



LICENSING EXECUTIVES SOCIETY  
INTERNATIONAL

LESI Annual Meeting  
Sunday – April 23, 2017

# LESI Committee Strategy

Points to include in our planning process with the committees  
to more effectively define and accomplish our most important priorities

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# Our objective

“Make LES great again”



# Steps for Planning

Vision > Strategy > Implementation



# What we have been doing

- We have a vision
  - LES has best education, best membership, best publications, best annual meeting, best members, best connections, best fun, etc. in its field
- We have an arrangement for implementation of that vision
  - Committees for education, membership, publications, meetings, etc.



# What has resulted

- Good stuff . . .
- But we have not accomplished our vision
- Other professional organizations are overtaking and displacing us

. . . so it matters



# Why we failed

- Whether we accomplish anything and what we do accomplish depends on
  - the activities the committees happen to undertake
  - what the committees are used to doing
  - what the committees are comfortable doing
  - what the committees happen to accomplish
  - whether the committees have strong leaders
  - whether the committees have good workers
  - whether the committees have the right combo of skills
  - whether the committees have a succession plan



# Why we failed

- Planning and results are **random** and not strategic
- Plans and implementation are left to committees without board direction on strategic priorities
- We need strategy between “**vision**” and “**implementation**” so our efforts are directed strategically
- **Vision** > **STRATEGY** > **Implementation**



# How we can succeed

- Define key strategic priorities for accomplishing our vision of LES
  - The most important clear and concrete strategic goals key to our mission and success
- Define implementation
  - The most important clear and concrete strategic actions key to accomplishing our goals
  - Schedule for those actions
  - Responsible committee and people for carrying out those actions



# How we can succeed

- Board provides definition and direction
  - clear concrete strategic priorities and actions
- Avoid distraction
  - blue-sky discussion of general vision-level topics is not enough
- Avoid misplaced confidence
  - random committees projects is not enough



# How to define the priorities

- Each board member reviews annual plan and liaison reports of their liaised committees
- Identifies each committee's relevant strategic priorities for their LES mission and vision
- Circulates list of strategic priorities to committee for input
- Finalizes list and circulates each committee's strategic plan for board review and comment
- The board reviews, integrates, and provides direction and triage on the lists



# Define strategic priorities and actions concretely

- Priority – what is the strategic priority and goal
- Vision – what aspect of the vision does it support
- Actions – what will be done by when
- Responsible – who is responsible
- Status – what has been done and is needed



# Strategic areas for LESI

- Communications
- Education
- Meetings
- Publications



# Examples of concrete strategic priorities

- Services
  - Industry best practices
  - Educational curriculum
- Structure
  - Industry advisory boards
  - National society coordinators
- Communication
  - International program schedule



# Examples of concrete strategic priorities

## 1. Industry best practices

- Vision - LES is the top source of information on best practices in managing and licensing IP and obtains this information from top industry members involved in its field
- Concrete Actions (accomplish this fiscal year - by April 2018)
  - (1) Collect and publish high level feedback on best practices in managing and licensing IP from corporate members
  - (2) Convert Les Nouvelles and Global News to more actively driven publications rather than passive publishers of what is submitted
  - (3) Identify key issues and arrange key authors and ghost writers to work together to write articles
- Responsible - Patent and Technology Licensing Committee - in connection with the Industry Committees and Industry Advisory Boards and Publications Committee
- Status – initiated at some national levels (France).



# Examples of concrete strategic priorities

## 2. Education curriculum

- Vision - LES has the top curriculum of education programs in its field for its members to do their jobs; the array of programs and their logical progression and pertinence appears comprehensive, complete, sensible and user-friendly for effective promotion
- Concrete actions (accomplish this fiscal year - by April 2018)
  - (1) Collect all curriculum programs from all national societies
  - (2) Circulate to all national societies
  - (3) Organize into a grid based on level and audience
  - (4) Determine what curriculum programs are needed to fill gaps in grid
  - (5) Arrange and publicize the current array attractively in the interim
  - (6) Work with national societies to develop key missing programs
- Responsible - Education committee
- Status - In progress



## Examples of concrete strategic priorities

# 3. National society coordinators

- Vision - LES is the top integrated source of international information and resources in its field
- Concrete Actions (accomplish this FY - by April 2018)
  - (1) Arrange for LES national societies to appoint coordinators for LESI committees as contacts to provide and receive input
  - (2) Include the coordinators as members of the committee
  - (3) List coordinators/committee members on website
- Responsible – Each key committee
- Status - In progress by Education and High Tech Committees; under consideration by Patent & Technology Licensing Committee



# Examples of concrete strategic priorities

## 4. Industry advisory boards

- Vision - LES includes top people from top companies in its field that advise LES and participate in programs, studies, and best practices
- Concrete actions (accomplish this fiscal year - by April 2018)
  - (1) Collect advisory boards of industry members
  - (2) Publish organization names of board representatives on website
  - (3) Collect industry input on LES programs, speakers, and issues semiannually
  - (4) Develop and implement ideas how to strengthen IABs, spread IABs, get leaders to champion IABs, use IABs more broadly, benefit IAB members
- Responsible – Each industry committee
- Status - Established by High Tech Committee for IT and Software, Mobile and Consumer Electronics, and Transportation



## Examples of concrete strategic priorities

# 5. International program schedule

- Vision - In its field, LES has the broadest selection of continuing education programs by topic and by location; a huge number and variety of programs; for members and the public
- Concrete actions (accomplish this fiscal year - by April 2018)
  - (1) Collect information about national society programs from national society education coordinators
  - (2) Consolidate to have a single international collection of programs;
  - (3) Post on LES website
  - (4) Circulate at least quarterly by email to national societies and members (as US/C does for its local chapters weekly)
- Responsible - Education committee
- Status - In progress



# How to proceed

- Before the Winter Planning Meeting
  - Board prepares and triages a list of strategic priorities
- At the Winter Planning Meeting
  - Board and other leaders finalize the list
- Before the Annual Meeting
  - Committees prepare annual plan, priorities & scheduled actions
- At the Annual Meeting
  - Committees meet with the board
  - Committees hold planning meetings
- During the year
  - Board members follow & report on committee progress
  - Adjustments are made to see the priorities accomplished



Let's make LES great again.

Achieve the LES vision

Using concrete strategic priorities

Any questions . . . ?