



Innovative Thinking
about People, Performance, Profit

They're Not Just Employees

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For centuries the relationship between the company writing the paycheck and the person receiving it has been called employer/employee. For centuries there have been countless books and consultants that have tried to make that relationship more profitable. For centuries we've only addressed one-third of the solution. This article is about the missing two-thirds

The people in your company impact your financials in three ways:

1. Through their work as employees,
2. Through their purchasing as consumers, and
3. Through their actions and understanding as owners of government.

The one-third of the solution that's been addressed is helping the people in your organization be more profitable employees. The two-thirds that have been missing are helping them become more profitable consumers and owners of government.

The people in your company put money in their wallets from the paychecks you write because your financial statements can afford those paychecks. The financial statements and paychecks are joined at the hip. The people in your company need to understand that.

Your financial statements, and your employees' paychecks, are affected by your customers having money to spend and choosing to spend it on what you produce. Your customers have money because their customers have money and choose to spend it on what they produce. Your employees, when they are functioning in their role as consumers, can strengthen or destroy their paychecks by how they spend their money.

Your financial statements and your employees paychecks are affected by how much money government takes from your company. When government raises corporate taxes, the money comes from consumers paying more for what you produce. This means they have less to spend on something else. The people in your company are consumers. The tax money you are responsible to pay can also be taken from the money that would have been allocated to the paychecks of your employees. You may have to eliminate paychecks or put less in them to meet the taxes assessed to your company. The people in your company can strengthen or destroy their paychecks through their actions based on their understanding of their roles.

You've worked to help the people in your organization know how an employee can strengthen or destroy your financials and their paychecks. It's time to give them the knowledge they've been missing all these years - how to be consumers and owners of government in ways that strengthen your financials and their paychecks.