

Comprehensive Balance SheetSM *Measuring and Managing your Intangibles*

The Problem

Common business wisdom states, "If you cannot measure something, you cannot improve it." Your organization's intangible assets and liabilities make up a significant part – possibly more than half – of your 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.

Surely you have heard the expression, "Our employees are our greatest asset." Yet, how many organizations manage their employee assets as carefully or as methodically as they do financial balance-sheet items?

Without a sound strategy to identify your organization's unique key intangibles, development of thoughtful measurements and a sound mechanism to track and compare over time, your organization runs the risk of decline across your intangible asset base which could negatively impact your market value and financial results.

Our Solution

SynOvation Solutions offers its unique Comprehensive Balance SheetSM service, which uses an innovative and unique multi-phase process to protect and grow your organization's unique collection of intangible assets and liabilities by identifying, prioritizing, measuring, planning improvements to, meaningfully valuing, periodically re-valuing and providing thoughtful feedback on them. Each time you value your intangibles, you report them side-by-side with your tangibles in order to evaluate your organization's full net value.

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

Comprehensive Balance SheetSM Benefits

Our Comprehensive Balance SheetSM service provides you these key benefits:

- Full return on your investment – both your time and ours – in as little as 6 months
- Significant and on-going objective improvement in value of your intangible assets and liabilities
- Staff and management awareness of the true value of your intangible assets and liabilities
- Improved ability to measure manager's achievements and their effect on both tangible and intangible assets