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Humane Capital

How to Create a Management Shift to Transform Performance and Profit

By Vlatka Hlupic

Featuring a foreword by His Holiness the Dalai Lama

Humanize your organization for sustainable success, featuring insights from over 58 inspirational leaders from around the world.

In *Humane Capital*, Vlatka Hlupic opens the door to the 4th Industrial Revolution, explaining how companies can do well by doing good – how they can maintain profitability while benefiting the world around them.

Drawing on over 20 years of research, Vlatka presents a critique on the reasons why companies still approach this idea with scepticism, despite proven research that demonstrates long-term gains for companies that work hard to proactively promote goodwill internally and externally – between stakeholders, employees, customers and society.

Supported by insights from interviews with 58 inspirational leaders in the field, *Humane Capital* argues for a radical reassessment of current business models. Using stories of managers from both the private and public sectors who have been effective in making the transition, Hlupic shows how successful leaders have moved their organizations from controlled and orderly to enthusiastic and collaborative – and shows how current leaders and managers can do the same.

Vlatka Hlupic is an international award-winning thought leader. She is Professor of Business and Management at the University of Westminster; Visiting Professor at Birkbeck, University of London, a former consultant/Visiting Faculty for London Business School and Saïd Business School and a global faculty member of FT/IE Corporate Learning Alliance. Vlatka is also a founder and CEO of The Management Shift Consulting Ltd and the Drucker Society London. She has won numerous international awards for her work on The Management Shift® approach and was voted one of the Most Influential Thinkers in the world in 2015, 2016, 2017 and 2018 by HR Magazine.

As a renowned professional keynote and TEDx speaker, Vlatka regularly presents at major business events worldwide, including events at the Houses of Parliament, European Commission, Home Office, *The Economist* and *Financial Times*.

Vlatka is also a management consultant and Board adviser, helping organizations worldwide including the House of Commons, GlaxoSmithKline, BP, The National Health Service, Learndirect, Brand Velocity USA, the Drucker Institute USA, the Croatian Government and the Hungarian National Bank.

The Humane Capital board game is being launched at the same time to help organisations put ideas from the book into practice. Details are available at: <http://www.themanagementshift.com/humane-capital-book-2/>

‘The importance of human quality is critical to organizational success. Vlatka’s *Humane Capital* will make a difference for business leaders and organizations.’ - **Subir Chowdhury**, *Best-selling author; CEO of ASI Consulting Group; Thinkers50 management thought leader*

‘Vlatka Hlupic’s new book is full of interesting insights and observations. The book will be interesting for all who want to be a successful manager in today’s rapidly changing world’. - **Oleg Elshin**, *Nobel Prize nominee; President, CEO at Terra Seismic*

‘*Humane Capital* is an outstanding read from a management scholar who has worked extensively with leaders and businesses’. - **Sir Cary Cooper CBE**, *50th Anniversary Professor of Organizational Psychology & Health, ALLIANCE Manchester Business School, President of the CIPD, President of the British Academy of Management, President of the Institute of Welfare, Lifetime Achievement Award recipient from HR Magazine*

‘A timely book’. - **Gareth Jones**, *Visiting Professor, IE Business School, Madrid; Fellow, London Business School*

‘This book reinforces the importance of taking care of people who will take care of customers and others.’ - **Dave Ulrich**, *Professor of Business, Ross School of Business; Wall Street Journal Business best-selling author (The Why of Work); Lifetime Achievement Award recipient from HR Magazine; Thinkers50 Hall of Fame*

‘Not only are great leaders first and foremost good human beings, Vlatka’s excellent book *Humane Capital* explains loud and clear how this can be translated into high-performance organizations and above-average return. Possibly the best investment you could ever make.’ **Paul Polman**, *CEO Unilever; Vice-Chair, United Nations Global Compact Board*

‘Vlatka Hlupic provides some valuable advice for how to make companies more sustainable and more humane.’ - **Julian Birkinshaw**, *Professor of Strategy and Entrepreneurship and Deputy Dean, London Business School; Thinkers50 management thought leader*

‘Vlatka’s contribution pushes an open door in the direction of how the Fourth Industrial Revolution envisions the role of organizations in the 21st century: Maximizing Human Well-Being. [...] A must-read.’ - **Mark Esposito**, *Professor of Business and Economics, Harvard University’s Division of Continuing Education; an Institutes Council co-leader, Microeconomics of Competitiveness program, Harvard University*

‘*Humane Capital* provides powerful insights into the approach to follow to humanise organizations and the tangible financial rewards to reap from leaders who have done it and are very credible. As former CFO there is no doubt in my mind that organizations need to be brave to make Professor Vlatka’s ‘big shift’ to create more inspiring working environments that allow individuals to bring their real selves to work for the sake of continued business performance, relevance and growth.’ - **Talita Ferreira**, *CEO Authentic Solutions Ltd; former CFO and HR Director, BMW UK Ltd*