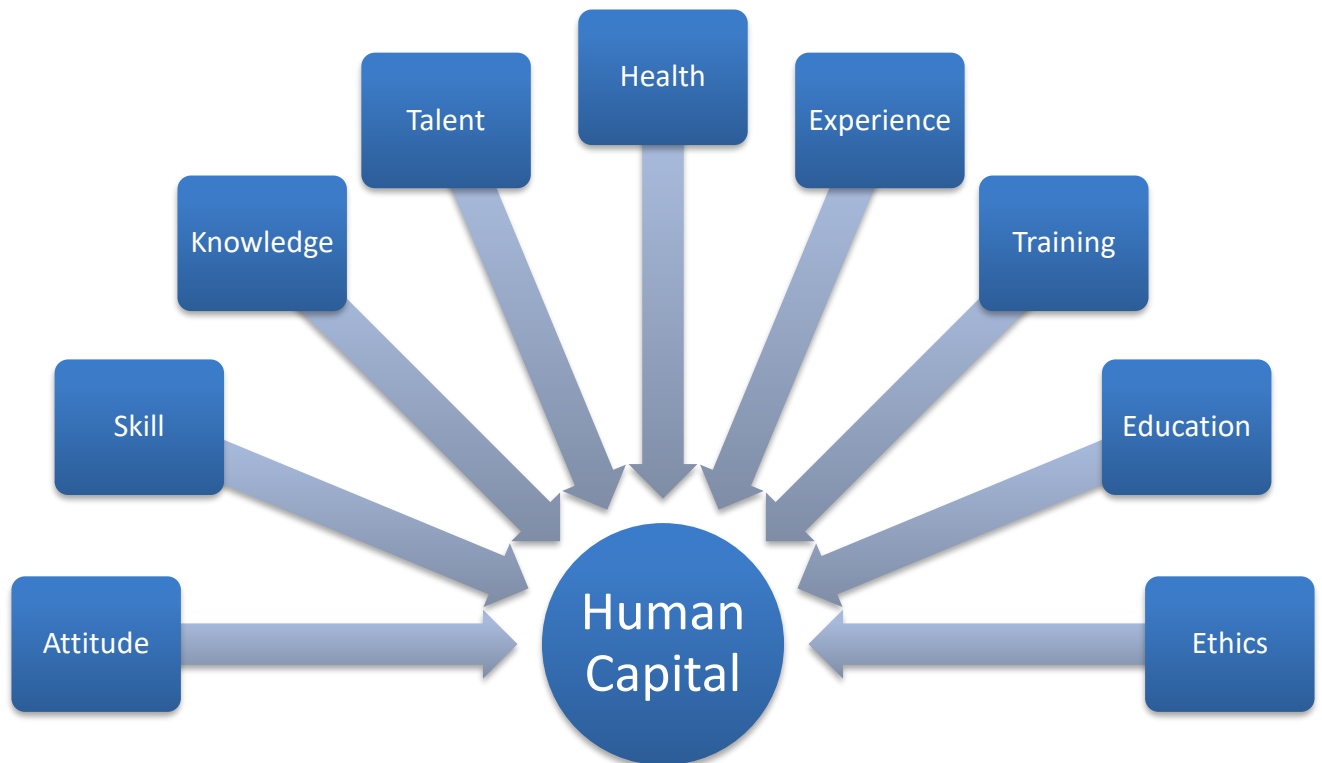


Human Capital

Think for a minute about a person who became famous because of how well they were able to do something (i.e. an athlete, actress, singer, etc.). How do you suppose this person became so good at their profession? Most successful people work hard to develop the knowledge and skills to become the best in their work. They set goals, learn from others, and spend a lot of time practicing. In economics, we call this investing in one's human capital. When a person invests in their human capital, they often become more productive and therefore are more valuable as a worker.

An individual's human capital is made up of many different characteristics. Look at the image below which identifies some of the key elements that make up human capital. Define each characteristic. How might each of these elements impact a worker's productivity? How could an individual improve their productivity by focusing on each aspect? Use the chart to record your responses.



Mnemonic Device to remember all aspects of Human Capital:

ASK THE TEE

Human Capital

	Definition	Impact on productivity	Ways to improve productivity
Attitude			
Skill			
Knowledge			
Talent			
Health			
Experience			
Training			
Education			
Ethics			



Think about it...

- How can a person increase their human capital?
- Why would someone want to increase their human capital?