
Navigating Change

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Business Challenges

- Changing legal framework
 - Competition with AU
 - Legal restrictions on NZ practitioners who are also barristers and solicitors
 - Requires unique company structure
 - Very high duty of care
 - New Patent Attorney registration regime
 - Previous cost of \$150, now >\$20,000

Business Challenges

- Changing environment
 - Internationalisation of employees
 - Staff attraction and retention difficult
 - One staff member recently received four enquiries from recruiters of AU firms in one week
 - Donald Trump effect



Tackling the New World - Strategy

- Smaller, more agile firm
 - Lower overheads
 - Easy to adjust direction
 - Watch for more to come
- Focus on specialist services
- Primary focus on local market

Tackling the New World - Staff

- Very selective staff recruitment
 - Sensitive to skills, qualifications, “fit”
- High value placed on staff – especially qualified staff
 - Flexible remuneration packages



Tackling the New World - Staff

- Workplace culture very important
 - Flexible hours
 - Open door support
 - Fun activities
 - Annual leave & sick leave
 - Equal opportunities
 - Safety: #Metoo, Buildings
 - Embrace technology
 - Electronic files
 - Remote work arrangements

