

THE FOUR INTANGIBLE CAPITALS



Human Capital is simply the people in your business and the value they bring. When your team has the right mix of skills, experience, adaptability, and motivation, the business becomes stronger and more valuable. All else being equal, buyers and investors place higher value on companies with great people. Team members hold each other accountable, not just because a boss says so, but because they care about the people they work with and the standards they share.



Customer Capital is really about the strength of your relationships with your best customers. The more connected and loyal those customers are, the more valuable your business becomes. Long-standing relationships, repeat business, and a customer base that is not overly dependent on just a few clients all add stability and value. The strongest businesses also pay close attention to which customers and products are actually profitable.



Structural Capital is the know how that lives inside your business, not inside any one person. It includes your systems, processes, technology, and intellectual property that keep the company running day to day. These are the things that stay in place even when people are out of the office. When knowledge is written down and built into repeatable processes, the business becomes easier to manage, adapt, and grow. Strong structure helps the company run smoothly and scale without relying too heavily on any one individual.



Social Capital is the way people in your company work together and how the business shows up in the community. It reflects how your team communicates, the values they live by, and how they treat each other, customers, and partners. This is more than just good manners or teamwork. It is what holds your people, systems, and customer relationships together. When social capital is strong, the business runs smoother, adapts faster, and is better positioned to grow from good to great.





HUMAN CAPITAL

Recruit

What traits, skills, and attitudes matter most when hiring key employees?

Motivate and Retain

How do you recognize good work and keep your team engaged and appreciated?

Develop and Grow

As your business grows, are your people growing with it through training, new responsibilities, and advancement opportunities?



CUSTOMER CAPITAL

Relationships

How strong and consistent are your relationships with your customers?

Stability

Are those relationships long term, recurring, or supported by contracts?

Relevance

Is your business truly important to your customers' success, or could they easily replace you?



STRUCTURAL CAPITAL

Processes

Are your core processes clearly documented so others can follow them?

Systems and Structure

Do your financial systems and business structure support efficiency and smart use of capital?

Assets and Infrastructure

Are your equipment, technology, and facilities being used effectively/efficiently?



SOCIAL CAPITAL

Culture

What does the way people work together say about your business?

Attraction

Are employees and customers naturally drawn to your culture?

Transferability

Would your culture remain strong if ownership or leadership changed?

