

## Intangible Assets Auditing and Controlling

- A course leading to certification by Sveiby Knowledge Associates –

This course is based upon the pioneering work of Dr. Karl-Erik Sveiby into the area of intangible assets.

Due to the changing nature of the modern economy the area of intangible assets is gaining more and more prominence as organisations realise the contributions these 'unseen' sources of value make to the company valuation and their long term competitive position.

This course is designed to give the student a thorough grounding in the area of intangible assets and their relationship to organisational performance. The principles of Knowledge Management and the latest thinking will also be covered. The main measurement models will be analysed with a special focus on the Intangible Assets Monitor including the creation and implementation of the IAM within the student's own working environment. The course also covers the relationship between intangible assets and revenues to accounting practices and corporate governance. The theoretical content will be supplemented by on-line forums and a computer simulation.

Based on action learning principles, these interactive sessions will provide the context, but focus is primarily on the application of communities to your organization. For anyone serious about building strategic capabilities in organizations, knowing how communities can further be leveraged has become a principle requirement of success.

The course will also include aspects of Knowledge Management, Change Management, Project Management, and the sharing of

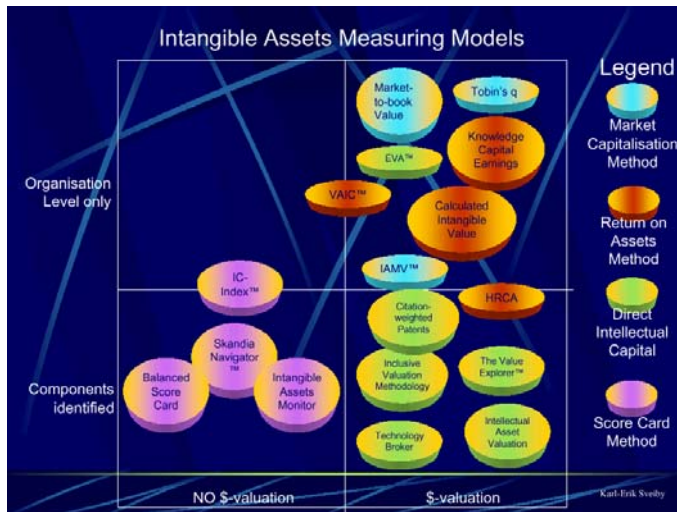
A LOT OF EXPERIENCE

that bring Intangible Assets to life!

At the end of the course you will have started implementing a well-defined and customized Intangible Assets Monitoring System.

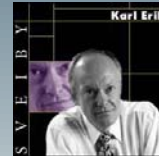
*Learn by doing:* You won't listen to lectures on knowledge management. You will learn new concepts, assess how to implement them and practise newly acquired skills in specially designed, integrated simulation exercises. Proven assessment tools will enable you to objectively analyse situations common to a range of industry sectors.

This modular course to managing communities of practice and established tools is delivered fully online to groups of 3-10. The seminar itself focuses on providing insights into the fundamental issues of intangible assets monitoring as a preparation for the development of a shared-value proposal for the organization of each participant. The above parallel learning tracks ensure that you gain knowledge about these issues which can be directly applied to your own environment. This allows you to move into the phase of *learning by doing*.



### Authors:

Dr. Karl-Erik Sveiby



### Online Facilitator:



Sveiby Knowledge Associate:

Oliver Schwabe

*With over 100 online courses delivered to over 2000 participants in approx. 67 countries, probably one of the most skilled and exciting online facilitators available today !*

*E-mail: [oliver.schwabe@euro-focus.com](mailto:oliver.schwabe@euro-focus.com)*

**Dates:** Each module starts monthly on the first Wednesday of each month

**Time commitment:** Each module 2 weeks; Weekly: Minimum 4 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).

**Registration:** Please contact [oliver.schwabe@euro-focus.com](mailto:oliver.schwabe@euro-focus.com)

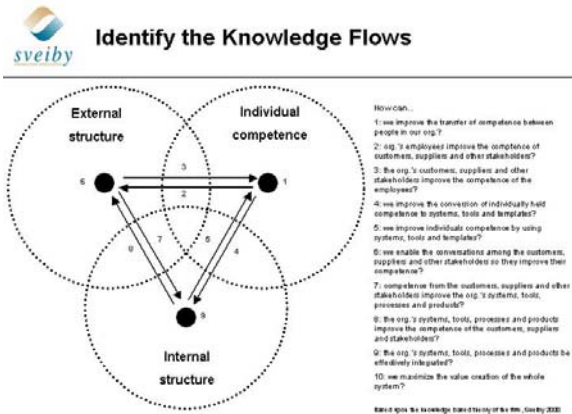
*By the end of the course, participants will have started to implement their own well-defined, customized strategy for Intangible Assets Monitoring.*

## Week 1 – Introductions

The course starts with an introduction to general KM principles and intangible assets. What are intangibles and why are they important. This module introduces the four families of intangible measuring methods.

## Week 2 – Introducing the IAM

This module takes a deeper look at the IAM including its structure and implementation. The three circle model of knowledge flows/transfers is introduced and analysed with respect to the leveraging of intangible revenues. The area of external structure is analysed in depth covering the identification, creation and utilisation of intangibles within this area and the link to key performance indicators, intangible revenues and the balance sheet.



## Week 3 – Alternative Methods

In this model we take an in depth look at some alternative measuring models based around the Balanced Scorecard and the Skandia Navigator.

The area of internal structure is analysed in depth covering the identification, creation and utilisation of intangibles within this area and the link to key performance indicators, intangible revenues and the balance sheet.

## Week 4 – GAAP & Others

This module looks at the role of intangibles in relation to new developments in accounting principles especially with regard to GAAP.

The area of professional competence is analysed in depth covering the identification, creation and utilisation of intangibles within this area and the link to key performance indicators, intangible revenues and the balance sheet.

## Week 5 – “Triple Bottom Line”

This module introduces the ‘Triple Bottom Line’ and new thinking in the relationship between economic goals and their environmental and social impact. This section includes a discussion on corporate governance and the link to intangibles.

## Week 6 – Implementation

This module focuses on the IAM implementation using the IAM process support model.

The concept of value networks and the relationship to intangibles and knowledge flows is explored.

## Week 7 – Critical Comparisons

This module rounds up our look at the various measurement models and critically compares the various methods including a discussion on future developments. Preparation and discussion of completed knowledge innovation project proposal.

## Week 8 – Certification

Review of course material and final examination/certification.

## Weeks 9 & 10 – Follow-up

This is designed to revisit the work done so far in implementing the IAM within your own work environment. The implementation steps will be reviewed assessing successes and failures and steps to counter such problems in the form of an after action review.

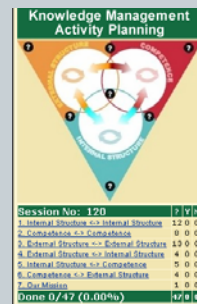
## Integrated Tools:

The online version of the award winning simulation Tango.

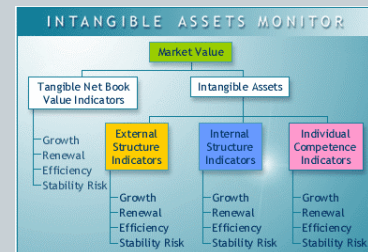


[www.tangonow.net](http://www.tangonow.net)

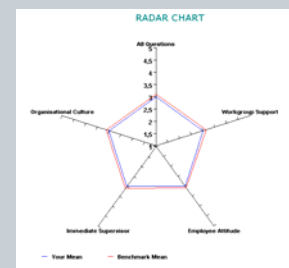
The online version of the powerful knowledge management activity planning tool KMAP



The online version of the Sveiby Intangible Assets Monitor



The online version of the Cultural Climate Index



and finally, full access to the Sveiby Toolkit

