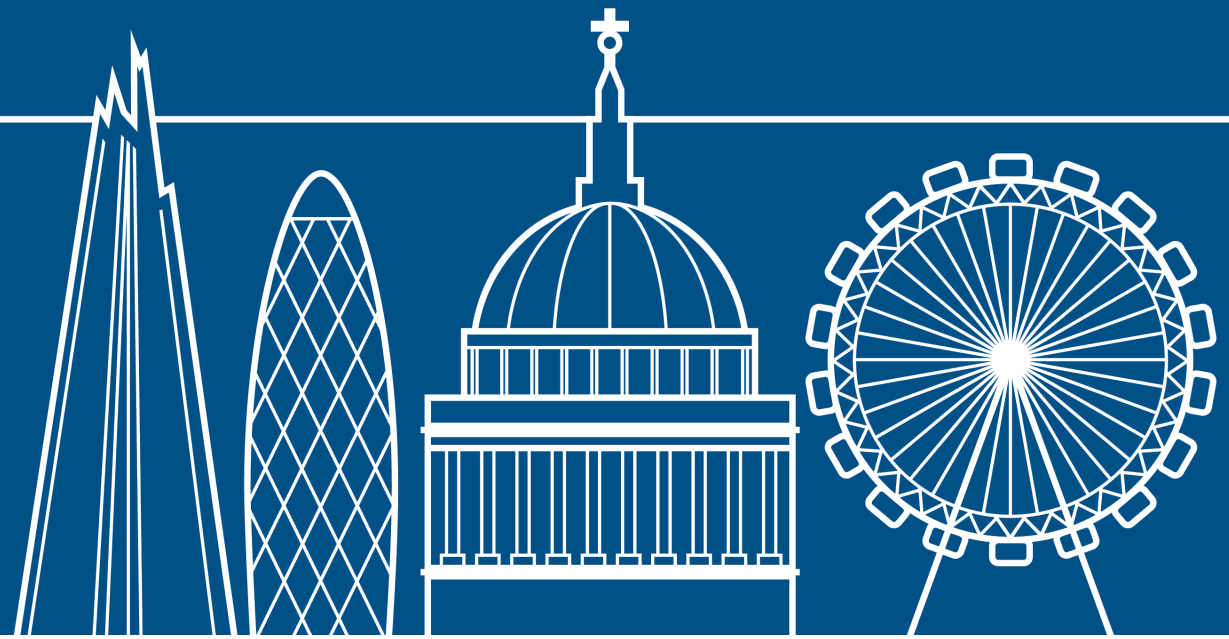




# FICPI ExCo & 21st Open Forum

London, 1-7 October 2023



## How to Implement strategy: Getting the results after the decisions : 'Getting things done - Part 2'



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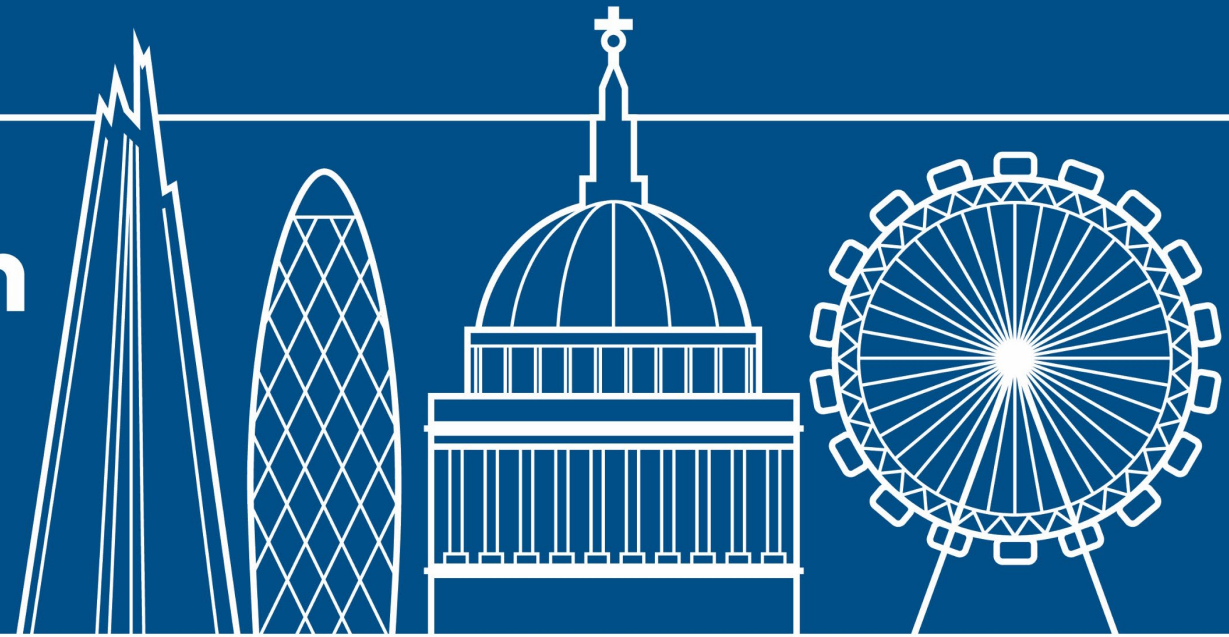
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# 21st Open Forum

London

4-7 October 2023



## Introduction

Ian Gill

Partner, AA Thornton IP LLP, United Kingdom



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London, England  
4-7 October 2023



Ian Gill



Justin  
Cassell



Jean-Nicolas  
Longchamp



Laura  
Mannering



Dr. Howard  
Read

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1. Summary of the previous sessions
2. Panellists to discuss their WIG (or equivalent)
3. Panel discussion
4. Questions



ACHIEVING YOUR WILDLY  
IMPORTANT GOALS

#1  
Business  
Bestseller  
The Wall Street  
Journal

# The 4 Disciplines of Execution



CHRIS McCHESNEY

SEAN COVEY

THE NEW YORK TIMES BESTSELLING AUTHOR

JIM HULING

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# The 4 Disciplines of Execution

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- 1 Focus on the most important goals
- 2 Act on the “lead” measures
- 3 Keep a scorecard
- 4 Accept accountability



# 1. Focus on the most important goals

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## ✓ Keep It Simple

- *“Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it’s worth it in the end because once you get there, you can move mountains.”*  
Steve Jobs

## ✓ 80/20 rule

- Italian Economist and Sociologist Vilfredo Pareto (1848-1923) observed that 80% of the land in Italy was owned by 20% of the population – Pareto’s Principle
- 20% of something is always responsible for 80% of the results



## 2. Act of the “lead” measures

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- Lag measures are important - the lag measures are what we are trying to achieve, like higher profits. But by the time that you have information relating to the lag measure it is too late to do anything about it.
- Lead measures are predictive of reaching the goals.
- Lead measures can be influenced to help reach the goals.





## 2. Act of the “lead” measures cont...

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Weight loss

Lag measure – have you reached your target weight?

Lead measure – reduce calories to 2000 a day and exercise 4 times a week

The lag measure is the goal – target weight

The lead measures are predictive of the goal and can be influenced by you – if you achieve the lead measures you will move towards to goal



## 3. Keep a scorecard



“What gets measured gets done”

If you are measuring something then the probability of you acting on the information you now have is a higher.

Regular measurement and reporting keeps you focused on what you are trying to achieve.

Lead measures are often harder to measure.



# 4. Accountability



- Unless we hold each other accountable then the goals will be lost in the whirlwind
- Accountability is personal – not collective



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Justin Cassell  
Partner, Workman Nydegger, USA



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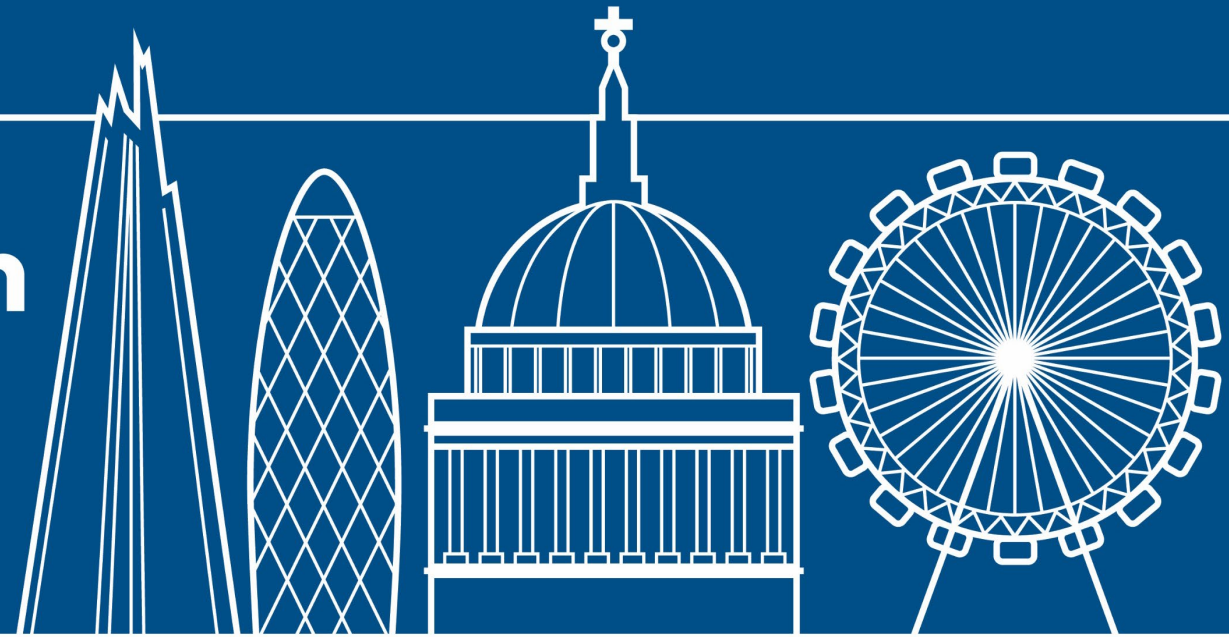
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Jean-Nicolas Longchamp  
Partner, Braunpat Braun Eder AG, Switzerland



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### **BRAUNPAT in a Nutshell:**

- Swiss law firm based in Basel, Switzerland (established 1989)
- 3 patent attorneys of which one is also handling trademark work
- 4 paralegals
- Was taken over in 2019 from Mr. Braun who was already >70 at that time

### **Considerations for the WIG:**

- The client based became as old as the previous owner
- New clients needed to be acquired and current clients needed to be reactivated

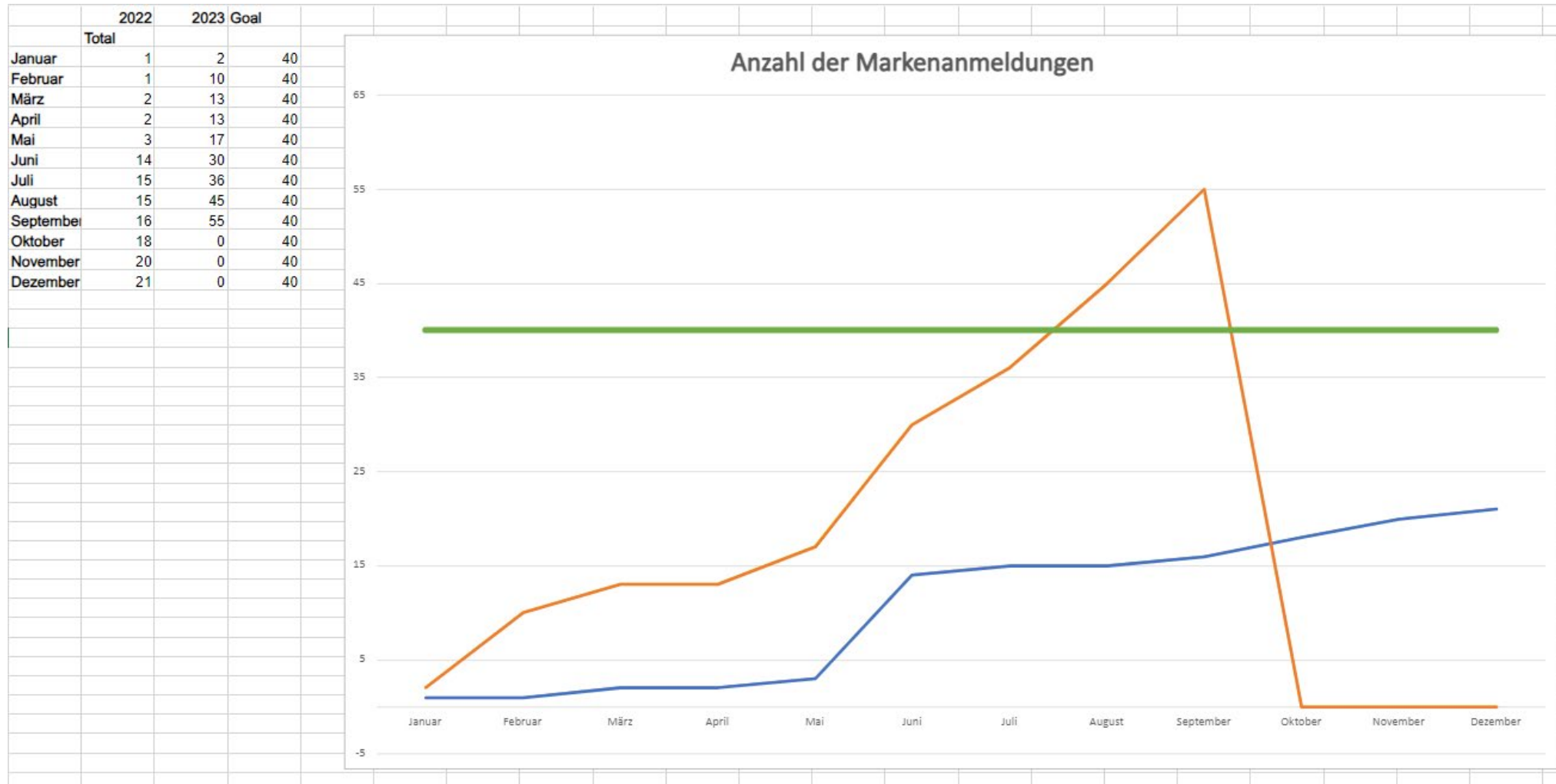
### **WIG:**

- Increase the number of trademark filings by 100% in comparison to 2022
- Increase the number of first patent filings by 50% in comparison to 2022



# Lag measures Trademarks

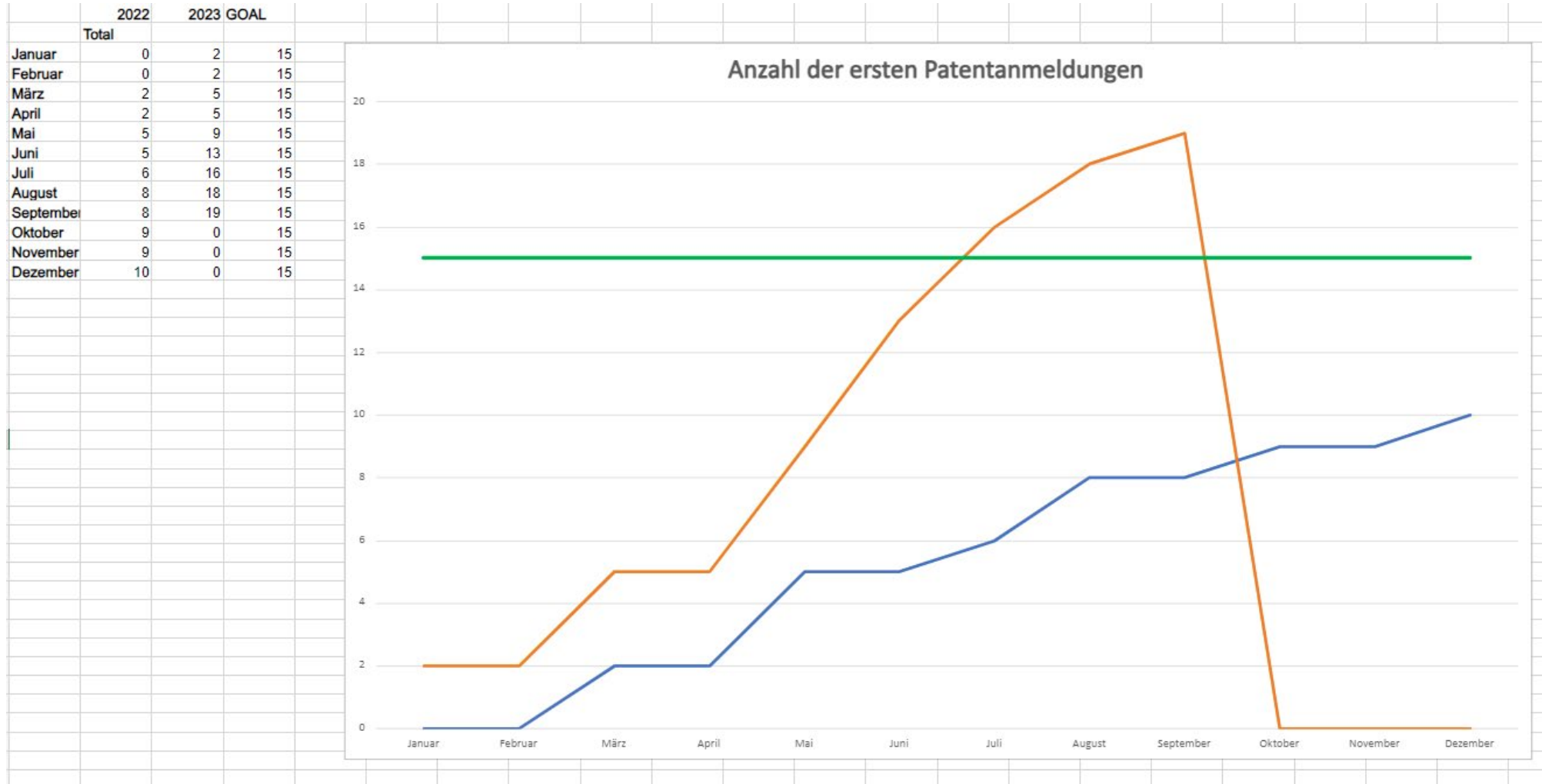
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# Lag measures Patents

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# Scoreboard

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## SCOREBOARD 2023

**WIG: Steigerung der Anzahl der ersten Patentanmeldungen um 50 % und der Markenmeldungen um 100 % im Vergleich zu 2022**

	JL	ST	JF	KM	MS	RW
Kontaktieren einen bestehenden Kunden und um ihn zu einem Geschäftsessen pro Monat einzuladen.	5	3				
Finden die Kontakte von 1 neuen potenziellen Kunden pro Woche	10	12				
Finden die Kontakte von 1 potenziellen Kollegen im Ausland pro Woche	5	6				
Veröffentlichen eines Beitrags auf LinkedIn und auf der Website pro Woche	10	3				
Teilnehmen alle zwei Wochen an einer Veranstaltung mit einem Start-up, einem Wirtschaftsverband usw.	9	7				
Erstellen und versenden eines vierteljährlichen Newsletters (DE/EN)						
Kontaktieren einen ausländischen Kollegen pro Monat, um unsere Firma zu präsentieren	2	5				
Besuchen unsere ausländischen Kollegen in DE						
Besuchen unsere ausländischen Kollegen in UK						
Andere	15	11	3	2	1	3



# Weekly to dos

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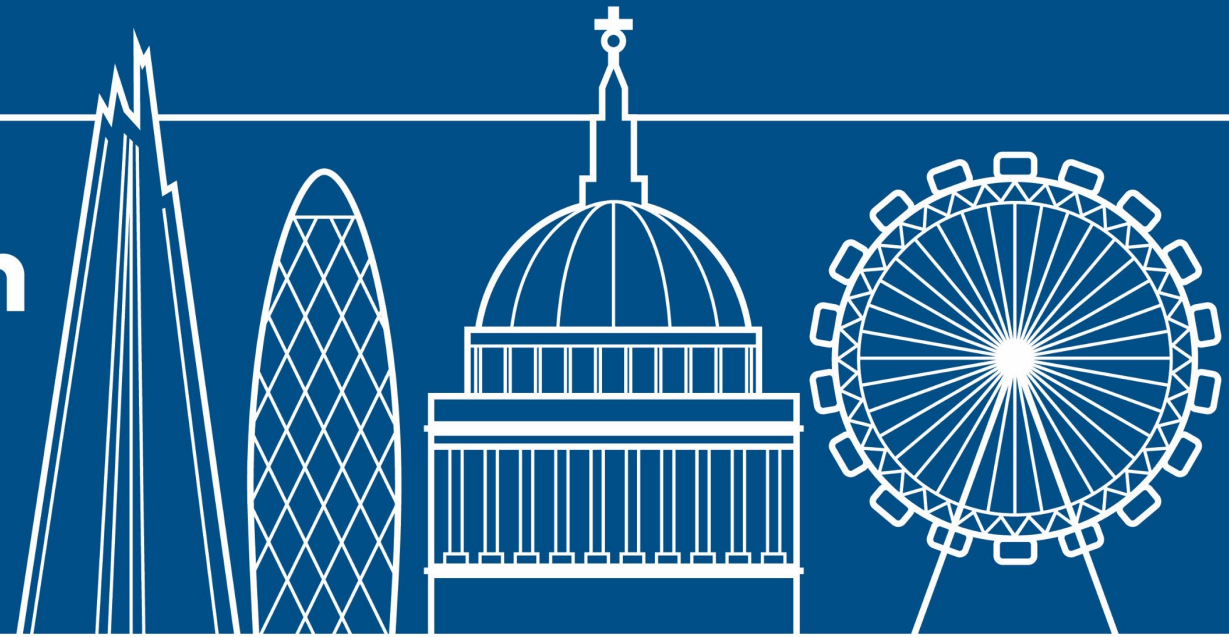
To Dos bis nächste Woche	
	<b>Was ?</b>
JL	Frühstück Innovation / INTA Nachhaken
ST	Frühstück Innovation
JF	
KM	
MS	
RW	



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Laura Mannering

Attorney and FICPI Norway Delegate, Bryn Aarflot AS, Norway



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**BRYN AARFLOT**  
EST. 1947

# Inside Our Business Development Project







# WIG

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**Our Goal:**

**1 new client in each of our  
3 core industry sectors**



**Aquaculture**



**Construction**



**Green Energy**



# What were the Barriers?



Long term goal

Billing targets

Pessimism

Workload



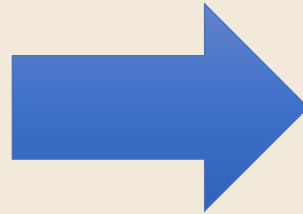


# LEAD Measures

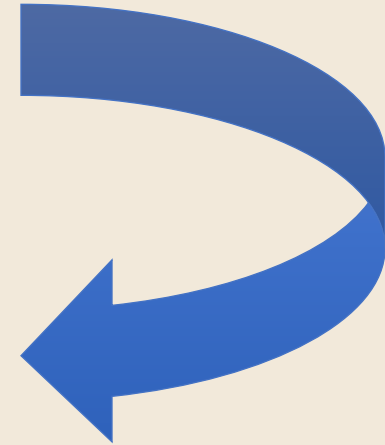


**LAW #1** A body at rest will remain at rest, and a body in motion will remain in motion unless it is acted upon by an external force.

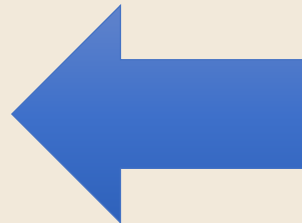
1. Relaunch  
Industry Group



2. Implement  
Structure



4. Maintain  
Momentum



3. Actionable  
Tasks

$$W = Fx$$



Did we succeed?

**NO?**

**Have we succeeded?**

**NOT YET**

The secret to a happy  
ending is knowing  
when to roll the  
credits

- Patterson Hood



A person in a blue and black wingsuit is captured in mid-flight, soaring over a vast, lush green valley. The valley is filled with dense vegetation and a winding river that flows through the center. The perspective is from a high altitude, looking down at the person and the landscape below. The sky is clear and blue.

Where is the Group heading?

The pay off

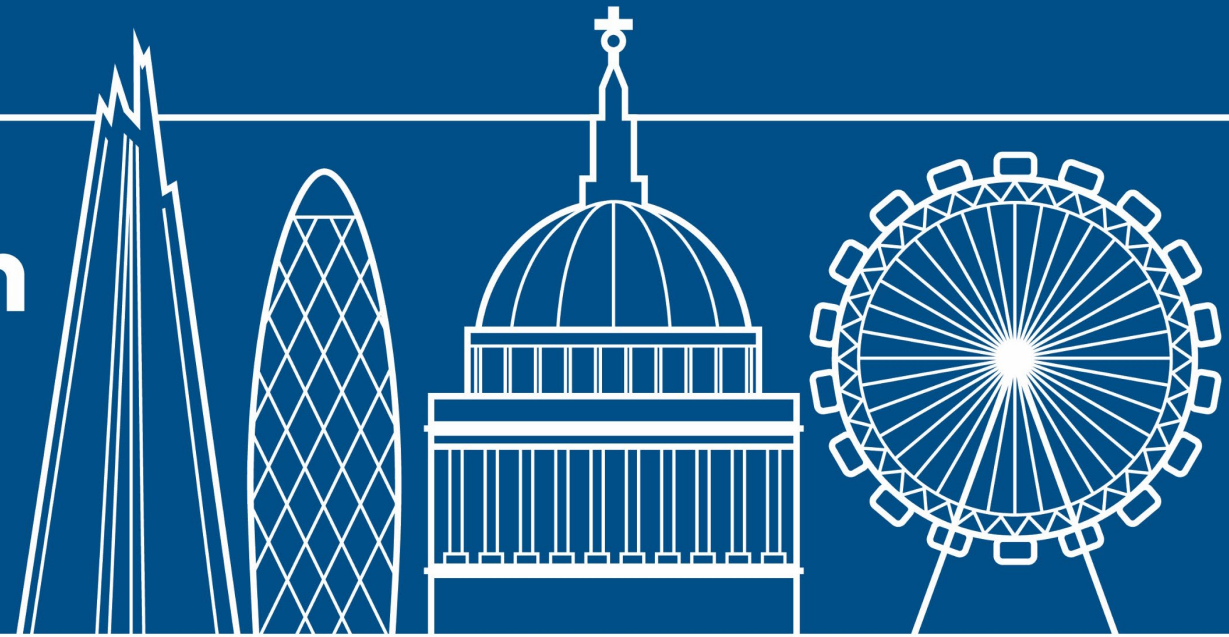
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Partner, Appleyard Lees IP LLP, United Kingdom



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# Objectives: 2030

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- Firm

- Support doubling revenue
- Support double-digit top line and bottom line annual growth
- Support increasing net profit by 1 percentage point annually

- Cambridge

- Achieve £XM net fees
- Achieve top 3 filing firm in Cambridge
- Achieve leadership in biotechnology and AI.



# 4DX



- WIG

- Interim Cambridge goal of 10% top line and bottom line real term growth from AI and biotech by 30 September 2023

- Lead measure

- Events.



# Challenges

- Commitment
- Competition
- Collaboration

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# Success?

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- WIG

- Interim Cambridge goal of 10% top line and bottom line real term growth from AI and biotech by 30 September 2023.



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