



How Showcasing “Intangible Assets” Propelled a Company from Great to Greater

The Challenge

Already on its way to becoming one of America’s iconic corporations, this Fortune 500 technology company possessed innovative products, world-class R&D and an exemplary corporate culture.

To distinguish itself even further from the competition, management wanted to be one step ahead and show the rest of the world the true driver of the company’s success: its unique way of thinking – in every aspect of its operations.

Our Solution

We helped the company develop an effective platform to showcase its leadership position. Each month, executives from a variety of functional areas within the company – R&D, marketing, finance, manufacturing, distribution, human resources, etc. – delivered webinars to both external and internal audiences to discuss the unique aspects of the firm’s operations.

What made these presentations exceptional was their emphasis on the company’s intangible assets. The company understood that the value of companies was shifting markedly from tangible assets, "bricks and mortar," to intangible assets like intellectual capital that are the key drivers of shareholder value in the knowledge economy.

Instead of discussing how much money their department was making for the organization, presenters focused on the invisible assets that propelled its exemplary performance, including:

- The importance of its strong corporate culture and the role it played in promoting competitiveness and innovation.
- How its distribution methods supported stronger, lasting customer relationships.
- How the company’s R&D and marketing functions worked together to ensure that products exceeded customers’ expectations.

The presentations were unique in several other ways: First, while the company didn't disclose its trade secrets, it was unguarded in sharing its distinctive ways of doing business. Additionally, attendance wasn't limited to company "insiders" – investors, industry analysts, partners and employees. The company allowed any and all interested parties to listen in, including competitors.

Impact on the Company

From Chef's perspective, the intangible asset assessment allowed him to understand where he was leaking asset value, and how to build on those intangible assets that truly mattered to the growth of his business. It also clarified his role in the business, which was to "lead" rather than to "pull" and allowed him to look at the big picture rather than micromanaging.

More importantly, equipped with the findings of the study, Chef Michael was able to proceed with his renovation and expansion of Restaurant Michael. By including an executive summary of the study in his investor packet, he was able to quadruple his pool of prospective investors, resulting in a lower cost of capital for his project.

For more information, please visit www.saltaresolutions.com or contact:

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