

## **Example of a magazine draft synopsis:-**

This is a draft synopsis that Rubicon Writing Services sent to **People Management** magazine on behalf of a client who wanted to publish a feature on Intellectual Capital. The synopsis was accepted and the article then written and published.

### **Draft synopsis for "People Management" magazine 'How to...' series**

Proposed Title: "How to...identify Intellectual Capital within your organisation"

#### Introduction Section

*This section will set the scene by giving an example of a Manager who has been asked to find out about IC within the Company and doesn't know how to tackle the issue...*

#### 1 Understand what 'Intellectual Capital' actually means

*This section will define what Intellectual Capital is – and what it isn't and why it is so important to every organisation in today's competitive marketplace.*

#### 2 Know where to look for it

*This section will provide advice on how to actually identify IC within an organisation i.e. where to look for it and how to recognise it.*

#### 3 Categorise it

*This section will show how to categorise different types of Intellectual Capital into meaningful subdivisions.*

#### 4 Identify each component

*This section will show how to analyse Intellectual Capital in order to determine its underlying key drivers.*

#### 5 Focus on what adds value

*This section will show how to learn the difference between IC components that actually add business value and those that are 'good practice' but add little or no value.*

#### 6 Measure it!

*This section will show how to start measuring the true value of the key IC components that have been identified.*

#### 7 Manage it!

*This section will show how Intellectual Capital measures need to be carefully managed in order to reap long term benefits.*

#### 8 Refine it and nurture it

*This section will show how to continually refine and nurture Intellectual Capital to make an organisation increasingly effective and competitive.*

#### 9 For more information...

This will direct readers to contact XXX Organisation and how they can help measure Intellectual Capital on behalf of their clients to gain maximum business benefit