



WINNING WITH INTANGIBLES

RATING THE INTANGIBLE PREMIUM

An Executive Education Seminar



I-15 Intangibles Innovation Index™

"What's Measured Improves" Peter F. Drucker

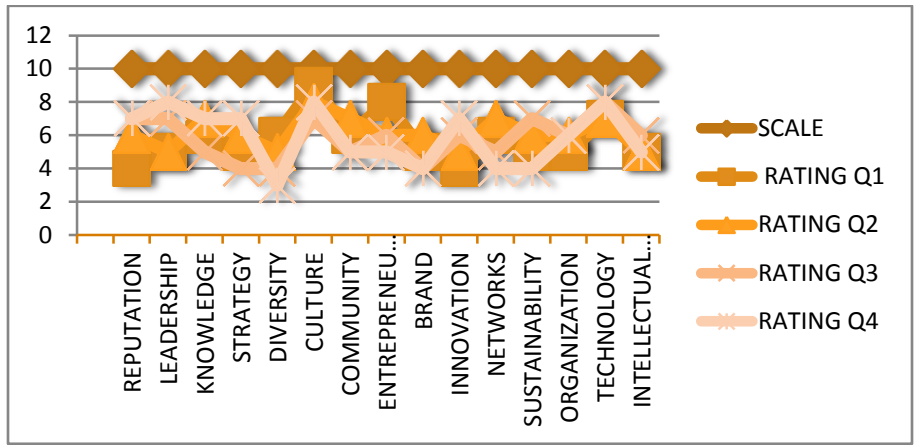
BRAND CAPITAL, CULTURAL CAPITAL, DIVERSITY CAPITAL,
ENTREPRENEURSHIP CAPITAL, ENVIRONMENTAL CAPITAL, INNOVATION CAPITAL,
INTELLECTUAL PROPERTY CAPITAL, KNOWLEDGE CAPITAL, LEADERSHIP CAPITAL,
NETWORK CAPITAL, ORGANIZATION CAPITAL, REPUTATION CAPITAL,
SOCIAL & COMMUNITY CAPITAL, STRATEGY CAPITAL, TECHNOLOGICAL CAPITAL

An Executive Education & Training Course

INNOVATING WITH INTANGIBLES

I-15Q

RATING THE INTANGIBLE PREMIUM



A Half-Day Imagination Workshop to Explore the Importance & Value of Leveraging Intangibles

- Executive Briefing Overview
- Complete Background & Advanced Research Findings
- Select Review of Successful Case Examples
- The quest for superior Performance Results
- Key Questions for your Organization
- Intellectual Capital & Intellectual Property
- Innovating with Intangibles
- How even Tangible Things are made better with Intangibles

DURATION

One-Day Work-Shop

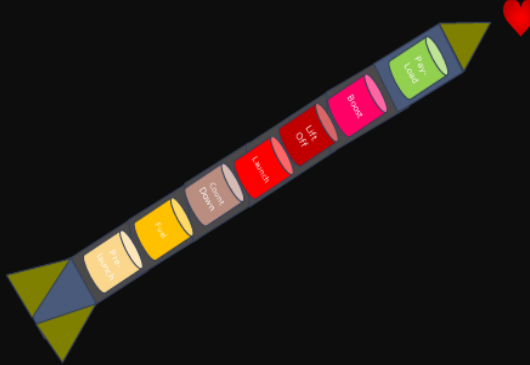
Intangible Course–BENEFITS

We provide you with education and insight of enduring and recurring Value as YOU Gain:

- **Insight** – How to command a **PREMIUM** for your products & services and avoid the treadmill of commodification
- **Intelligence** - Get smarter and gain a competitive edge
- **Insight & Awareness** - Have a Profile generated and see how you Score using our I-15 Index
- **Measurement** - Identify and Score strengths and weaknesses
- **Performance Improvement Opportunities** - Put in place a strategy and processes designed to manage these assets better
- **Deep Smarts** - Raise the Intangible Capital IQ of your Leadership
- **Confidence** - Gain clearer strategic and tactical insight, intelligence, and understanding of complex Intangible Capital dynamics
- **Assurance** - Better Protect Your Organization from Intangible Asset Erosion, Depreciation, and major shocks
- **Anticipation** - Become more forward thinking and improve the Future Proofing your Enterprise against emerging unplanned and unforeseen risks – get to know what you don't know
- **Learning** - Invest in Education & Training in an area that can seriously protect you from competitive marketplace pressures and cheap commodification of products and services
- **Magnetism** - Make your business more attractive to your stakeholders including investors, your talent, your customers, and your community
- **Goodwill** – Improve the way people perceive, appreciate, admire and value your organization
- **Greater Profit Potential** – you may discover fresh opportunities to take advantage of under-performing Intangible Assets by improving their management, leverage and conservation in your business

**INTANGIBLE INNOVATION
SPEARHEAD PROCESS IISP™**

Premium



WHY ATTEND THIS COURSE OVER OTHERS?

- Changing Business Landscape
- Innovative Edge
- Gain Unique new Perspectives
- Prepare for the Future Today
- Access Art & Science
- Original Frameworks
- Understanding Intangibles
- Based on Fundamental Principles
- Practical Ideas, Proven Practices
- Grounded in Experience
- Advanced Independent Research
- Time Efficient
- Competitive Advantage
- Cost Effective Access to Expertise
- Networking

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Schedule & Agenda		
Time	Section	Description
AM	Session	Morning
8:00-8:30	Registration	Networking & Coffee/Tea
8:30-9:30	Module 1	Introduction What are Intangibles & why do they increasingly matter? "Soft Power" ! Why pay attention to Innovating with Intangibles? What have Intangibles go to do with wealth and new value creation
9:30-10:15	Module 2	Intangibles Innovation Management beyond the Enterprise <i>Stimulating, Amazing, & Inspiring Real World Examples.</i> <i>Interactive Discussion</i>
10:15-10:30	Break	Refreshments
10:30-12:00	Module 3	Intangibles Innovation Management inside the Enterprise <i>Stimulating, Amazing, & Inspiring Real World Examples. Blue Oceans & Infinite Potential.</i> <i>Interactive Discussion</i>
12:00-1:00	Break	Lunch
1:00-2:00	Module 4	Assessing your Intangible strengths, weaknesses opportunities, and threats. Comparing your organizations with competitors. Outsmarting them.
2:00-3:15	Module 5	How to masterminding nurturing and developing your Portfolio of Intangible Assets including IP. How to measure, analyze, & monitor Intangibles Performance
3:15-3:30	Break	Refreshments
3:30-4:30	Module 6	Summary Conclusions, Wrap-up, Reflections, & Feedback So what do we do NOW? Presentation of Lessons Learned & Open Forum Discussion <i>How can you apply these insights and ideas to improving your business?</i>



Jack Nickalaus – "Golf is 80% **mental**, 10% ability, 10% luck."

Jim Flick – "90% of golf is **mental**, and the other 10 % is mental too."

Chi Chi Rodriguez – "Golf is 95% **mental** and 35% psychological".



The Growing Value of Intangibles



“The value of the intangible assets – which includes intellectual capital plus economic competencies – in the U.S. economy totals an estimated \$14.5 trillion in 2011”

Source:

What Ideas Are Worth: The Value of Intellectual Capital and Intangible Assets in the American Economy by Kevin Hassett and Rob Shapiro

http://www.sonecon.com/docs/studies/Value_of_Intellectual_Capital_in_American_Economy.pdf

“In the wake of the financial crisis, three-quarters of the world's CEOs say more emphasis should be placed on measuring the value of non-financial assets such as intellectual capital and customer relationships to drive long-term performance, according to research from the American Institute of CPAs and Chartered Institute of Management Accountants. But just 51 percent of nearly 300 CEOs surveyed in 21 countries say their organizations currently measure the value of non-financial assets well or very well.”

The survey conducted for AICPA and CIMA by Oxford Economics and an accompanying paper -- "Rebooting Business: Valuing the Human Dimension" - Source: AICPA - www.aicpa.org

Intangibles can impact Asset Valuation

In his book **Dare to Lead**, Dr. Anil K. Khandelwal tells the story of the transformation of the Bank of Baroda from being just another public sector bank into one of the most valuable brands in Indian banking. It is a success story of the power of focusing on intangibles.

Paul Alofs, Pres & CEO Princess Margaret Cancer Foundation, is author of the book

Passion Capital: The World's Most Valuable Asset

<http://getpassioncapital.com>

“Why is it that business leaders and investors quite often don't see the connection between creating the intangible of employee happiness with creating the tangible of financial profits in their business?” asks Conley. “We don't have to choose between inspired employees and sizable profits. We can have both.”

Chip Conley, Founder of Joie de Vivre Hotels,

Delivering Happiness: A Path to Profits, Passion, and Purpose;

Title of Best Selling Book by

Tony Hsieh, CEO of Zappos.com

“Cirque du Soleil was built on values and deep convictions which rest on a foundation of audacity, creativity, imagination and our people: the backbone of our success..”



Source : <http://www.businessweek.com>



The Growing Value of Intangibles

Advancing the Value & Innovation Performance of Knowledge-Based Business

Intangibles have always been important. Intangibles contribute to people's success in myriad mysterious ways. They can make the key performance difference in sports, music, business, and many other life situations.

Intangibles are the subtle, indefinable, little things that frequently make all the difference between winning and losing. Becoming a star and being a pretender. Making profits and losing out to the competition.

Intangibles are unique traits or qualities that some rare and gifted people possess. They can also be the small things that people do. Ones that give them a distinctive edge in any project.

Intangibles can set people apart. They can also be the bonds that knit teams and communities together so as to have a common purpose and shared destiny. Intangibles matter across cultures, and also have had universal significance over the centuries.

Intangibles are often hard to specify but we feel we know them when we see them in action.

An intangible is often the x-factor that we refer to when we can't fully explain the wonder of a place, or the genius of an athlete, or an artist. We intuitively just know they have "it", whatever the "it" is, whenever we see it.

Today we have reached a point where intangibles matter more than ever before. Intangibles are playing a greater and greater role in influencing the achievement of distinction, wealth, and prosperity. This means that for individuals, for corporations, for cities, and even for nations, intangibles are assets that need to be better understood, better optimized, and fully leveraged

Intangibles can impact Asset Valuation

Intangibles can also play a major role in determining the success and potential profitability of such business sectors as:

- Travel and tourism
- Services businesses
- Manufacturing
- Agriculture & Food production
- Real Estate
- Financial services
- & Many other Sectors

Especially in the current global business climate it is not hard to see that trust, confidence, and risk perceptions, are playing increasingly a major role in the valuation of assets. There are a yet whole host of other Intangible factors that can influence the positive valuation and worth of business assets.

Knowing what these are, and learning how to manage them better, can make all the difference to successful economic and social development.

Intangibles are Valuable Assets that need to be better Understood,

I-15 Intangibles Innovation Index™



Intangibles can help to advance Economic & Social Development

Intangibles can promote Wealth & Prosperity

Intangibles can play a major role in enhancing the speed, quality, sustainability, and value, of investments in the economic and social development of various types of geographies.

Intangibles reach across Geographies

Intangibles can have a major positive influence on the successful outcome of knowledge-based development zones, be they in the form of Districts, Clusters, Cities, Corridors, Regions, or Nations.

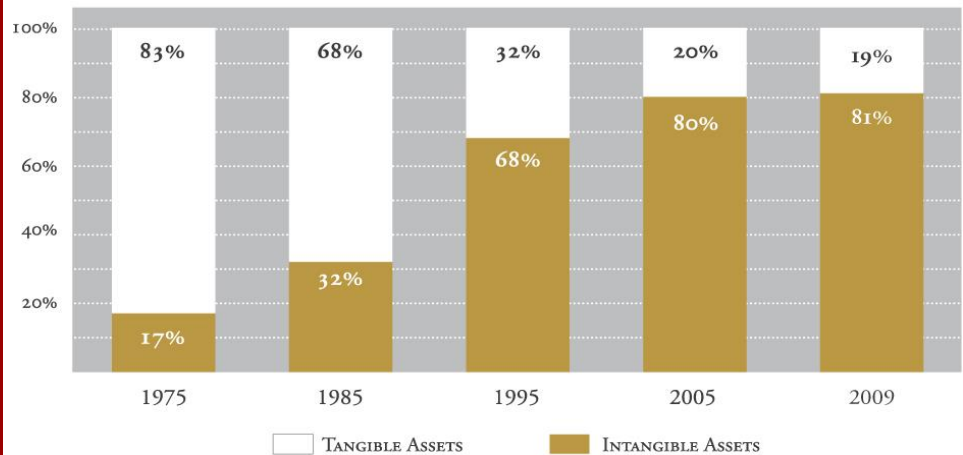


CONSULTING SERVICE

Intangible Performance Assessment



COMPONENTS OF S&P 500 MARKET VALUE



Source: Ocean Tomo

The Intangibles Economy – Growing as a % of Market Value

Today

The creative economy worldwide is estimated to be a multi-trillion dollar economy.

The services economy represents also a multi-trillion dollar sector in which all kinds of professional services which are weightless are traded and exchanged.

The information economy is another large segment of the global economy in which software systems worth over a trillion dollars are developed, bought, and sold. The collective value of brands world-wide is also in the trillions of dollars.

The knowledge economy is one in which the value of intellectual property alone runs into several trillions of dollars.

All of this is growing in importance and in value. It stands to reason therefore that we need to now enhance our abilities, systems, methods, and strategies to take fuller advantage of intangible assets which we may command in the growing intangible economy.

Intangibles & Upside Rewards

The rewards which can flow from an improved attention to intangibles can be rapid capital appreciation, and growth in development, wealth creation, and prosperity.

Intangibles & Downside Risks

There are also risks and a downside to managing intangibles poorly. These include the fact that capital can depreciate at a rapid rate. For example there was, in recent years, incalculable damage to the reputation of Andersen Consulting. This arose from its involvement with Enron. It should serve as a sobering reminder of how such a once powerful corporation can implode quickly under the weight of a reputation irretrievably tarnished by fraud.



LIGHTING OUR ENVIRONMENT

*BEAUTIFUL LIGHTING AT NIGHT
CAN TURN MERE STEEL, CONCRETE, AND GLASS,
INTO ATTRACTIVE INTANGIBLE VARIABLE MAGIC*

VALUE

Modern Design Innovation with dynamic LED Illumination can add an aura of value and make an otherwise fairly standard façade become more magical.

AESTHETICS

It can add a more pleasing aesthetic, which makes a brand stand out more, and an environment acquire properties beyond the drab, ordinary, and mundane, while also using less energy and being more sustainable.

ARCHITECTURE

Intelligent architecture designs can illuminate our culture, elevate the brand appeal and significance of a location, and enhance the attractiveness and safety of a place

KNOWLEDGE

To do that, even though it may seem simple, actually requires deep smarts and sophisticated, specialized know-how because you have to integrate lighting, building, and computer systems, and plan for weather and other effects.





FACULTY: BRYAN DAVIS

Bryan Davis is President of the Kaieteur Institute for Knowledge Management. The Institute is an independent organization, based in Toronto. It provides education, research, and consulting services.

Bryan’s mission is to help clients to receive the most value, optimal performance and profit, from their investments in knowledge, intellectual capital, and intangible assets. He offers deep smarts and rare insights into the knowledge economy, knowledge markets, knowledge innovation, expertise networking, and knowledge enabling technologies.

He has acquired this know how over a twenty year career in the knowledge management field. He has also contributed thought leadership to such concepts as knowledge pattern recognition, knowledge innovation zones, and knowledge based business models.

He is also a Fellow of Entovation International and a Fellow of Intentic International Entrepreneurship Academy. He teaches Knowledge Management at the University of Toronto in the School for Continuing Studies, and is a Faculty Associate at Banff Executive Leadership & InnoVentures. He is an accomplished presenter and has spoken at conferences and seminar events in over 20 countries.

2000 Hong Kong Productivity Council,

International Product Development & Innovation Congress

ENDORSEMENTS

“Bryan is among the world’s foremost authorities on knowledge markets, intellectual property exchanges, innovation networks and the idea economy. Bryan pairs this comprehensive mastery with the precious and rare qualities of active listening, enthusiasm and an open, conversational style. Bryan gets my highest recommendation as a leading subject matter expert, empathetic consultant and top resource for all types of worldwide endeavors, innovation projects or global initiatives”

John T. Maloney, Software Entrepreneur & Game Changer

“Bryan is an indelible visionary in the Knowledge Economy. An expert in pattern recognition and memes, he is THE world expert on Knowledge Markets. No one better understands the power of innovation intelligence and where we are headed. He is a valued friend, trusted advisor, and partner in opportunity”

Debra Amidon, Founder and CEO at ENTOVATION International Ltd.

“I highly recommend Bryan for his perceptiveness of leading-edge trends, wide knowledge base & rich collegial network.”

Howard Eisenberg, Visionary Consultant

“I recommend Bryan for his vision and consistency”

Alvaro Villalobos, Internal consulting Human Capital at Grupoice

Intangibles can deliver many potential meaningful Benefits

Intangibles can also contribute a vast array of critical and influential benefits, such as impacts on:

- The avoidance of commodity production traps
- Enhanced creativity, inventiveness, and competitiveness
- Talent attraction and retention
- Brain gain versus brain drain
- Human capital development & employment
- Investor confidence & decision-making
- Start-ups and knowledge-based entrepreneurship
- Hygiene factors such as health and wellness, safety, & security
- Political civility, stability, tolerance, and social cohesion
- Place & destination attractiveness
- International awareness, interest, goodwill, and respect

"In the factory, we make cosmetics; in the store, we sell hope."

Charles Revson of Revlon



2013 Harris Poll Reputation Quotient®
Corporate Leaders in the Six Reputation Dimensions



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<http://www.harrisinteractive.com/Products/ReputationQuotient.aspx>

"Not everything that can be counted counts, and not everything that counts can be counted." Albert Einstein

KAIETEUR INSTITUTE for KNOWLEDGE MANAGEMENT

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