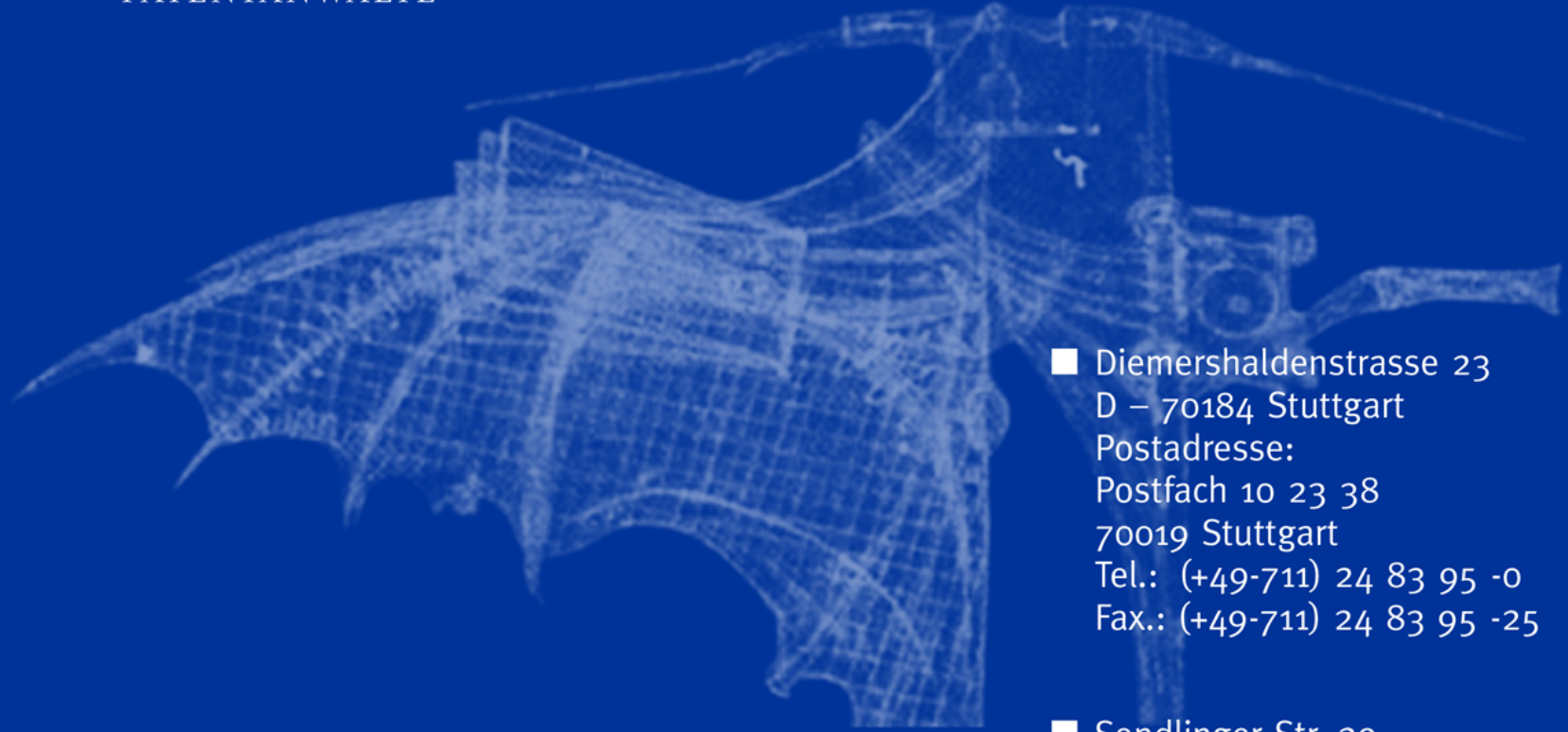


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Strategic Planning in a Patent Law Firm

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What is **strategic planning** ??

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Why strategic planning in a patent law firm ??

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Why strategic planning in a patent law firm ??

Does a patent law firm need a vision ??

Imagine yourself living in another country and
opening a **restaurant** !!

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➔ what would you do ?

- Identify your strengths and your weaknesses

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- Define a target group

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- Define a target group
- Specialize in order to concentrate on a very specific target group in view of competitors

What does this mean for a Patent Attorney ??

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Obviously, your strength is law and technology,
therefore you have become a Patent Attorney

What does this mean for a Patent Attorney ??

Now: what do you do ??

What does this mean for a Patent Attorney ??

Now: what do you do ??

Just sit there and wait ??

What does this mean for a Patent Attorney ??

Now: what do you do ??

Or rather go out and tell the world

(and potential clients) that they need you ??

What does this mean for a Patent Attorney ??

The question is: how do you want to run
your business ??

Of course, you want to be successful and make your living, but: do you do that on a day to day decision basis (→ randomness) or do you do that according to a plan (→ purposefulness) ??

Just like in the restaurant example

Just like in the restaurant example

- Define your target group (single inventors, medium sized enterprises, start-ups, large corporations, foreign business through associates etc.)

Just like in the restaurant example

- Specialize and talk about it ! → Find new areas of practice, specialize on new technologies, develop a new business concept ...

Just like in the restaurant example

- Create a picture of you and your business

Just like in the restaurant example

- Create a picture of you and your business

→ create a vision

Then your **strategy** will be to fulfil that vision and
bring together reality with the picture !!

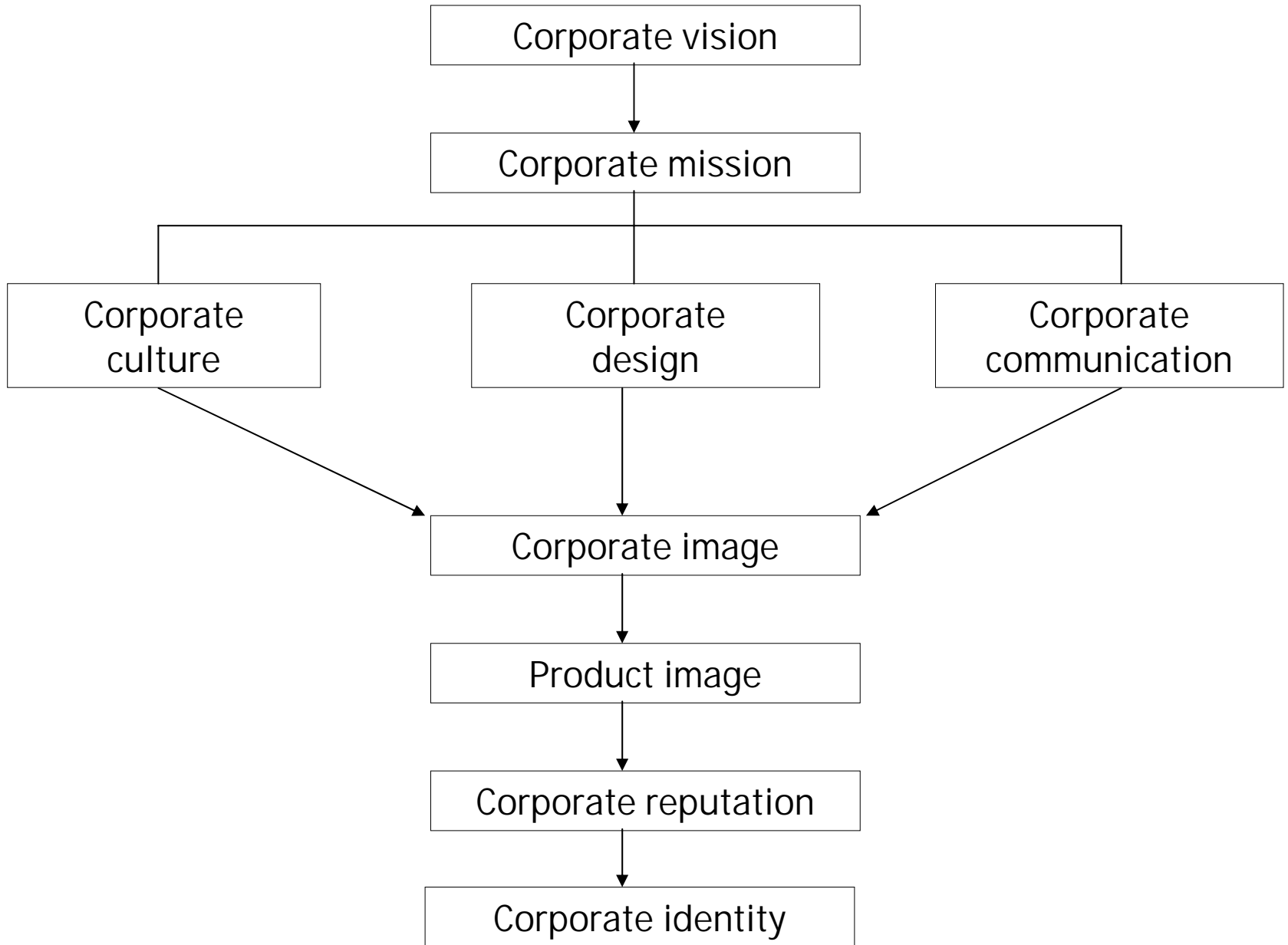
Then your **strategy** will be to fulfil that vision and
bring together reality with the picture !!

and: Tell the world about the picture !

This means to create a Corporate Identity !

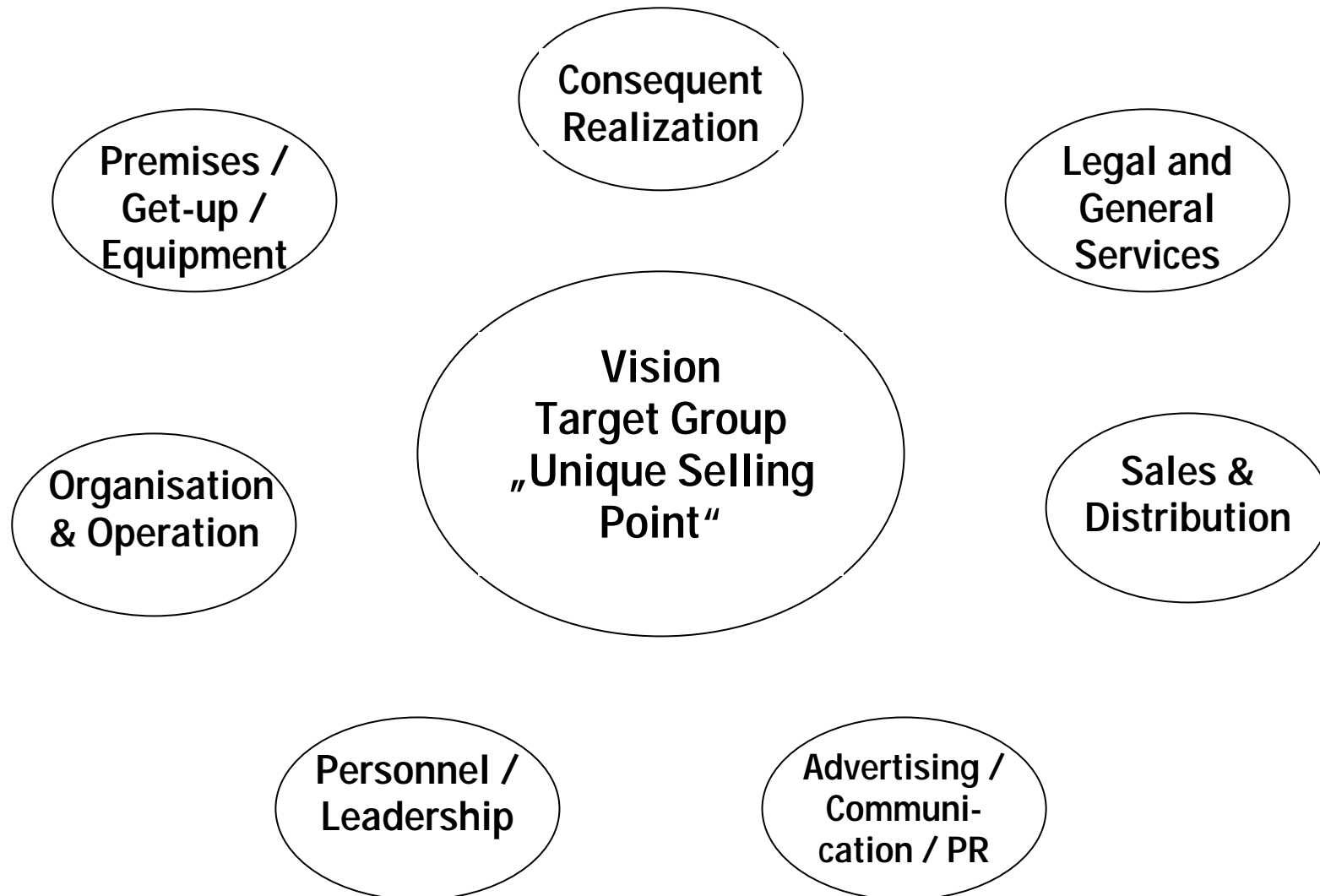
Now:

what is Corporate Identity ??



Strategic Planning is a sustained concept and basically affects every little part of your business, therefore, serious strategic planning involves every aspect

➔ Sub goals



In other words:

Bring the appearance of your firm in line with the
vision,

i.e. the picture your target group has of you (or is
supposed to have)

Step by step development of
your financial control system, your client monitoring
and your acquisition plan

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→ double-check in every step whether this matches
your vision

Very important: every person in the firm should be aware of that picture and live it

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➔ Involvement of employees and staff in the development process of the strategy (at least parts of it)

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➔ Involvement of employees and staff in the development process of the strategy (at least parts of it)

➔ Requires modern leadership qualities

Do you realize something ??

Do you realize something ??

This is going to be a huge task !!

Very important:

Do not overstrain !

Get everyone aboard !

External coach or consultant has to be
reliable and responsible !

Identify the most important areas in which action is required and concentrate on these first !

Break the overall task down !

STICK TO THE PLAN !!

STICK TO THE PLAN !!

BUT STAY FLEXIBLE !!

Don't let the plan control you !!

Control the plan yourself !!

GOOD LUCK !