Capstone Exercise: PIVOT – Inventory

Take an inventory of some of your organizations under-measured intangible assets. Consider both internal assets, and external assets that you may be able to access easily or through partnerships. The goal of this step is to understand alternative assets that you may be able to leverage into a new strategy.

**Intellectual Property**

*What intellectual property does your organization own? Consider unique insights, processes, skill sets, patents, etc.*

**Data**

*What data does your firm have access to? Consider point of sales data, market data, manufacturing data, etc.*

**Networks**

*What key networks exist in and around your firm? Consider employees, customers, alumni, integrators, partners, communities, peers, etc.*