

Figure 4.2b-_: Knowledge Assets

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| <ul style="list-style-type: none"> • process descriptions |
| <ul style="list-style-type: none"> • Intranet content |
| <ul style="list-style-type: none"> • best practices, benchmarking findings |
| <ul style="list-style-type: none"> • algorithms, formulas, forecasts, projections |
| <ul style="list-style-type: none"> • languages |
| <ul style="list-style-type: none"> • audio and video recordings |
| <ul style="list-style-type: none"> • presentations, workshops, seminars |
| <ul style="list-style-type: none"> • graphics, diagrams, maps, schematics, organization charts |
| <ul style="list-style-type: none"> • schedules, calendars |
| <ul style="list-style-type: none"> • balanced scorecard measures |
| <ul style="list-style-type: none"> • photographs, drawings, sketches |
| <ul style="list-style-type: none"> • databases (e.g., customer records) – searchable and non-searchable) |
| <ul style="list-style-type: none"> • other data and information repositories |
| <ul style="list-style-type: none"> • training and education materials |
| <ul style="list-style-type: none"> • intellectual capital, including customers, employees, copyrights, registered designs |
| <ul style="list-style-type: none"> • image capital – protection/leverage of trademarks, goodwill, reputation |
| <ul style="list-style-type: none"> • research |
| <ul style="list-style-type: none"> • annual reports |
| <ul style="list-style-type: none"> • human memory |
| <ul style="list-style-type: none"> • knowledge and expertise held by employees |
| <ul style="list-style-type: none"> • knowledge embedded in our organizational systems |

Replace exemplary information with information representative of your organization. [Blue](#) underlined words link to [other Templates](#), Results Charts, and [Best Practices](#).

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