



INVITATION

Dear Colleague,

WHY ATTEND OUR NEW SEMINAR ON INTANGIBLES?

I am delighted to be able to offer you this unique, ground-breaking, and exciting new seminar.

"I don't think that we understood our real goal when we first started Federal Express. We thought that we were selling the transportation of goods; in fact, we were selling peace of mind."

Fred Smith from Fedex

What business are you really in? If you attend this important seminar you will have a better idea what intangibles are, why they matter, how to identify, plan, measure, monitor, and assess performance which includes the more intangible aspects of human performance. The stories and cases we will expose you to will enliven, inspire, and help you to improve every aspect of your life, your work, and your success.

A first rule of knowledge management is to try to know what you don't know. I can make a strong case that **most people simply do not know enough about the intangible aspects of knowledge economics.**

It is imperative and urgent for people to take Intangibles into account and pay attention NOW ! This is really important. There is no time to lose. They are an invisible force field and quantum halo having a daily impact on the energy, currency, thinking, action, power, and motivation encompassing what you do.

Accelerating forces with the potential for rapid disruption, discontinuity, disintermediation, dematerialization, and disaster are causing dramatic changes and shifts in the global knowledge driven economy.

It is really important to find the right and relevant equilibrium and balance in this new economic context between tangible and intangible, between place and space, between actual and virtual, between analog and digital, between local and global, between the client and the cloud, between the individual and the collaborating crowd. We can help you to do that.

What has this got to do with managing knowledge and intellectual capital you may be thinking?
Absolutely Everything!

Knowledge and intellectual capital includes the optimal use of ALL valuable resources and reserves of available brain-power and mind-power. Our abundant wealth of ideas, innovations, meaning, understanding, creativity, intellect, models, concepts, designs, maps, architecture,, visualizations, motivation, ecology, and the qualities that relate to their use is highly intangible. Even when they are manifested and expressed in tangible form. A penetrating and profound understanding of their interplay, integration, and role is absolutely vital to future success. Quantum physics, neobiology, and new developments in neuroscience and the science of networks, show us how subtle and seeming invisible inter-relationships, can nevertheless make a major difference to manifested outcomes.

How will having a better appreciation of Intangibles help me to move my Knowledge Initiative or major Information or Communication Project ahead better?

1. You can identify what specific Intangible dimensions and sub-factors can be influential, given your professional business context
2. You can complete a profile and measure how you currently rank in specific categories
3. You can draw inspiration from and learn lessons from other who have had achieved success
4. You can get fresh ideas for how to further innovate with knowledge resources and accelerate new growth, learning, and how to harvest program benefits
5. You can set achievable targets for growth or improvement
6. You can monitor, measure, and assess your ongoing progress in a more systematic, planned, and organized way.
7. You can demonstrate leadership and by taking a pro-active approach to integrating the management of Intangibles into your overall activity. Make it more attractive and compelling.
8. You can artfully and thoughtfully plan for and create greater value and benefits for your stakeholders by shaping desired performance, as opposed to not giving it much thought.
9. You can use Intangible dimensions to give your initiatives a distinctive edge and to differentiate them from other more mundane and staid programs
10. You can enhance your future readiness and better prepare yourself and your organization for a world in which Intangibles are already beginning to play a more valuable role.

I will show you amazing examples of people who get this and what it has done to dramatically move them and their organizations ahead.

“Knowledge has to be improved, challenged, and increased constantly, or it vanishes”
— Peter F. Drucker

It’s a critically important time to reflect, question, and re-examine the current word-view and mindset you are working with. Times are changing fast. This is not a new idea.

“The Unexamined Life is not Worth Living “
Socrates, in Plato, Dialogues, Apology Greek philosopher in Athens (469 BC - 399 BC)

Most of our education, training, and conditioning to-date have prepared us to operate in a world of tired industrial age assumptions and paradigms. Admit it. Most of us are looking at the world through the prism of narrow and orthodox corporate masks and blinkers. That’s why we can get blindsided by amazing and unfamiliar new developments. Our programs under perform and under deliver on the promise. We often overlook risks and miss emerging opportunities too. And how can

you successfully manage knowledge anyway, if you have a shallow, one sided, and inadequate understanding of its rich compound virtues and tacit qualities? It's time to embrace a more holistic and integrated twenty-first century perspective.

This is an easy argument to make. Intangibles combined with tangibles have always been important in business and in life. However what is happening now is they are growing dramatically in significance, value, and impact. So intangibles are:

- On trend with the digital revolution and virtualization
- Of growing importance in stock market valuations (eg Apple)
- Currently the smart and clever area to pay more attention to
- Can definitely enhance your competitiveness and knowledge effectiveness
- Can make tangibles more valued and differentiated
- Are prospective for further career growth and improvement
- A rich source of ideas for innovating
- Key to making better decisions by seeing the whole picture
- Can improve project execution by paying attention to neglected critical factors (eg confidence, trust, altruism, are highly intangible social currencies)
- Engage people and the environment in more meaningful ways
- Can be very profitable and beneficial even to government and non-profits
- Can be a decided market advantage and competitive differentiator
- Accelerate network communications virally at the speed of light

Who pays attention to and who needs to increasingly take into account this form of capital? I can prove to you with examples that this matters increasingly to smart:

- Investors, venture capitalists, investment managers, and bankers who have to make decisions about the value and worth of company assets
- Human Resources Executives
- Marketing & Sales professionals
- Accountants and Financial industry professionals
- Legal Professionals especially IP professionals & securitization experts
- Executives charged with leading organizational innovation and creative design work
- Leaders of sports teams, coaches, and high performance athletes and players
- Brand Managers and creative advertising executives
- Executives charged with managing sustainability initiatives
- CIO's, CKO's & Professional Services executives who move and or sell information & knowledge services
- Content providers, media, and communications industry people
- Urban development and tourism executives
- Telco & Utility companies
- Government
- Not for Profits
- Engineering, Architecture, Construction, & Design Firms
- Health Care, Pharma & Life Sciences
- The Cultural Field, & National Brand & Culture (Creative Class & Creative Economy)
- Reputation Management professionals
- Real Estate & Property Managers
- Mergers & Acquisitions
- Manufacturing Enterprises & many others.

In short, in every field where knowledge work is pivotal managing intangibles matters.

So starting right away after this seminar you will be able to better:

- Pay attention to the invisible and unseen dimensions which can improve the quality of your results
- Be able to reduce and mitigate your organization's being blindsided by unseen risks, and minimize its exposure to some unforeseen mistakes and failures
- Enhance the potential to earn more of a premium for your products and services. Or have your services more valued and well appreciated by stakeholders
- Gain a new appreciation of the increasing role that design, new meaning making, art, culture, and aesthetics, and reputation are playing in creating emotional currencies which elicit loyalty and which customers will appreciate and pay for.
- Discover and tap into hidden, undervalued, and under-appreciated dimensions which matter
- Be inspired by amazing and compelling cases and real world stories
- Absorb extraordinary lessons in leadership from entrepreneurs and creative innovators, and make you better prepared to move into the smart future
- Have a life that is more enriched with understanding, colour, meaning, potential, rewards and fulfillment

The urgent problem is we are flying our jets with aging mental models, metrics, and instrumentation which do not adequately prepare us to see, measure, monitor, and shape new pathways to achieving peak performance in our rapidly changing global new economy environment.

"Management is doing things right; leadership is doing the right things."

Peter F. Drucker, Essential Drucker: Management, the Individual and Society

If you don't see clearly you can't take business, social, and environmental changes into account and adapt appropriately to them. If you don't take them into account as you fly, you can't soar to new elevations for long.

"Where most entrepreneurs fail is on the things they don't know. The biggest problem is when you don't know what you don't know!"

Vinod Khosla, Khosla Ventures

You can also make fatal mistakes and crash and burn before you realize what's really happening.

"People in any organization are always attached to the obsolete - the things that should have worked but did not, the things that once were productive and no longer are."

Peter F. Drucker

It's like having a conventional air force with traditional jets when increasingly we are moving to a world of less visible stealth fighters. If you don't adapt, you don't stand a fighting chance of emerging triumphant in the long run. Sooner or later change will catch up to you, surprise and shock you.

"It is not the strongest species that survive, nor the most intelligent, but the ones most responsive to change."

Charles Darwin

"What's measured improves"
Peter F. Drucker

We therefore present you with a rare and special opportunity to learn. It's now up to you to be present. Seize the day. Please sign up now! You can do so immediately on line by clicking on this link. <https://intangibles.eventbrite.ca/>

You can also download a pdf with the Seminar Description from
<http://www.kikm.org/education.html>

I look forward to engaging you soon in a most stimulating and rewarding exploration discussion and experience. You will not be disappointed.

"Results are obtained by exploiting opportunities, not by solving problems."
Peter F. Drucker

Don't miss this rare opportunity to make immediate positive adjustments and improvements starting now. Join the Seminar

Sincerely

A handwritten signature in black ink that reads "Bryan Davis". The signature is written in a cursive style with a horizontal line underneath the name.

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Available Toronto Dates: Nov 25
Future Dates Dec 16
 Jan 20, 2014
 Feb 17 2014

PS/ we reserve the right to switch to a larger and more suitable venue nearby or add new dates should the numbers warrant such a change
