How to Implement strategy:
Getting the results after the decisions:
‘Getting things done - Part 2’
Introduction

Ian Gill
Partner, AA Thornton IP LLP, United Kingdom
Ian Gill

Justin Cassell
Jean-Nicolas Longchamp
Laura Mannering
Dr. Howard Read
1. Summary of the previous sessions

2. Panellists to discuss their WIG (or equivalent)

3. Panel discussion

4. Questions
ACHIEVING YOUR WILDLY IMPORTANT GOALS

The 4 Disciplines of Execution

CHRIS McCHESNEY
SEAN COVEY
JIM HULING

#1 Business Bestseller
The Wall Street Journal

www.ficpi.org
The 4 Disciplines of Execution

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

✔ 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

• 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.
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. Accountablity

• Unless we hold each other accountable then the goals will be lost in the whirlwind

• Accountability is personal – not collective
Justin Cassell
Partner, Workman Nydegger, USA
Jean-Nicolas Longchamp
Partner, Braunpat Braun Eder AG, Switzerland
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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Anzahl der Markenanmeldungen

STRENGTHENING THE PRACTICE OF THE INDEPENDENT IP ATTORNEY
www.ficpi.org
Lag measures Patents

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

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<th>JF</th>
<th>KM</th>
<th>MS</th>
<th>RW</th>
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### To Dos bis nächste Woche

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Laura Mannering
Attorney and FICPI Norway Delegate, Bryn Aarflot AS, Norway
Inside Our Business Development Project
Our Goal:

1 new client in each of our 3 core industry sectors
What were the Barriers?

- Long term goal
- Billing targets
- Pessimism
- Workload
LEAD Measures

1. Relaunch Industry Group

2. Implement Structure

3. Actionable Tasks

4. Maintain Momentum

W = Fx

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.
Did we succeed?

NO?

Have we succeeded?

NOT YET

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

- Patterson Hood
Where is the Group heading?

The pay off

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Objectives: 2030

• 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.
• **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
Success?

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