

Name: _____

Human Capital Mind Map Activity

Create an original mind map with an occupation as the central focus. The mind map should have nine “arms” identifying the specific areas of human capital development, such as the example below. Be sure to explain how each area of human capital is related to the occupation you selected beneath your mind map.

Example:



Endurance: must be able to stand for long periods of time.

Communication skills: must be able to talk to clients about a variety of topics.

Creativity: must be able to design new styles to keep up with trends.

Cosmetology school: must take classes and graduate in order to get a license.

Good health: must be at work 4-5 days per week; long hours.

Positive attitude: must get along with people, even those that are difficult.

Ethics: must be fair and honest in performance and pricing.

Experience: the longer a person does this work, the better they become.

Step 1: Select three careers or jobs you have an interest in.

1. _____

2. _____

3. _____

Step 2: Independent Research. Look up what the human capital requirements are for your three chosen careers. Be sure to keep track of the resources you use so you can properly cite them.

Step 4: Analyze the results of your research. Determine which career you are the most interested in and what seems like the best fit for you.

Step 5: Create a visual representation (poster, PowerPoint, or whatever you choose) highlighting the career you have chosen and the various elements of human capital to discuss with your class. Refer to the example on the first page as needed.

