

Leading a Team of IP Professionals

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Discussion Overview

Topics we will cover:

- Why is leading a team important to you?
- What is required for an effective team of IP professionals?
- How do you have your team members do what they say they will do?
- What do you do when team members don't meet expectations?
- Maintaining motivation, satisfaction, and a sense of appreciation within the team.

**Why is leading a team important
to you?**

What is required for an effective team of IP Professionals?

- Relationship
- Culture
- Structure



- Relationship

We assert:

***Relationship is the Foundation for
Accomplishment.***

- Culture

Definition: Organizational culture is the behavior of humans who are part of an organization and the meanings that people attach to their actions. Culture includes the organization values, visions, norms, working language, systems, symbols, beliefs, and habits.

- **Structure:**

A framework that supports the continuing activities of the team and helps keep goals and objectives clear.

How do you have your team members do what they say they will do?

Accountability

- Responsibility
- Ownership
- Commitments

- What do you do when team members don't meet expectations?



What do you do when team members don't meet expectations?

- Act quickly
- Get to the root of the problem
- Take action



- **Act quickly**

- **Get to the root of the problem**
 - **Ask questions**
 - **Listen**

- **Take action**

- Plan for resolving situation
- Follow through
- If situation not resolved, deliver the hard message

- **Suggested Read:**

Crucial Confrontations by Patterson, Grenny, and Switzler

**Maintaining motivation,
satisfaction, and a sense of
appreciation within the team.**



Maintaining motivation, satisfaction, and a sense of appreciation within the team.

- Create a Collaborative Culture
- Delegate with Clear Instructions
- Maintain Communication
- Frequently express gratitude and appreciation

**Maintaining motivation,
satisfaction, and a sense of
appreciation within the team.**

- Suggested Read:
The Dream Manager by Matthew Kelly

Lee & Hayes* Questions?

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