>
<b>Session 5: Case Studies</b>
<ul style="list-style-type: none"> <li>Step-by-step examples of the application of design and measurement principles in this program.</li> </ul>

#	Feature	Yes or No
1	Six recorded sessions on demand.	Yes
2	Slides in PDF format with recording.	Yes
3	Additional online learning platforms.	Yes
4	Interviews with experts on the <a href="#">EEA Youtube</a> channel.	Yes
5	33% discount off of optional Enterprise Engagement Alliance membership and certification to promote your expertise.	Yes
6	One Month Membership at CFO.University.	Yes
7	Optional books.	Yes
	<b>Price per person (not a Member Scholar at CFO.University)</b>	<b>USD 95.00</b>
	<b>Price per person (Member Scholars at CFO.University)</b>	<b>USD 50.00</b>

**REGISTER NOW**

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