



A Fresh Look at Intellectual Capital

In 1996 I wrote the first book on Intellectual Capital. Having been in the high tech sector all my career I wrote this book out of frustration as all the start-ups I was working with had no tangible assets and valuing them for investment was difficult and had no logic. I was aiming to put a monetary value on intangibles but on the journey I discovered something I think is more valuable, intangible assets form the basis for corporate strategy. If your intangibles are in good shape the company is probably also in good shape.

Unlike most others that have now written on this topic I split IC into 4 categories:

Market Assets that give a company power in the marketplace

Intellectual property Assets – assets of the mind protectable in law

Infrastructure Assets – systems, relationships that give a company inner strength

Human Centred Assets – assets a company has access to by way of its employees

Jumping forward 22 years what's interesting is that the Market Asset category has changed dramatically. In 1996 I identified 15 market assets, names, brands, evangelists and so on. Today I identify 26 market assets, the new ones all relating to our digital economy: web sites, tribes, LinkedIn groups, Facebook followers and so forth.

The other categories have not really changed at all, except for 2 new infrastructure assets relating to the management of digital assets.

So I thought it was time to revisit IC from the perspective of corporate strategy and have recently published a new book called Dream Ticket®. The general idea is that you visualise what intangible assets a company would have IF it had achieved its goal, then put a plan in place to make the vision a reality.

Dream Ticket® is a really powerful method which I now use in my one-day workshops to set a company on track to achieve its goals. However, I have been shocked by the number of CEOs who don't have a goal, and have spent as long as 6 hours in once instance trying to agree a goal.

Interestingly many CEOs only have financial goals, which aren't really goals but the result of achieving something else.

Building a Dream Ticket® is a 10 step process which is aided by a card deck to help with visualisation (the BIZVIZ® card deck) and at the end of the exercise delivers a wealth of information to the customer to include the mission, a shopping list of required assets for success, company strategy, tactical marketing plan, the budget, a clear view of the state of the assets plotted onto a target which can be viewed over time and above all else focus. It's also a cracking team building experience.

So do take a look at Dream Ticket® – its available from Amazon and let me know what you think! annie@magicmonkey.eu