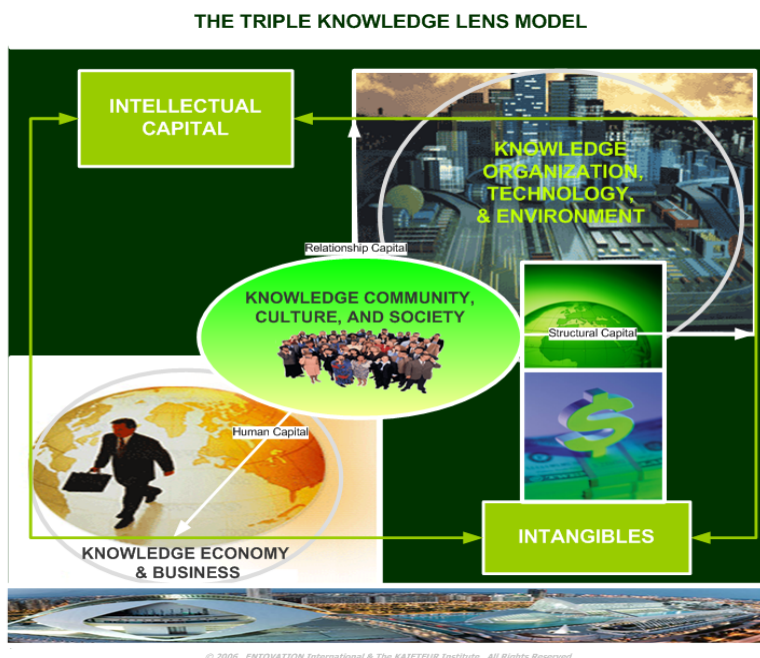


## Calibrating the Performance of Your Intangible Assets



*Personal Intangible Portfolio – Quick Self-Assessment*

### I-15 Intangible Capital Model

# INTANGIBLES I-15 FRAMEWORK | 2008

Your success is dependent upon a series of intangible variables that can be categorized in the following capital drivers. This is the individual you have become, how you interact with others and how you effectively cultivate an innovative environment which supports your personal strategic direction. Each of the 15 capital drivers (below) have at least 10 attributes.

## KIZ - 1-15 - INTANGIBLE CAPITAL FRAMEWORK

HUMAN CAPITAL DRIVERS										
Dimensions	1	2	3	4	5	6	7	8	9	10
1.0 KNOWLEDGE CAPITAL	Personal Knowledge Assets	Mental Models Mindsets	Knowledge Motivation/ Love of knowledge	Tacit or Intuitive	Knowledge from Experience /Wisdom	Knowledge Pattern Recognition	Local or Indigenous Knowledge	Professional Deep Smarts/ Expertise	Knowledge Networking	Knowledge Mastery/ High Performance
2.0 LEADERSHIP CAPITAL	Political capital	Market leadership	Charisma	Ethical/ Moral	Socially Responsible	Authentic/ Credible	Scope/ Reach	Confidence/ Optimism	Vision Inspired	Thought Leadership
3.0 INNOVATION CAPITAL	Talent/ Expertise	Technological	New Ideas/ Invention	Design capital	R & D	Product/ Service Innovation	Creativity/ Ingenuity	Business Model Innovation	Knowledge Driven	Competitiveness
4.0 ENTREPRENEURSHIP CAPITAL	Resourceful	Entrepreneurial Mindset	Opportunity focus	Customer focused	Calculated Risk taking	Business passion	Inspired by big Idea	Work ethic	Financial Discipline	Knowledge entrepreneurship
5.0 REPUTATION CAPITAL	Popularity/ Likeability	Critical Acclaim	Scope & Reach	Cyber profile	Peer Approval	Formal Reputation Mgmt	Positive Buzz	Honesty & Integrity	Endorsement Capital	Reputation Institute Indicators
RELATIONSHIP CAPITAL DRIVERS										
Dimensions	1	2	3	4	5	6	7	8	9	10
6.0 DIVERSITY CAPITAL	Cultural/ Genetic Diversity	Demographic Factors	Diversity of Thought	Talent Diversity	Diversity of Opportunity	Customer Diversity	Supplier Diversity	Gender Equality/ Neutrality	Tolerance/ Appreciation of Diversity	Equal Opportunity Policies
7.0 BRAND CAPITAL	Name Recognition	Emotional Equity	Perceived Quality	Image Coolness	Market Share/ Positioning	Mind Share	Customer Loyalty	Market Extensions/ Reach	Persona/ Profile	Market Identity/ Differentiation
8.0 NETWORK CAPITAL	Virtual	Social	Alliances	Hub Proximity	Connections	Complexity/ Density	Transparency/Maps	Network Awareness/ Centrality	Trust	Richness/Reach
9.0 CULTURAL CAPITAL	High Trust	Caring/Soul	Shared Values	Attitudes	Learning Desire	Creativity	Community	Knowledge Friendly	Heritage Conservation	Collaborative Culture
10.0 SOCIAL & COMMUNITY CAPITAL	Shared Purpose	Shared History	Shared Norms/ Customs	Shared Know How	Internalized Values	Governance Capital	Pride of Place/ Space	Social Well Being	Knowledge Society Integration	Social Cohesion/ Harmony
STRUCTURAL CAPITAL DRIVERS										
Dimensions	1	2	3	4	5	6	7	8	9	10
11.0 STRATEGIC CAPITAL	Business Concept/ Idea	Business Model Design	Customer & Market	Profit Plans	Internet/ Digital Business Strategy	Intellectual Asset Management	Risk Mgmt.	Growth Strategy	Continuity & Renewal	Future Strategy
12.0 ORGANIZATION CAPITAL	Principles	Policies	Plans	Practices	Processes (workflows)	Roles	Rules	Reward system	Change Mgmt	Coordination & Alignment
13.0 INTELLECTUAL PROPERTY CAPITAL	Open Source	Copyrights	Trademarks	Patents	Designs	Licenses	IP Rights	Proprietary Topographies	IP Valuation	Portfolio Mgm
14.0 TECHNOLOGICAL CAPITAL	ICT Platforms	ICT Operations	ICT Applications	ICT Governance	ICT Prowess/ Expertise	User Proficiency/ Acceptance	ICT Access	ICT Pervasiveness/ Ubiquity	ICT Resilience/ Robustness/ Continuity	ICT Renewal/ Refreshment
15.0 ENVIRONMENTAL CAPITAL	Sustainable	Socially Responsible	Knowledge Ecology	Smart/ Intelligent	Health/ Wellness	Quality of Life	Peace of Mind	Clean/Green (low carbon)	Caring & Cohesion	Organic & Renewable Growth

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As you answer the questions that follow to gauge your own knowledge innovation capability, consider which of these attributes are most relevant for you. Then, provide yourself with a score that characterizes your perception of your own capability.

In the end, the sum of your scores represents an indication of your own strengths and weaknesses. Having such a picture of your 'innovability' provides insight into how best to utilize and leverage your talents in terms of your intangible value.

## HUMAN CAPITAL [I-1 to I-5]

- **I-1. Knowledge Capital**

*How well respected are you for the power, depth, and breadth of the knowledge assets in your personal portfolio including specialized know-how, experience, and knowledge mastery?*

1	2	3	4	5	6	7	8	9	10

- **I-2. Leadership Capital**

*Do others generally recognize you as having outstanding leadership qualities, skills, and capabilities?*

1	2	3	4	5	6	7	8	9	10

- **I-3. Innovation Capital**

*Do you have proven and consistent capabilities regarding the incubation, development, production and of marketing of innovative designs, processes, and systems?*

1	2	3	4	5	6	7	8	9	10

- **I-4 .Entrepreneurship Capital**

*How recognized are you for exhibiting entrepreneurial instinct, passion, zeal, drive, and success?*

1	2	3	4	5	6	7	8	9	10

- **I-5. Reputation Capital**

*To what extent do you work to build a positive image and standing in your field and how are you perceived by others?*

1	2	3	4	5	6	7	8	9	10

- **Overall Score**

I-1	I-2	I-3	I-4	I-5	Composite Score [I-1 – I-5]	Total Possible=50
						<b>(%Efficiency)</b>

► **RELATIONSHIP CAPITAL [I-6 to I-10]**

○ **I-6. Diversity Capital**

*To what extent do you pro-actively maintain, cultivate, and respect diversity in your relationships, networks, and community connections?*

1	2	3	4	5	6	7	8	9	10

○ **I-7. Brand Capital**

*To what extent does the brand encompassing You-Inc have visibility, presence, and positive mindshare in the marketplace?*

1	2	3	4	5	6	7	8	9	10

○ **I-8. Network Capital**

*Would others consider you to have deep, dense, far reaching network connections and influence within those networks?*

1	2	3	4	5	6	7	8	9	10

○ **I-9. Cultural Capital**

*To what extent do others respect and trust your unique constellation of values and the ethos reflected in your mindset, way of thinking, spirit, learning desire, imagination and creativity?*

1	2	3	4	5	6	7	8	9	10

○ **I-10. Social & Community Capital**

*Are you recognized within the communities you inhabit to be an active high involvement contributor, participant, and representative of all that's good within those social ecologies?*

1	2	3	4	5	6	7	8	9	10

○ **Overall Score**

I-6	I-7	I-8	I-9	I-10	Composite Score [I-6 – I-10]	Total Possible=50
						(%Efficiency)

► **STRUCTURAL CAPITAL [ I-11 to I-15]**

○ **I-11. Strategic Capital**

*Do you have formulated business plans in place, business designs, business models, that provide you with a superior and strategic business advantage?*

1	2	3	4	5	6	7	8	9	10

○ **I-12. Organizational Capital**

*Do you have organizational structures and capabilities in place that provide you with a collaborative advantage?*

1	2	3	4	5	6	7	8	9	10

○ **I-13. Intellectual Property Capital**

*To what extent are you in explicit control of valuable intellectual property assets?*

1	2	3	4	5	6	7	8	9	10

○ **I-14. Technological Capital**

*How do you think an independent outsider would rate your technological sophistication and prowess?*

1	2	3	4	5	6	7	8	9	10

○ **1-15 Environmental Capital**

*How do you think others would assess the extent to which you have internalized socially responsible, sustainable, and green values into your current practice?*

1	2	3	4	5	6	7	8	9	10

○ **Overall Score**

I-11	I-12	I-13	I-14	I-15	Composite Score [I-11 – 1-15]	Total Possible=50
						<b>(%Efficiency)</b>