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

John Paul
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).
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 . . . ?