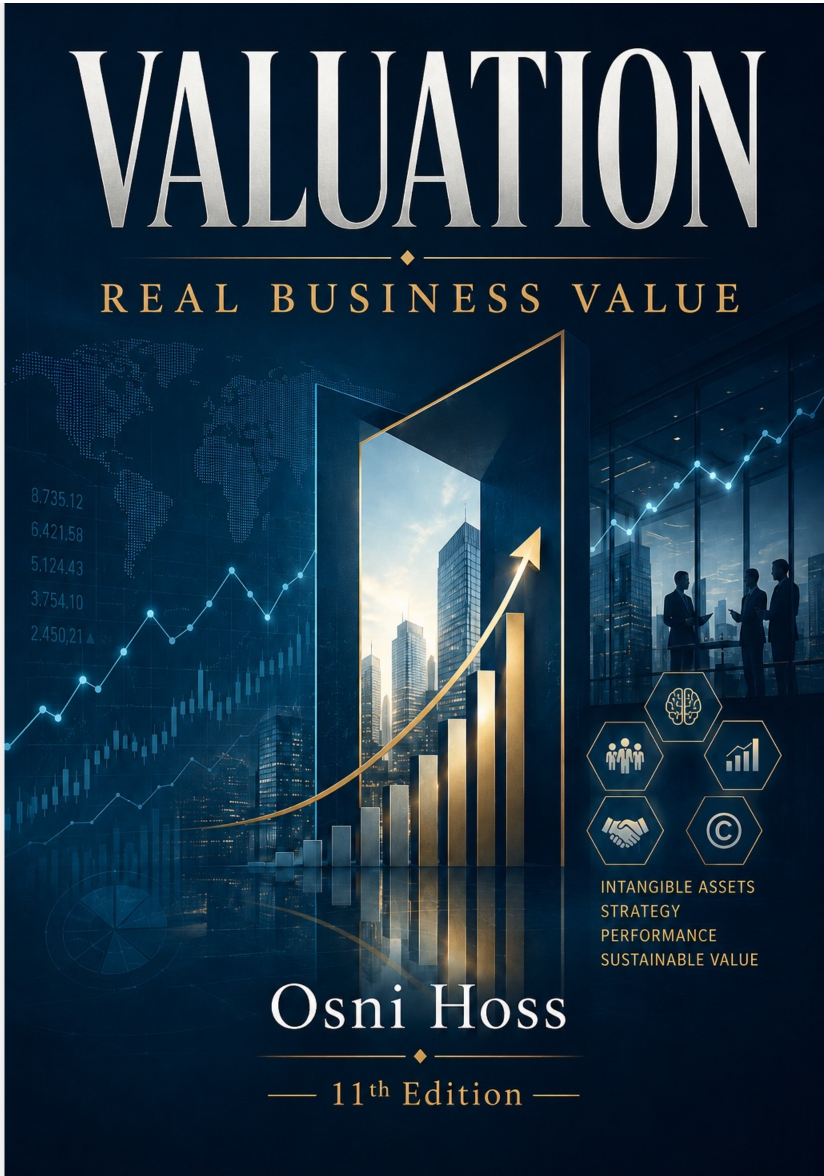
DRIVERS

KNOWLEDGE ASSETS



DRIVERS

Guiding the information production process be grouped according to their characteristics

It is important for companies to research the most appropriate drivers, making them a strategic factor in their management plan

Associating drivers with company performance is essential for administrators to achieve their goals and objectives

Osni Hoss
Professor PhD

Human Quadrant

Drivers

- Accessibility to the information system
- Senior management or corporate governance
- Alignment of human resources with business strategy
- Organizational and individual systemic learning
- Autonomy and flexibility of human resources
- Training and investments in human resources
- Working condition
- Professional performance

Processes Quadrant

Drivers

- Structure and flow of control
- Research and development
- Production cycle
- Communication
- Computerization
- Croduct/service innovation quality
- Cost reduction

Structural Quadrant

Drivers

Structural accessibility for employees and customers

Physical space conditions

Efficiency of the productive structure

Equipment expansion and updating policy

Safety infrastructure, and control risks

Structure-related innovations and research

Relational Quadrant

Drivers

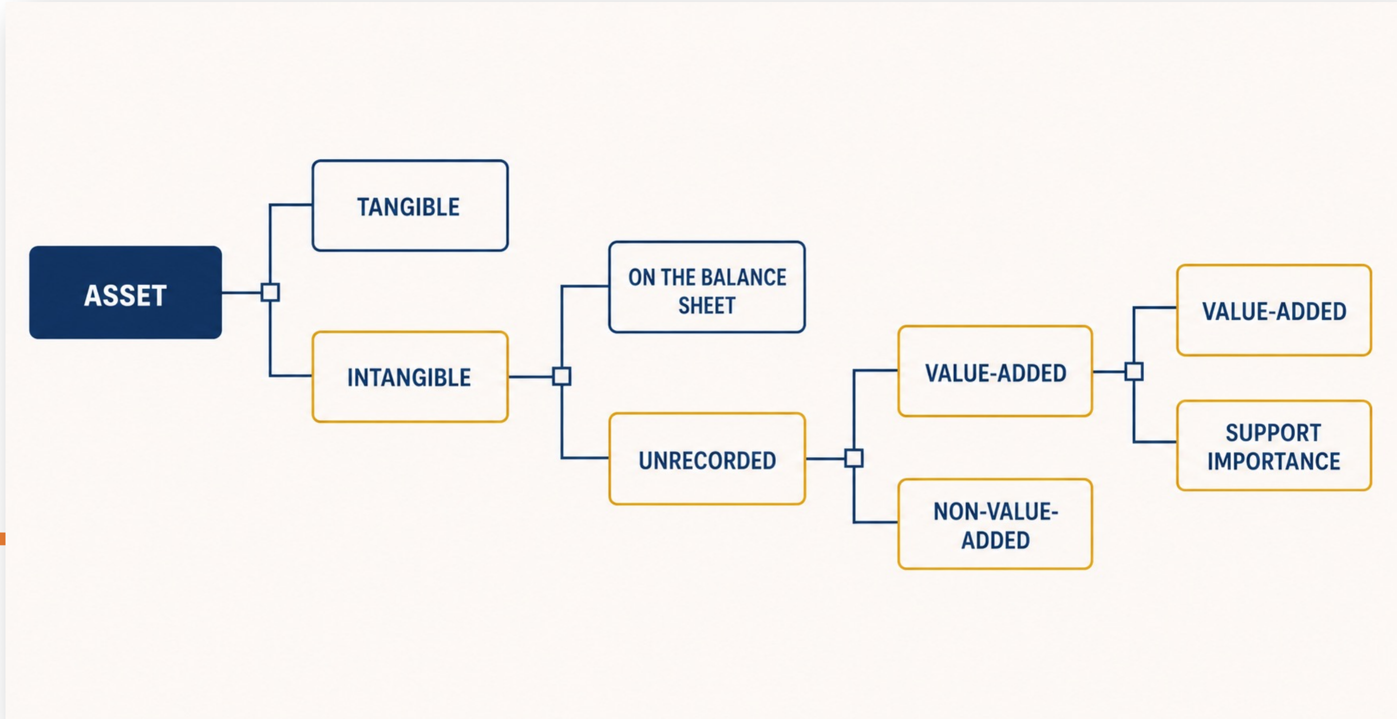
- Expansion of products and services
- Customer acquisition and maintenance
- Distribution channels
- Product certification
- Competitiveness, financing conditions and coherence of actions
- Contracts
- Organizational development
- Rights

Measurement of Knowledge Assets

Identify the added value and possible competitive advantages they offer - distinguish knowledge assets with added value from those without added value

Knowledge Assets

Measurement



Knowledge asset value type

Source: (DANISH TRADE AND INDUSTRY COUNCIL, 1997, p.12, KPMG)

OPTIONS

MEASUREMENT

Financial assessment - which holds that the value of the organization is determined by cash flow

Evaluation by multiplex - which analyzes the organization based on evaluation drivers, comparing the data with those of other similar companies, operating in the same market

Valuation through options - which establishes the economic value of a company, using techniques like those used to evaluate the price of financial options