

Group/Division Comprehensive Balance SheetSM *Measuring and Managing Intra-Enterprise Intangibles*

The Problem

Common business wisdom states, "If you cannot measure something, you cannot improve it." Your divisions' managed intangible assets and liabilities make up a significant part – possibly more than half – of their assets and liabilities, yet they can be extremely challenging to quantify, hard to compare against financial balance sheet assets and liabilities and thus difficult to manage and improve.

One way of measuring the overall effectiveness of a group's or division's top executive is to compare before and after valuation of the assets – and liabilities – that the executive controls; if they improve overall, that executive is nurturing and maximizing the assets you entrusted to them. If, however, overall assets go down in value – even when tangible assets improve in value (which unfortunately implies a potentially significant drop in intangible values such as human resource or customer satisfaction), that executive may be failing to nurture and maximize all assets under their management.

Our Solution

SynOvation Solutions offers its unique Group/Division Comprehensive Balance SheetSM service, which uses an innovative and unique process to measure, "dollarize," protect and grow a division's unique collection of intangible assets and liabilities by identifying, prioritizing, measuring, planning improvements to, meaningfully valuing and lining up processes to re-value them periodically. Each time you value group intangible assets and liabilities, you report them side-by-side with corresponding tangible assets and liabilities in order to evaluate that group's full net assets-under-management value.

Our usual first step is a two-day "Discovery" phase, during which we work with key management and staff to identify and prioritize the group's unique intangible assets and liabilities and to scope the cost and effort of incorporating them into a Comprehensive Balance Sheet relative to corresponding tangible assets and liabilities.

Group/Division Comprehensive Balance SheetSM Benefits

Our Group/Division Comprehensive Balance SheetSM service provides you these key benefits:

- Full return on your investment – both your time and ours – in as little as 3 months
- Significant and on-going objective improvement in value of division-managed intangible assets and liabilities
- Division management and staff awareness of the true value of their managed intangible assets and liabilities
- Improved ability to measure manager's achievements and net effect on managed tangible and intangible assets