

Using ipPerformance Benchmark Reports

How to get your IP program and assets to “perform” using your ipPerformance report

ipPerformance Group’s comprehensive IP intelligence and best practices reports are designed to be insightful AND useful, allowing your organization to effectively evaluate current operations, identify improvements and most importantly, take action. With every report we generate, we welcome the opportunity to discuss with you the content, findings, and implications for your organization. Our skilled subject matter experts are here for you.

To ensure you and your organization gain the maximum value from your report, we recommend the following organized company learning approach.

1 Review the report in whole or in sections and note any particularly compelling insights. Organize these insights by section (e.g., common training pitfalls, useful operations approaches) and make them available for discussion with your group or in a general session with IP stakeholders.



2 Schedule an Improvement Meeting with key executives, IP Department staff, IP management, research & development, engineering, and other key IP stakeholders in your organization to review the report and generate conversation. The objective is to identify areas of improvement in your current IP program, elicit direct feedback and buy-in from participants, and emphasize the importance of this critical area of your organization. Example considerations are:

- a. Review questions/slides and pick “three” improvement ideas that can be implemented in the next quarter or year.
- b. Review questions/slides and assess your own department.
- c. Review questions/slides and develop a strategy and process for monitoring results.
- d. Rate/categorize your organization with respect to some of the survey questions vs. where you would like your IP program to go.
- e. Pose the question to your team about the correlation between IP program and valuable invention idea submissions or commercially significant patent applications. What measurable, business impactful results can be attained as a result of IP training for your organization? Contact [ipPerformance Group](http://www.ipperform.com) for reports or consultation on IP program best practices.



3 Let’s use a training program scenario, since it’s vital to IP program success. Elicit feedback from the group in the form of an IP Training Brainstorming session, identifying points that make up “Your Company’s Ideal IP Training Program.” Example: One person may share that “Training should be more accessible to everybody,”



while another person may say, “All engineers should be required to do some IP training every year.” Capture these bullet points on a whiteboard for all to see. This is a time to question, ponder, examine, envision, and expand. You may want to utilize ipPerformance expertise and data to work with you to develop key performance indicators (metrics) that you can incorporate into your plan. This will help promote management support and buy-in, especially if you need additional resources.

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Using the feedback from step 3, develop or refine your **IP Training Vision/Charter statement**. This can be done as a group or by you. Ultimately, your IP training initiative must be aligned with your strategic IP management philosophy, program, and process. Contact [ipPerformance Group](#) for IAM strategy reports and a complimentary consultation.



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Share the IP Training Vision/Charter statement and refine if necessary. From your charter, assign/delegate improvement-oriented tasks, provide resources, develop improvement timelines, etc. Be sure to communicate any progress that occurs with your team, participating execs, etc.

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Periodically review the report, the insights developed by your team during the brainstorming session, and your Vision/Charter statement (e.g., 1st and 3rd Quarter) to measure your progress. Considerations are: What has or hasn't been accomplished and why? What recurring challenges or unproductive themes need to be eradicated to get the results your organization seeks?



Bottom Line: Use your IP best practices report results to catalyze discussions and evaluate improvement opportunities. The essential question is, “*What good is your IP if it doesn't ‘perform?’*” ipPerformance is available to discuss any IP best practices with you or facilitate discussions with your team.

“ I find the reports provided by ipPerformance Group to be concise, useful, and reasonably priced. I always look to their metrics and benchmarks as an initial resource to ensure that our department is closely aligned with the best practices in our specialty.”

—Chief Intellectual Property Counsel, Fortune 500 Company

About ipPerformance Group

ipPerformance Group, Inc. (www.ipperform.com) is the leading Intellectual Property advisory. Drawing on the knowledge of over 450 intellectual property management benchmarks of the Global 2000 companies, we help our clients improve performance in an intellectual property-driven world.

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