

# INTELLECTUAL CAPITAL BEST PRACTICES

All I need to know I  
learned in kindergarten.

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## Our Agenda

- What is intellectual capital?
- What did we learn in kindergarten?
- What are the best practices & lessons learned?
- Why is it important?
- Wrap it up!

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## What is Intellectual Capital?

- Human Capital
  - Skills, experience, productivity, information, knowledge
- Structural Capital
  - Shared infrastructure
- Relational Capital
  - Relationships

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### What did we learn in kindergarten?

- Be comfortable.
- Follow the rules.
- Stick together.
- Be aware of wonder.
- Put things back where you found them.

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### Share everything.

- Identify information needs.
- Circulate useful knowledge.
- Change the frame of reference.
- Speed exchange.
- Manage barriers.
- Offer rewards.

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### Play fair.

- Communicate goals.
- Share acceptance criteria.
- Minimize boundaries.
- Encourage confidence.
- Identify critical issues.

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## Don't hit.

- Encourage constructive dissent.
- Embrace innovation.
- Share failures.
- Tolerate errors.

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## Clean up your mess.

- Facilitate decision-making.
- Consider options & alternatives.
- Rethink decisions.
- Rectify gaps.
- Shun excuses.
- Learn from mistakes.

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## Don't take things that aren't yours.

- Beg to differ!
- Reuse information.
- Improve processes.
- Utilize best practices.
- Share lessons learned.

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Warm cookies and cold milk are good for you.

- Understand the environment.
- Solicit customers & end users.
- Know your competitors.
- Nurture relationships.
- Allow time to learn.

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Live a balanced life.

- Seek diversity.
- Allow "up to speed" time.
- Foster dialogue.
- Act creatively.
- Branch out.

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Watch out for traffic, hold hands, and stick together.

- Bolster a sense of community.
- Develop trust & altruism.
- Discourage proprietary knowledge.
- Support learning.
- Have fun.

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## Why is it important?

- Benefits
  - For the Project Manager
  - For the Firm
- Challenges

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## Further Reading

- *The Wealth of Knowledge*  
by Thomas A. Stewart (2003)
- *Managing Intellectual Capital in Practice*  
by G. Roos, S. Pike, L. Fernstrom (2006)
- *Einstein in the Boardroom: Moving Beyond Intellectual Capital to I-Stuff*  
by S. Harrison, P. Sullivan (2006)

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## Contact Information

Diane Hayes, Ph.D., PMP  
[ds.hayes@cox.net](mailto:ds.hayes@cox.net)  
918-607-0823

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