



# Why Doers Do: Managing Human Performance to Optimize the Return on Your People Investment

*David E. Wile*

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## **Why Doers Do: Managing Human Performance to Optimize the Return on Your People Investment**

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Companies like to say people are their most important asset. So why is average turnover of employees still around 15%? Why do organizations let such “important assets” (sometimes accounting for half of their business costs) just walk out the door... or be shown the door? WHY DOERS DO espouses an adult covenant between the organization and the worker. Employees aren't looking for hugs; they want to be provided what's needed for excellent performance that helps them build a great résumé and that is personally satisfying. Companies aren't looking to treat workers as cogs in a machine; they know people are important, unique investments. There's cause to strike a new balance: the worker seen as an investment with a return we can realize by understanding what they need in order to perform optimally... by understanding why doers do!

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