



Company Profile

Auer Consulting & Partner

Auer Consulting is specialised in the management of non-accountable assets of organisations. Those soft factors appear in the literature under the terms *Intellectual Capital* or *Intangibles* and cover the following categories:

- **Human Capital** Skills, Know How, Experience and Expertise of the employees. Human Capital corresponds to the organisational competencies for problem solving and innovation capacity.
- **Structural Capital** Infrastructure, production procedures, processes, patents and brands etc. The Structural Capital includes everything remaining in the organisation, when the employees left home.
- **Relational Capital** Embedded Relations of the organisation: Networks with customers, suppliers, investors and other stakeholders.

In the knowledge society it is undisputed that the Intellectual Capital represents the most important asset of a knowledge-based organisation, which can be significant higher than the booking value. The sustainable treatment of this resource is an interdisciplinary management task: A strategic HRM, a efficient knowledge work, a transparent internal & external communication and a high-trust culture are the preconditions for value creating treatment of Intellectual Capital.

Our competencies are specific solutions for these challenges:

- Strategic HRM
 - Assessment for Recruiting and Management Development
 - Definition and taxation of teaching goals (Triplex-Method Frey-Akademy)
 - Individual Skills-Management
- Knowledge Management
 - Project-Coaching from conceptual planning up to implementation
 - Process models for the transfer of tacit knowledge
 - Intellectual Capital Reporting
 - KM-Teaching
 - In-house workshops and seclusion events
- Sustainability management and Sustainability reporting
 - Project-Coaching (Triple Bottom Line)
 - Sustainability reporting (GRI-Guidelines)
 - Sustainable management of the resource knowledge
 - Sustainability-Teaching
 - In-house workshops and seclusion events

We appreciate your visit on our website(s) and we will be glad to answer your detailed questions.

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