

Buckman Labs
Work Profile Application

Larry T. Wilson
Mark Koskiniemi

ICM Gathering - "Future Directions"

LearnerFirst

- Knowledge Sharing... Culture
- Bulab Learning Center... Learning
- Transition Plans... Future



ICM Gathering - Future Directions



... begin exploring value creation topics in an in-depth manner.

... develop a “hypothetical or ideal” company that would address issues of ICM with a common language and without a company or industry bias.

... explore the role/requirements for a Chief Knowledge Officer and other personnel working on ICM issues.

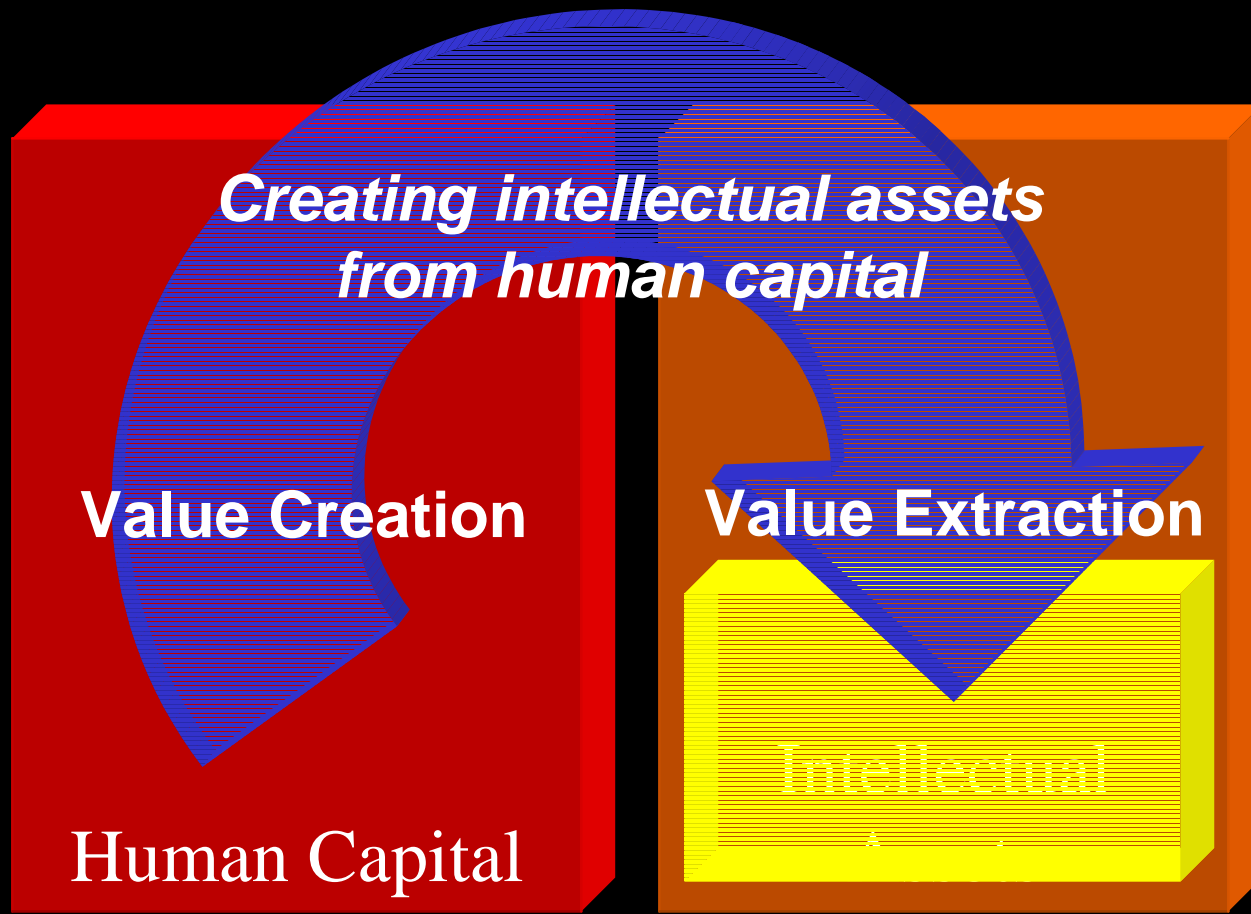
ICM Model of Intellectual Capital

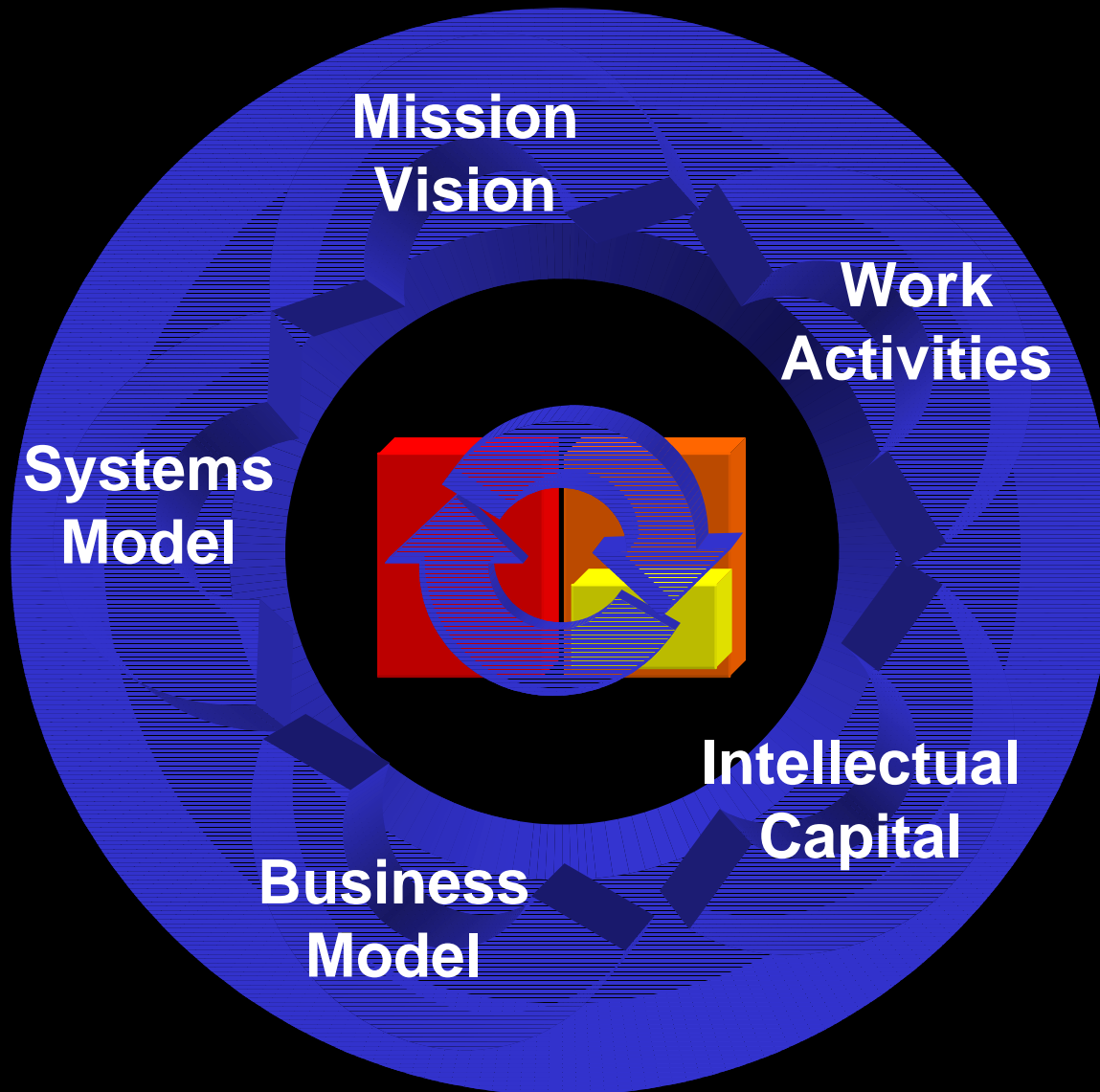
Human Capital

**Intellectual
Assets**

**Intellectual
Property**

Future Direction...





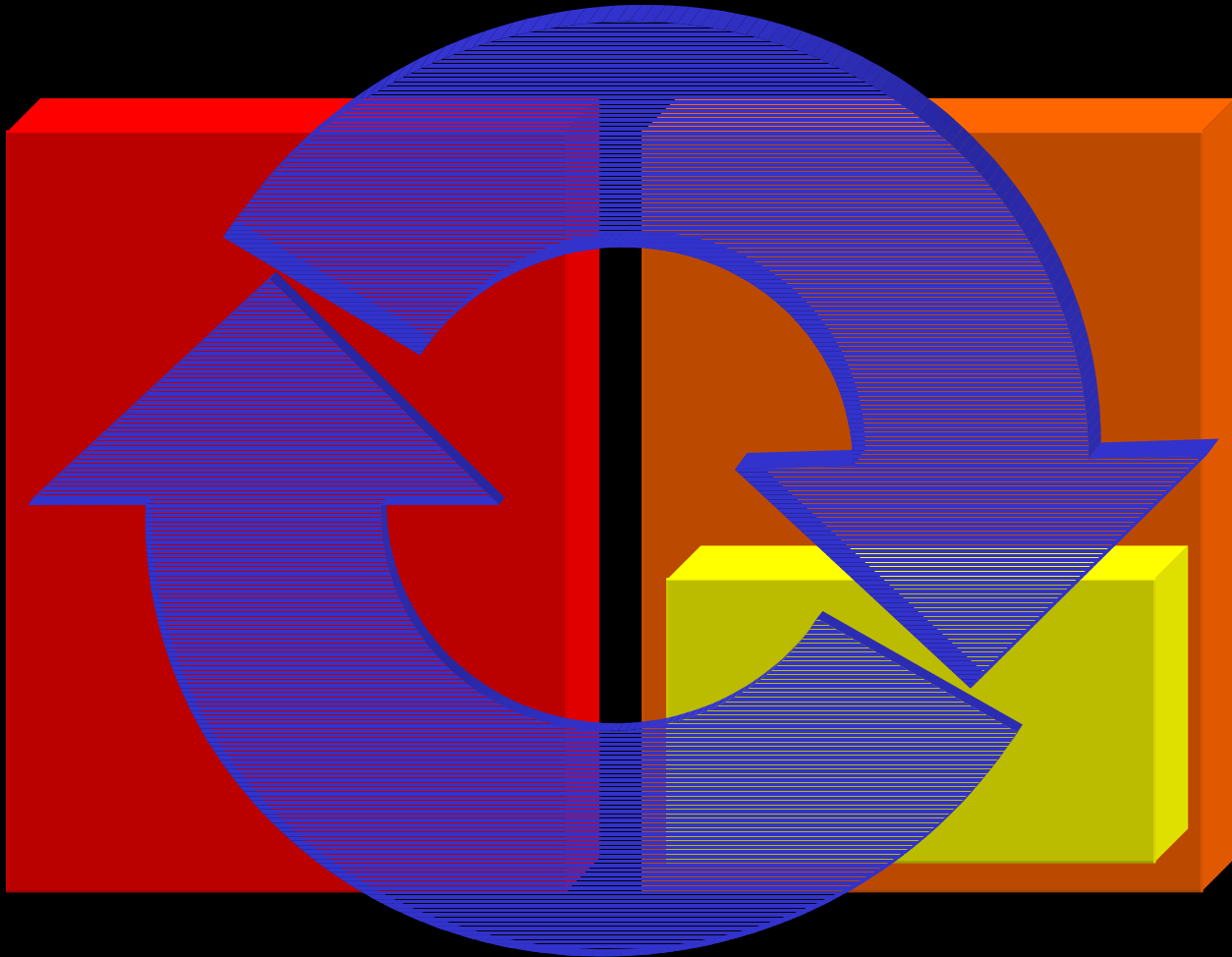
Mission & Vision...

- *Be the exemplary provider of the concepts and practical tools to accelerate the transformation of human knowledge into extraordinary organizational value.*
- *Create a way of life in which everyone can use individualized know-how for personal and community gain.*

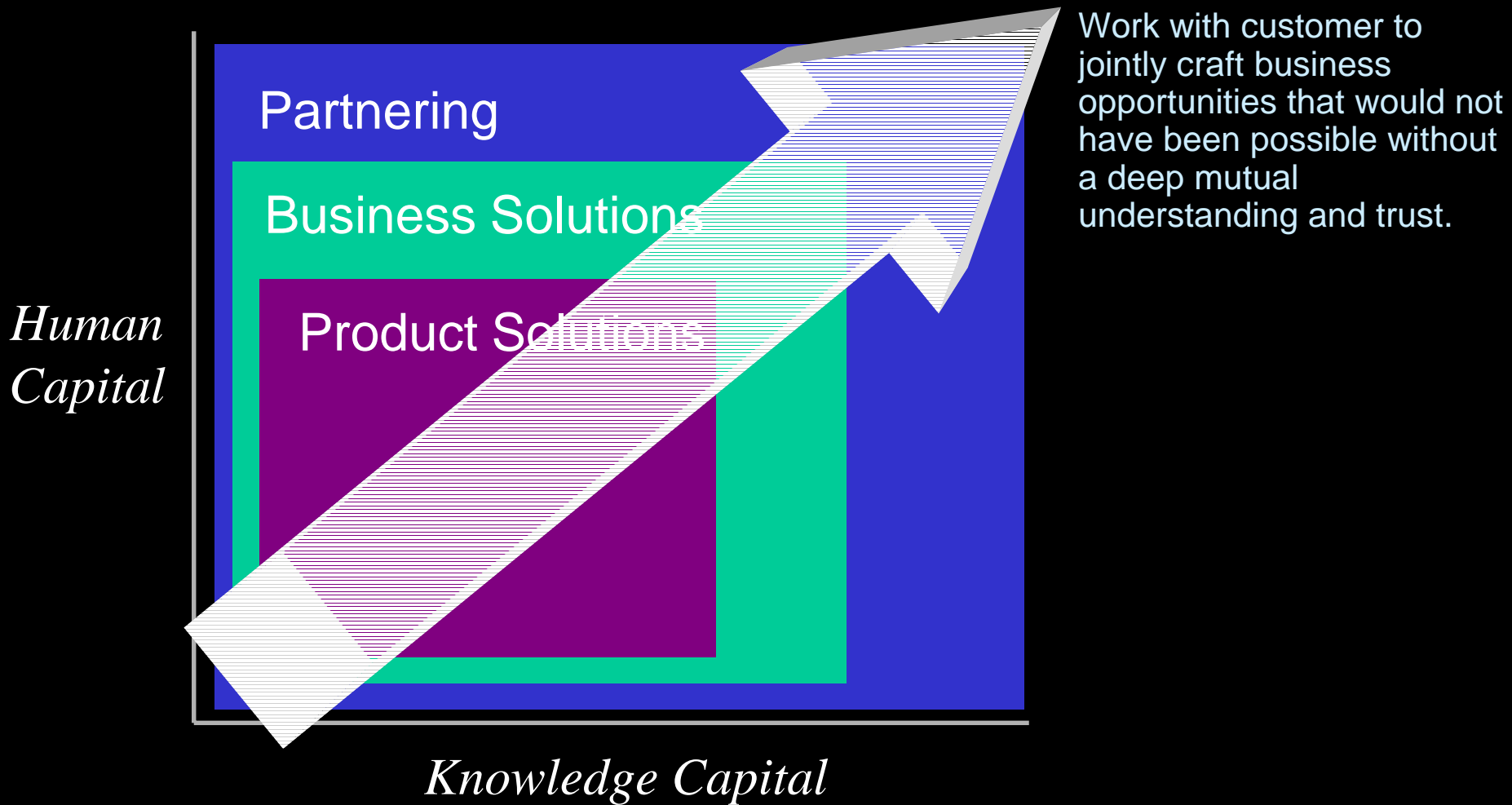
The organization is solely focused on work activities that are related to managing intellectual assets.



The characteristics of intellectual assets are...



The business model which supports the optimal development of human capital and intellectual assets is partnering.

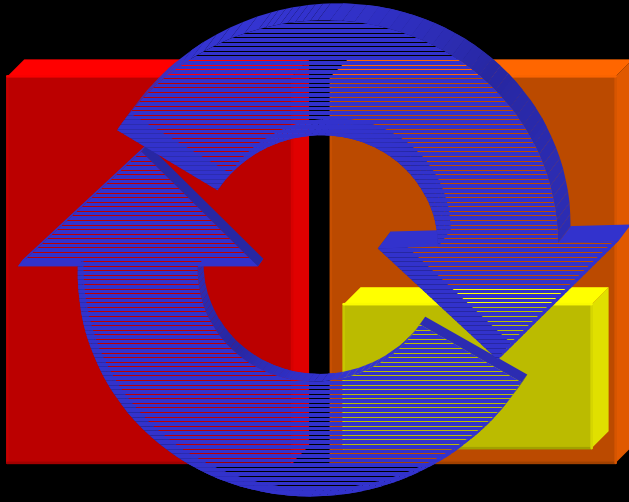


The intellectual capital of an organization that is focused on creating tools for value creation and value extraction are:

- Customers
- Employees
- Experts
- Investors
- Board Members
- Advisors
- I T Vendors
- Academia
- Standards Bodies

- Meta-knowledge
Processes
- Methods (basis
for IAs)

- Licensed IAs
- Knowledge
Harvesting
(patented)
- Trademarks



LearnerFirst

