

Business Hypothesis

Businesses in Guatemala are having trouble in developing a strong human capital strategy given that they focus on traditional HR techniques which, as the times progress, have fallen short in delivering long term impact. We are proposing a Spiritual Capital development program that helps companies engage employees with a renewed anthropology that rebuilds their sense of identity, purpose and drive to work as part of a transcendent goal in life. Our target market are business owners, CEO's and HR Directors in Guatemala.

Survey Questions

1. What is the greatest HR challenge you face today?
2. Do you have a Human Capital investment strategy for your organization?
3. Have you been able to measure the impact of your investment in Human Capital?
4. How much do you invest in human capital development each year?
5. Do you have a set of defined values for our organization? If so, what are they?
6. How do you deploy these values and their definition throughout your organization?
7. Is faith an important component in the personal life of your employees?
8. Do you believe, as a leader, that a holistic approach to human capital development, that includes addressing your employee's inner life can be an important element in driving engagement and commitment with the organization?
9. How many employees do you have in the organization?
10. What is the best way to engage with them on a continual basis?

Relevance of Questions

1. It is important to understand our potential clients' key concerns regarding their HR strategy.
2. Many companies invest in a reactive manner (putting out fires) and not as a part of a cohesive and aligned corporate strategy. It is important to understand this in order to help them develop one.
3. A lot of investment is made in HR programs but without clearly defined and regularly measured KPIs.
4. Investment per capita is an important component to understand the company's leadership commitment to their people and can also help tailor a business proposal to the client.
5. It is important to understand the client's corporate culture and core values in order to develop a relevant business proposal.
6. It is important to understand how the company communicates with employees and how well received is the corporate strategy and philosophy.

7. Since our service is faith-based, it is important to assess the company's leadership interest in working with these concepts.
8. It is very important to understand how corporate leaders integrate their worldview to their work and how that impacts the development of their corporate strategy regarding Human Capital.
9. In order to properly draft a proposal, it is important to assess the size of the project.
10. This question is important because it helps us draft a proposal that is relevant to the way a company communicates with employees.

Goals and Objectives

1. Assess interest in developing a Spiritual Capital Program
2. Understand how to best draft a methodological program relevant to the company.
3. Assess the company's willingness to pay for a program of this sort.

Data Collection Plan

1. How will you collect data on this survey? In depth interviews with key potential clients through personal contacts.
2. Why did you choose this methodology? These questions touch on matters that are personal and can be best discussed and explained through a conversation.
3. How does it relate to your target audience? CEO's and business leaders are very busy people who, at the same time, require time to understand and assess programs that will impact the most important part of the organization: its people.