



ECIC 2009

INHOLLAND
University of Applied Sciences

**European Conference on Intellectual Capital
INHolland University of Applied Sciences,
Haarlem, The Netherlands
28-29 April 2009**

- Conference Chair:** Dr Daan Andriessen, Centre for Research in Intellectual Capital, INHolland University, The Netherlands
- Programme Chair:** Dr Christiaan Stam, Centre for Research in Intellectual Capital, INHolland University, The Netherlands
- Keynote Speaker:** Verna Allee, Value Networks LLC, USA
"Getting to the right questions about intangibles"

Keynote outline

For roughly a decade intangibles and intellectual capital have been explored as a critical aspect of business analysis. In that time a number of questions have been addressed regarding intangibles, but are we really asking the right questions? Are we too fixated on valuation and overlooking the actual dynamics of value creation? Have we become more occupied with "counting" than "conversion?" How far have we really come in demonstrating exactly how intangibles and intellectual capital drive business performance and create value? Discussion of intangibles rarely moves beyond an isolated few people in a company – what are we missing that will drive intellectual capital "management" into everyday business language and concerns? How seriously are we addressing the role intellectual capital plays in creating a more sustainable economy and the kind of "true wealth" that makes life worth living? This session will explore these questions and others as we look at what is ahead for intellectual capital.

Verna Allee, M.A.

Verna is CEO of Value Networks LLC, (www.valuenetworks.com), a noted author, innovator and pioneer in value networks, intangibles and knowledge management. Customers include Cisco, Boeing, SAP, Rolls Royce Marine Engine, Knoll, Kimberly-Clark, AgResearch, Mayo Clinic, and others addressing regional innovation, global finance, large healthcare networks, and emerging industries. Ms Allee is a Fellow of the World Business Academy, advisor to the European Commission, member of the Editorial Board for Ethical Markets television series, and a member of the Brookings Institution Task Force on Intangibles in 1997.