

## REFLECTION QUESTIONS CHAPTER 6

- == Did you know prior to reading this chapter that 80% of a premium business's value is tied to its intellectual knowledge (intangible assets)? It's true. And yet most owners don't get any read on this number because it doesn't show on their balance sheet. What system, if any, do you use today to measure the value of your intangible assets? Go to [www.WTDDownloads.com](http://www.WTDDownloads.com) and download and complete the Score Your Human Capital exercise. What did you learn?
- == Do you see how performing this exercise for each of your 4Cs would deliver a specific intentional list of value factors you could improve to drive your business value sky high? Does that sound like something worth doing? Perform that same exercise, scoring each of your 4Cs using the Common Sense Scoring scale. What was your overall score? What did you learn?
- == Identifying the value factors that drive the strength of your intangible capital is intuitive for most business owners. However, what most owners don't do is intentionally measure and manage them. Try naming three value factors for each of your 4Cs: Human, Customer, Structural, and Social.