Category

Consulting

Consulting Knowledge Asset & IP Performance Playbook

Measuring whether the firm's intellectual property actually pays for itself in reuse and differentiation

- Executive
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for measuring consulting firm knowledge assets and IP on genuine performance indicators — reuse rate, contribution to won proposals, and market differentiation — rather than treating IP development as inherently valuable regardless of whether it's actually used.

How is this different from the Consulting Firm Knowledge Management

& IP Development Playbook? That playbook is about building a knowledge management system designed for genuine reuse. This one is about measuring whether the firm's existing IP and knowledge assets are actually performing — being reused, contributing to wins,

differentiating the firm — as an ongoing performance discipline distinct from the system design itself.

What counts as IP "performance" for a consulting firm?

Concrete, trackable indicators: how often a specific framework or asset is reused across engagements, whether it's cited in won proposals, and whether it shows up as a genuine differentiator clients or prospects recognize — not just whether it exists in the repository.

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