

Services Offered by Asia Pacific Intellectual Capital Centre

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The Asia Pacific Intellectual Capital Centre was created in order to assist organizations of all types in Hong Kong understand the concept and value of Intellectual Capital (IC), and to provide them with the first basic tools to identify, create and manage these knowledge assets in order to create, extract and release the value which will best ensure continued success in our commercial – industrial – service – knowledge based mixed economy.

The services we provide are therefore based on awareness-raising, informing, diagnosing and coaching organizations, including current and future private and public sector consultants, in all aspects of the holistic Intellectual Capital Management (ICM) process in order that it can be applied as part of the business or societal process.

Intellectual Capital Management (ICM)

The value proposition is simply that in our modern economy where knowledge becomes an ever increasing factor in creating business advantage, the Human Capital, Structural Capital and Network Capital require to be created, managed and used in an optimal way in order to ensure sustainable success.

SERVICES OFFERED:

Awareness-Raising through Conferences, Public Seminars and In-house Training Courses

The first challenge is to raise the awareness in Hong Kong of the importance of being on the ball as far as ICM is concerned. APICC will achieve this through training and education, online information and multi-media content: we seek to be present to interface and discuss with among others industry groups including SME organisations, local and regional government and academic groups, and will use each opportunity which arises provided it has sufficient critical mass. Training courses offered include:

1. "ABCs of ICM",
2. "Understand, define and Implement an ICM Process",
3. "Strategic ICM Implementation through an Extended Balanced Scorecard".

Information Platform

APICC will provide an up-to-date electronic reference library allowing access to public domain information cataloguing the genesis, history and achievements of the ICM movement.

APICC will also provide an annotated description of the tools available to organisations to enable them to integrate an ICM type approach into their activities.

APICC will maintain a contact centre open during office hours where anyone can call in with their issues or questions: the contact centre will refer questions that cannot be answered directly on to an appropriate expert.

Diagnosis

APICC will work with organizations in order to help them fully understand the key knowledge they possess, and give a first orientation on how well they are creating and using this knowledge: a first assessment of the opportunities and risks associated with the knowledge part of their activities can be made as well as suggestions of how, if required, the organisation can build an even stronger ICM element into their operations in order to support meeting the objectives of the organisation.

Implementation

This is probably the area where APICC can bring the most value to organizations in Hong Kong. Once the full set of IC related opportunities and risks is understood by an organization, action can be taken to enhance opportunities and mitigate risks. APICC will coach companies by providing services, either directly or by reference to local or international experts. We will listen to your needs over time and modify our service offerings accordingly. The available coaching includes:

- **Why an IC Approach is needed** today to ensure a sustainable Organisation.
- **IC Inventory.** What IC do you have today?
- **IC Questionnaire.** How important is IC to you and how well are you doing in creating and using it?

- **IC Audit.** Goes beyond the questionnaire and suggests steps you may need to take.
- **IC Benchmarking.** Compares your actual performance against best-in-class practices.
- **IC Future Planning (Customised).** Gives a reasoned future plan for IC in your organization based on YOUR input.
- **Building Structural Capital to Mitigate Future Risk.** Selects key areas where you may need to convert tacit knowledge into recorded structural capital to ensure ownership and make more re-usable by those other than present knowledge holder.
- **Creating an IC Strategy** to fit your Organisation's needs. Takes you through the necessary steps and coaches you in creating a good strategy.
- **Creating and Imbedding an IC Activity** in your Organisation to fit your needs. Converts the strategy into processes and living activity in your organization.
- **Working with your Knowledge Workers.** Creating the best Climate for Innovation. This is a Workshop for you and your knowledge workers to unleash their full innovation potential and your full management ability.

This is only a selection of the ways in which we can work with your organisation.

For more information, please contact:

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