

Prior to beginning work on this assignment,

- Read the weekly lecture. (ATTACHED)
- Read Chapter 9 of *Shift Ahead: How the Best Companies Stay Relevant in a Fast-Changing World*.
- Review the *DargeanGrix Business Scenario* (ATTACHED)
- Read the article: *The Hidden Value in Your Intangible Assets* - <https://sfmagazine.com/post-entry/january-2016-the-hidden-value-in-your-intangible-assets/>
- Review the following: *5 Powerful Ways to Confront Change in the Workplace* - <https://www.forbes.com/sites/larryalton/2017/07/26/5-powerful-ways-to-confront-change-in-the-workplace/?sh=3e36ae3b290d>
- , *'Niceness' Can Hurt an Organization* - <https://www.shrm.org/hr-today/news/hr-news/Pages/Niceness-Can-Hurt-an-Organization.aspx>
- , *8 Ways to Manage Change in the Workplace Effectively* - <https://lindenbergergroup.com/8-ways-manage-change-workplace-effectively/>
- , *Intangible Benefits Can Play Key Role in Business Case* - <https://www.cio.com/article/2442083/intangible-benefits-can-play-key-role-in-business-case.html>
- , *What Are the Tangible and Intangible Benefits of ERP System?* - <https://www.linkedin.com/pulse/what-tangible-intangible-benefits-erp-system-udwig-kleynhans/>
- , and *What Are Intangible Benefits?* - <https://bizfluent.com/info-8595681-intangible-benefits.html>

In this assignment, you will construct a justification for the purchase or outsourcing of the technology you would recommend as the solution to the video communication problem described in your Week 3 What It Takes to Be a Champion of Change Video Presentation discussion. Conduct an internet search using the key-word phrase “video conferencing solutions” to identify a solution that might fit the company’s needs.

NOTE: The chosen technology is only a framework and isn’t as important as your justifications using the intangibles you identified in your Week 2 What are Intangibles Worth? discussion, Current Intangible Business Costs assignment, and from reviewing the *An Intangible Example* (ATTACHED)

Using the elements you identified in the DargeanGrix scenario in Week 2 for justification,

- Build a table with approximate costs associated with each of the elements in the company’s current environment.

- Some of these should be actual (tangible) costs and some should be implied (intangible) costs (e.g., customer satisfaction, employee satisfaction, efficiency, etc.).
- Weigh the tangible costs and the intangible improvements that the new technology will bring to the organization using a narrative format and contextual reasoning.
- Create a justification for the solution using the intangible elements the solution will provide.
- Explain how these elements have a significant impact on the organization, employees, and customers.

Remember that your goal is to be able to justify a possible investment using intangible benefits in a new technology in which there is little in the way of traditional return on investment (ROI) to lean on.

The Value of Intangible Benefits assignment

- Must be at least five double-spaced pages in length.
- Must include a separate title page with the following:
 - Title of paper
 - Student's name
 - Course name and number
 - Instructor's name
 - Date submitted
- Must utilize academic voice.
- Must include an introduction and conclusion paragraph. Your introduction paragraph needs to end with a clear thesis statement that indicates the purpose of your paper.
- Must use at least five credible sources in addition to the course text.
- Must document any information used from sources in APA Style
- Must include a separate references page that is formatted according to APA Style