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## Creating competitive advantages by emerging science at measuring staff wellbeing



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Organizations have been using Likert-scale staff wellbeing inquiries for decades with the same statistical analyzing method. Staff intangible assets meaning to business has increased significantly but measuring these assets seems to be out-of-date. Critical scientists argue that traditional staff inquiries are fundamentally wrong; measurement has wandered out of scientific reasoning with oversimplifying the complexity of human intangible assets. Statistical method has overpowered the human science, because it is simple and easy to use by inquiry vendors. We argue that human science should be reinvented at staff wellbeing inquiries. There is a new advanced analyzing method, which is based on motivation theories when analyzing inquiry results. In addition, we have developed inquiry, which utilize performance-pressure inverted U-curve Yerkes-Dodson law. This inquiry method is more difficult to answer than Liker-scale, but it seems to catch the precious signals from tacit knowledge. Simple Likert scale is easy to answer but may not activate the slow thinking that is required to evoke tacit knowledge. At this workshop, we present and discuss emerging theories and methods at new generation staff inquiry. Actual case studies indicate that using more sophisticated staff inquiries raise the possibilities to have more effective human capital development, eventually gain more business value, and improve staff quality of working life.

### Biography

Marko Kesti has obtained his MSc in Engineering. He is a Doctor of Social Sciences and Adjunct Professor specialized in Human Capital Productivity. He is Research Director at Lapland University. He has created new scientifically approved theories and tools for analyzing human capital productivity. He is a member of Finnish non-fiction writers with five books and is a famous Lecturer at his specialty.

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