OECD Symposium
Policy and Strategy Forum

Measuring and Reporting
Intellectual Capital
Experience, Issues and Prospects

Prof. Dr. René J. Tissen
Amsterdam
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First manage, then measure!

“Measuring Intellectual Capital will not become a major issue for years to come.”
“Most companies have not even started to understand the basics of business-driven knowledge management.”
“Why measure Intellectual Capital, if you can’t manage it.”
“Traditional methods focus on the balance sheet, and therefore, draw unwanted and unnecessary attention of tax authorities.”
First manage, then measure!

“Traditional Intellectual Capital methods focus on the past, are static, and do not allow for managerial decision making.”
“When Intellectual Capital methods allow for managerial decision making, companies will not want to make this kind of information public. It then becomes part of their strategy.”
Every now and then you do shit that, for reasons that are completely unspecifiable, turns out to be big shit, as opposed to little shit.

The only way to survive these days is to do some shit and see what happens.

You just have to make sure there is enough shit going on that some big shit happens.

SOURCE: Kevin Kelly
Executive Editor
Wired Magazine
Two different ways of managing knowledge, which need to be combined.
Knowledge Management improves efficiency and accelerates innovation.
Combining the perspectives adds true value

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<td>EASY TO ACCESS AND USE</td>
<td>(KNOWLEDGE)(^2) = SHARING POWER</td>
<td>INSPIRES AND CONNECTS PEOPLE</td>
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<td>EXPLOITS AVAILABLE KNOWLEDGE</td>
<td>ADDS VALUE THROUGH IDENTIFYING COMPANY BEST PRACTICES</td>
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“CLICKABLE KNOWLEDGE” “COLLABORATIVE KNOWLEDGE” “MOVING KNOWLEDGE”
The rise of Knowledge Management