

## MAXIMIZING ROI IN HUMAN AND INTELLECTUAL CAPITAL

People and other intellectual resources, such as systems, technologies, processes and brands have become for many organizations their most important forms of capital. Research by the OECD and other leading bodies has revealed that despite the fact that these resources are increasingly interconnected and interdependent, organizations typically lack well integrated strategies for managing them.

This half day in-house seminar is designed to provide an executive briefing on latest research and practice in the fields of human and intellectual capital and introduce an integration methodology that can be used to improve alignment and leverage interdependencies between people and other resources for performance improvement.

Attendees will learn how the methodology can be used to:

- Increase service efficiency and quality
- Make better outsourcing and insourcing decisions
- Improve talent retention and development
- Create effective knowledge and information management strategies
- Boost bottom line performance and build long term capabilities

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### Who Should Attend

CEO's, CFO's, Corporate Services Managers, HR Managers, IT Managers, Business Strategists, Change Management and Organization Development specialists, Outsourcing and Shared Services Managers and others concerned with improving returns from people and intellectual resources.

## Seminar Program

This half-day executive seminar is designed to be run on an in-house basis and can be tailored to suit organizational priorities. Participants will have an opportunity to raise issues and discuss the implications of applying concepts and tools, including the intellectual capital integration methodology to their own organization and work contexts.

For further information download our [Executive Brief](#) : *Maximizing ROI in Human and Intellectual Capital: an Integration Methodology*

### Topics

#### **Managing people and other intellectual resources in organizations: the state of the art, current issues and emerging trends**

- Intellectual capital concepts: human, social and organizational capital
- Links to resource-based and knowledge-based concepts
- The case for integration: limitations of current toolsets; need for a systemic and dynamic approach

#### **How to optimize resource fit and dependencies**

- Key concepts: fit, dependency, systems thinking
- Identifying fit – performance links
- Modelling interdependencies between people, tasks and resources
- Optimizing fit and dependencies

#### **Using an Intellectual Capital Integration Methodology**

- Background and core concepts
- Design features
- Examples of strategic applications
- Implementation considerations and options

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**Program Leader**  
**Dr. Alan Burton-Jones**

Formerly director of British Oxygen's computer services business in Europe, Dr. Alan Burton-Jones heads an international management consultancy practice headquartered in Brisbane, Australia.

He is co-editor of the *Oxford Handbook of Human Capital* (Oxford University Press 2011), a landmark work on human capital in organizations, and author of *Knowledge Capitalism: Business Work and Learning in the New Economy* (Oxford University Press, 1999, 2001, 2005), (Nikkei 2002). His writings have been published in leading academic and business journals.

He has consulted to major organisations in both public and private sectors on strategies for organizational development and change, strategic sourcing, performance management, IT-business integration, workforce diversity, knowledge management and top team effectiveness.

He regularly conducts executive training seminars and workshops in Australia, Asia and UK and has delivered specially tailored courses for the UK Institute of Directors (IOD), UK Chartered Institute of Management Accountants, US-based Conference Board and the Asia Productivity Organization.

He is a senior adjunct faculty member of the University of New South Wales (Australian Graduate School of Management) and Griffith University (School of Employment and Human Relations) and a visiting Assistant Professor at Bond University (School of Business).

His professional and academic specializations include managing human and intellectual capital; strategic and international HR; IT-business integration; innovation and change management and global business strategy.