

Content expert



# Leveraging Corporate Longitude for innovative advantage

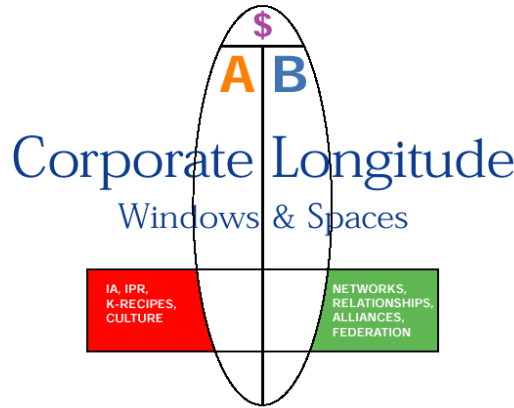
~ An action-learning course leading to certification by Prof. Dr. Leif Edvinsson and the University of Lund ~



Professor, adjunct, of Intellectual Capital, at the University of Lund, Sweden 2001. Inspirator and CEO of Universal Networking Intellectual Capital, Global Knowledge Nomad and winner of the prestigious Brain of the Year award for 1998

Leif Edvinsson is the world's leading expert on Intellectual Capital (IC). As former vice president and the world's first corporate director of Intellectual Capital at Skandia of Stockholm, Sweden, Edvinsson has been a key contributor to the theory of IC and oversaw the creation of the world's first corporate Intellectual Capital Annual Report. During 1996 he has been awarded both by American Productivity and Quality center, USA as well as Business Intelligence, UK, for his pioneering work on IC. Mr. Edvinsson formerly was senior vice president for training and development of S-E Bank, and president and chairman of Consultus AB, a Stockholm-based consulting company. In light of his work in both training and Intellectual Capital, Edvinsson has been a special advisor on service trade to the Swedish Ministry of Foreign Affairs. He is also special adviser to the Swedish Cabinet on the effects of the new digital economy, A special advisor to the United Nations International Trade Center and is a co-founder of the Swedish Coalition of Service Industries. Mr. Edvinsson holds an MBA from the University of California, Berkeley. He is the author of numerous articles on the service industry and on Intellectual Capital. He is a regular speaker before such organizations as the BBC, CIO, Conference Board, Economist, Handelsblatt, Insead, IMD and the American Productivity and Quality Center. He is listed in Who is Who in the world.

In March 1997 he launched together with Michael S. Malone the book on Intellectual Capital "Realizing Your Company's True Value by Finding Its Hidden Brainpower". In January 1998 Edvinsson won the prestigious award Brain of the year in competition with e.g. Bill Gates and Paul McCartney. Edvinsson follows in the footsteps of illustrious former winners such as Garry Kasparov (World Chess Champion), Professor Stephen Hawking and the Poet Laureate Ted Hughes. In 2000 also listed on top 20 list of Most Admired Knowledge Leaders in the world.



The wave of IC is increasing. It is evolving within universities, accounting standards groups, political and business communities. The message is that we need to understand and follow the wave of knowledge economics. The alternative is perishing by riding the life cycle curve of industrial economics down. It is a leadership liability not to address the potential or IC in waiting. A new type of Society entrepreneurship might be the key role to nourish these longitude values! Where do we find and develop the training camps for such kind of leadership? Whom would you like to nominate, inside or outside Metso, as one among the top ten IC entrepreneurs of today – for shaping the longitude value of tomorrow?

### Join us today in exploring the new perspective of a leader:

- as a subtle and sensitive navigator of volunteers
- as helping to take people out of their comfort zone
- as embracing uncertainty, ambiguity, and complexity
- as a builder of intangible network value
- as an IC cultivator, cultivating the context for the IC harvest and IC vintage
- as a designer of IC ergonomics for the physical space and health of the knowledge worker
- as a talent spotter and talent attractor
- as a shaper of context

### Refine your navigational leadership capabilities today!



### Facilitator



Dr. Oliver Schwabe is one of the world's foremost community moderators and facilitators with over 50 theme areas delivered virtually to over 2500 students in 60 countries in the past decade.

Key clients include:

- Jones International University
- Capella University
- The Open University Business School
- KnowInc
- Entovation
- Sveiby Knowledge Associates
- United Nations Virtual Development Academy

For more information visit [www.euro-focus.com](http://www.euro-focus.com)

### Benefits

Learn by doing: you won't listen to dry lectures on intellectual capital. You will assume the role of a strategic IC advisor in a context of your choice and learn new concepts, assess how to implement them and practise newly acquired skills in specially designed, integrated simulation exercises.

The seminar itself focuses on providing insights into the fundamental issues of Corporate Longitude and finally on the development of an IC innovation proposal for the organization of each participant.

The parallel learning tracks ensure that participants are able to gain knowledge about Knowledge Clustering issues which can be directly applied to their own environment and hence to move into a phase of learning by doing.

### Methodology

An intensive 8 week program, consisting of a coached e-Learning program based on the the work of Leif Edvinsson and other leading authorities.





# Network & Community Recipes



## Module 1

### The New Knowledge Economics

As we launch into our journey, we reflect upon the way the economics of goods and markets have given way to the economics of knowledge and the migration of knowledge. We explore our own context for indicators of this shift and begin redefining our "products" as "knowledge recipes". A special "farewell" by Leif Edvinsson accompanies us as we leave our home port.

## Module 2

### Changing the Nature of Value

Our understanding of what is valuable evolves as the world changes. We visit a number of different values of varying sustainability and identify not only what is valuable in our context, but also how values indeed shape and influence these.

## Module 3

### Renaissance Perspectives

Navigating new values leads us to questioning the extent the dominant accounting practices in fact reflect the value (and values) of fundamental importance. This "intangible gap" poses a grave threat to our voyage of discovery and is navigated as we might steer through an icefield - recognizing that it is not what is above the waterline that is of sole importance.

## Module 4

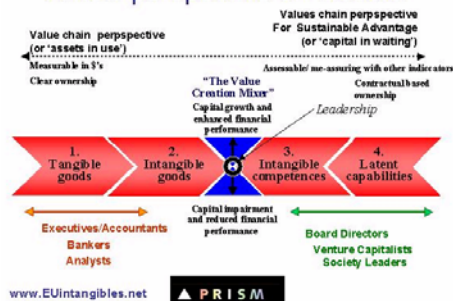
### 1+1=11

As we reach the midpoint of our journey, we begin to see where chaos is evident in our contexts and how this might be leveraged for sustainable advantages. To prepare for our return journey, we decide upon those knowledge recipes that might be well received upon our return.

### A new corporate asset base



### A new perspective on 'assets'



## Module 5

### Workplaces Fit for Knowledge Workers

As we head into our return journey our plans for after the return are melded. From permission statements for the new organization through the creation of places with sense we rebuild our context to places with meaning, where form follows function and enterprising values are given room for growth.

## Module 6

### U-capital and I-commerce

We have learned to respect that intellectual capital is individual capital, the capital which resides within our individual brains. How do we build identity assets and escape from the formal restraints of industrial age patterns and structures? How do we motivate to change is perhaps the key question to explore.

## Module 7

### The Knowledge Innovation Dimension

If the only vital value an enterprise has is the experience, skills, innovativeness and insights of its people, we now accept that a space for such innovation needs to be created and examine approaches for achieving this.

## Module 8

### Leading with a Compass

We holler "Land in sight" as our journey reaches its conclusion and are again greeted by our steward Leif Edvinsson. The "compass" we have created in the past weeks is now applied to our contexts. Our mental compass is prepared for expansion into the environment and the challenges of complexity, great expectations, impossible workloads and media scrutiny turned into innovative opportunities.

## Offerings

- Eight (8) week facilitated online course
- One day face-to-face workshop
  - One (1) hr telecoaching
- 4 x 2 hours telecoaching using online platform

~ Corporate rates available upon request ~



This tree symbol can be seen on [www.unic.net](http://www.unic.net) - message is the roots for the fruits, i.e turning the tree upside down.

Registration: Please contact Dr. Oliver Schwabe via [oliver.schwabe@eurofocus.com](mailto:oliver.schwabe@eurofocus.com)

Dates: Course starts monthly or by agreement. Group size: up to 10 Time commitment: Each week minimum 10 hours Delivery: Asynchronous delivery via [www.sveibytoolkit.com](http://www.sveibytoolkit.com) and [www.communityzero.com](http://www.communityzero.com). Online seminars are conducted using [www.centra.com](http://www.centra.com). Payment: Via [www.paypal.com](http://www.paypal.com). Refunds: Only before receiving course materials