IPI Academy

MANAGEMENT forum



*Presented by*
**Management Forum**

# IP Department Roadmap

This course provides a step-by-step, matrix-based methodology with a top-down and cross-functional approach to design an IP department roadmap

**Format:**
Bespoke training

**CPD:**
12 hours for your records (depending on your requirements)

Certificate of completion

# Course overview

## Is your IP department “stuck” in a current model which reaches its limits in terms of growing workload (internally and from recent acquisitions), change of business strategy, or change of management?

You are not the only ones. Prioritisation of IP department resources to further align with the business has been a recurring challenge for those in charge of the IP function, regardless of the department size. Again in KPMG’s 2021 report “Protecting Value” (a survey among 160+ IP departments from global companies in Europe and USA), proactive advise to internal clients (R&D, marketing, management) is the top priority while cost optimisation is the second reality although case workload keeps growing. Most frequent questions from CEO and executives: *do we use the right resources for the right activities? Can we achieve the same IP protection level in a different way? Is there a more optimum model budget-wise?*

The aim of the course is to design an IP department roadmap. This is not a plan for a specific technology, product or business segment of your company; instead, an IP department roadmap focuses on which IP activities for your team are essential in the short- and longer-term for the business to ensure that the “right IP resources” are allocated to the “right place” and at the “right time”.

To this end, this course provides a step-by-step, matrix-based methodology with a top-down and cross-functional approach to design an IP department roadmap. This practical methodology helps analyse the current business context of a company, define the right level of IP support for the business, and find a new dialog with CEO and CFO when it comes to budget and resources.

This course is not an extensive lecture about theoretical concepts or a long list of what the IP department should ideally do in a hypothetical future. Instead, the course is 100% based on insights gained from actual practice; it provides tools, dashboards and empirical thinking directly applicable to participants’ environments. During the course, participants will experiment a mix of teamwork exercises (one extensive case study, see below, applied to the methodology) and group discussions on key aspects such as categorisation, business scoring, IP scoring, transition, resources and budget.

Case study

The Executive Committee of the company GEC is preparing a new strategy plan for 2022-2025. During the previous plan, IP budget has been reduced for cost-savings reasons: 1/3 of the portfolio has been abandoned. During the same period, competition became more aggressive, resulting in erosion of GEC’s market share and GEC being forced to redesign new product generation due to blocking IP from the competition. GEC also faces challenges internally: GEC technologies are mature (mostly obsolete) and are competing against each other for the same applications. The Executive Committee of GEC is ready to put IP back on their agenda and take measures to close the IP gap with competition by 2025.

In the pre-reader, participants will receive: GEC strategy plan for 2018-2021; 2020 revenues and margins for GEC per product and technology; Market projections for 2025; and Current IP portfolio analysis per product and technology.

*Participants should count for 1-2 days of preparation before the course to get familiar with the facts of the case study.*

## Who should attend?

- IP Directors, IP managers or the like
- Patent attorneys representing SMEs with no/limited in-house IP department
- Ideal approach for newly appointed IP directors to better understand the business and management
- Also ideal for those aiming at repositioning the IP department away from ad hoc

## Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



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IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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