Intellectual Capital (IC),
Intellectual Asset (IA) and
Intellectual Property (IP): The Future Competitive Advantages for Your Business

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WHY AM I HERE?

Our Company’s business, which is professional services and construction services, does not use much financial capital.

However, we run out of people and brains all the time.

So, I feel I can share my experience as company management on developing Intellectual Capital and Intellectual Assets in order to grow our business.
Outline of my Talk

Paramount Focus – Value

Organisational Culture

Approach & Methods

Open Issues
PARAMOUNT FOCUS

We are in business to make money.

So, we absolutely have to focus on:
“Why do our clients/customers pay us?”
We must understand & interpret those Client values into a project design and method of delivery. We supervise, control and take the financial risk of the construction. We deliver the end-product to the Client's satisfaction. Provide materials & labour and do the work under our instruction.
M Moser Core Competencies

We can be more successful if we stick to our **Core Competencies**.

1. **Clientele.** Corporate Clients as End Users.

2. **Project orientation.** We do projects that have a beginning and an end.

3. **Lead Consultant.** We lead the project team.

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**Our Current Business:**

**M Moser Associates**
(incl. M Moser Technology)

**Our Potential Business:**

**M Moser Technology International (MMTI)**
Clients/ Customer Buying Values

Plus

Company’s Core Competency

▼

▼

GOVERNS ALL ACTIVITIES IN DEVELOPING IC, IA, IP

Otherwise, your efforts in IC, IA, IP will NOT support your business!
ORGANISATIONAL CULTURE

Culture is a set of basic attitudes that govern behaviour.

Following is a set of cultural values we use to support development of Intellectual Capital in our Company.
In our company, we always say

“God, that was stupid of us!”

We must always think of ourselves as NOT smart enough before.

That means that we can always grow smarter.
We also try to

Ask The Right Questions

And say:

“What Is The Result We Want To Achieve?”
Right Answer
But
Wrong Question
▼
▼
▼
LOSE MONEY
Achieve the Wrong Results

▼
▼
▼

LOSE MONEY
For developments of New Ideas by staff

We offer

NO FINANCIAL REWARDS

ONLY RECOGNITION

Especially Peer Recognition
APPROACH AND METHODS
We continuously Model our “Knowledge Map”
Also, we continuously move from **TACIT KNOWLEDGE** to **CODIFIED KNOWLEDGE**.
TACIT KNOWLEDGE

“knowledge in people’s heads”

It is developed
Through

COLLABORATION
Collaboration supports Open Development and “Vetting” of Ideas

Collaboration also develops Common Terminology within the Company

Common Terminology is Very Important for Moving Tacit Knowledge to Codified Knowledge
Codified Knowledge:

Knowledge that is Written Down for Reference

Or

Knowledge that is Embedded in Business Rules and Business Processes
In our Company, we

“CAPTURE KNOWLEDGE ON THE FLY”

By using People (but Technology is now available) to capture Knowledge as it develops

↓

ORGANISE

↓

ARCHIVE

↓

DISTRIBUTE / MAKE AVAILABLE
CODIFIED KNOWLEDGE

Is

A Pillar

In Building And Growing Organisations
We use “MODELLING”

To Capture and Distribute our KNOWLEDGE

(M Moser knowledge models are deleted for proprietary reasons)
We also develop

SAMPLES

↓

BEST PRACTICE

↓

“LAWS”

A primary means of our Collection and Distribution is our

KNOWLEDGE CENTRE
The Best Proposal Samples selected from different offices

- PwC - SHA (2004-02) - Panoramas View 3
- PwC - SHA (2004-02) - Panoramas View 4
- PwC - SHA (2006-01) - Stacking Plan
- Asia Aluminium - GNZ (2006-07) - AV Wall Option 1
- Asia Aluminium - GNZ (2006-07) - AV Wall Option 2
- Cathay Pacific - LDN (2002-07) - CathayPacific one-day sketchbook - LDN (2002-07)

Click here for powerpoint format: AIG - March 2001-02
Click here for powerpoint format: AIG TRAINING CENTER - BDO 07
Click here for powerpoint format: AIG - LDN (2001-02)
Click here for powerpoint format: AIG - LA (2001-03)
Click here for powerpoint format: AIG BRAND - LDN (2001-02)
Click here for powerpoint format: AIG - LDN (2002-04)
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USE OF TECHNOLOGY

Information Technology and Bandwidth has become Surprisingly Cheap.

It is a crime for Senior Management not to understand and use it for collaboration and Knowledge collection and distribution.
For example

BUILDING VIRTUAL COMMUNITIES
Using
CHAT ROOMS
VIRTUAL NETWORK CONNECTION (vcn)

SUPPORT ON DEMAND KNOWLEDGE
Using
ENTERPRISE SEARCH ENGINES
OPEN ISSUES

Our Knowledge Collaboration takes place mostly in English. Half of our staff prefer using Chinese.

We still do not roll out our Knowledge well enough.

Also, we have to deal with our Intellectual Capital walking out the door -- they wear shoes!
My Working Definition of

INTELLECTUAL CAPITAL

INTELLECTUAL ASSETS

INTELLECTUAL PROPERTY
Intellectual Capital

Is

Our company’s people
Plus its culture and methodology
Supporting knowledge development aimed at buying values of its paying clients/customers.
Intellectual Asset

Is

Codified Knowledge
Collected in our company’s repositories or embedded in the company’s processes
Effective within the context of the company’s own people resources, culture and methodology
Produce values for the company’s paying clients and customers.
Is Codified Knowledge Usable by other people or organizations OUTSIDE THE COMPANY To generate their own values for themselves or for their clients and customers Without the people or the culture of the originating company. These, we can sell.