



2019-2020 LESI Strategic Planning:

Action Steps

Based on the Oct. 2019 Strategic Planning Discussion in Phoenix, AZ

Background/Purpose: *LESI Board members, along with members of the LESI Long Range Planning Committee, and available members of the LES USA-Canada leadership convened in Phoenix in October of 2019 and discussed possible actions LESI might take to build value and visibility for its membership during the next 5 years. The discussion was focused on four high-level topic areas:*

- Topic 1: Providing International Leadership
- Topic 2: Increasing Visibility, Engaging Members and Building Strategic Partnerships
- Topic 3: Developing and Delivering International Content, Education and Publications
- Topic 4: Improving LES Operations

Topic 1: Providing International Leadership

- ***Focus:*** *Serving as (1) a platform for identifying, investigating, analysing, and distributing information about innovation and commercialization, and (2) a platform for informed, substantive discussions that allow the organization to lead and support international policy discussions, such as those related to advancing the business of intellectual property, licensing and technology transfer.*

→ ○ **Action Steps:**

- Identify key issues through National Societies and LESI Committees-- ask Presidents and Committee leaders to regularly identify issues (monthly or bimonthly update? regularly scheduled calls with the President and/or Executive Director?)
- Conduct "Flash Surveys" of the LES membership through twitter or constant contact and make findings available to the public (e.g., 3-5 questions on Artificial Intelligence, IT Management or other hot topics)
- Consider providing LESI guidance for Government and Industry use (e.g., Principles for Trade Agreement negotiators, either general guidance and/or on specific negotiations) –
Assign to: LESI External Relations Committee
- Seek ways to raise LESI profile outside our Community as a knowledgeable expert on our core strengths – tech transfer and licensing

Topic 2: Increasing Visibility, Engaging Members and Building Strategic Partnerships

- ***Focus:*** *Increasing the visibility of LES and meaningfully engaging members will contribute to many of our organization's critical objectives during the next five years. Similarly, by seeking strategic partnerships with government, industry and other professional associations, LESI can elevate the LES brand, focus on its core value proposition when engaging prospective members, and support the work of individual societies.*



- **Action Steps:**
 - Create an LESI business task force to identify concrete actions LESI could take to attract more corporate members (short term); Consider creating an industry advisory board to the LESI Board to consider these action long-term
 - Identify partners and develop strategic partnerships to elevate the LESI Brand (create co-branding opportunities that focus on LES core issue areas) (e.g., IP NGOs such as AIPLA, ABA-IPL, IPO and/or Chambers of Commerce, or government entities)
 - Create more/deeper content on core issues; solicit/direct the development of content that amplifies the work of the committees/themes of upcoming meetings
 - Develop papers and tools (tangible products with value) that professionals can bring back to their companies to justify continued participation in LES (e.g., AIPLA letter of justification for attending the AIPLA Annual Meeting)
 - Create more ways for National Presidents and society leadership to interact directly (e.g., on communicating with their members, building their organization, engaging non-members, creating local partnerships, putting together substantive/engaging programs, etc.). Consider role of Executive Director and/or the Board in supporting these types of conversations.
 - Improve the quality of networking at meetings particularly for new members/attendees (ex. Learn from other organizations such as AUTM)

Topic 3: Developing and Delivering International Content, Education and Publications

- **Focus:** *Developing and distributing content in ways that are more accessible to members of the profession, including current and prospective members. Increasing access to existing content and developing new, timely content that showcases the activities of various LES societies and targets prospective members, including younger professionals.*

- **Action Steps:**
 - Focus on content that makes LES more relevant; move away from publishing only for ourselves vs. using publications to draw in more member and engage in public discussion on core issues (use articles as a source of engagement vs. only a member benefit)
 - Offer/provide assistance on developing licensing courses with international content to in-house counsel (for quarterly retreats, etc). Model after successful National Society efforts)
 - Consider providing more courses for CLE credit for Attorney Members – whether assisting National societies or creating new LESI content
 - Gather and distribute monthly updates from LES societies – “Flash Updates” (or “breaking news” like Law360) on cases, regulations and other key developments affecting IP licensing in various jurisdictions. (e.g., consider providing a template with no more than 3 areas for each society)
 - Make content available through more online means (Apps, social media, etc)
 - Work with current Ad-Hoc committee on IP Primers to develop a roll out plan



- Make *Les Nouvelles* more visible
- Reduce hard copy publications where possible (reduce Print and Mail to twice a year vs. current 4 times a year). Make hard copies available at events.

Topic 4: Improving LES Operations

- **Focus:** *Improving LES operations to support better interaction with the LES national societies to grow membership worldwide and develop the best ways to effectively communicate with and among the societies and their members.*

- **Action Steps:**
 - Ensure that we are continuing to encourage and identify future leaders of the organization's leadership team that reflect and can serve its diverse membership. Build on the YMC committee experience. Find leadership roles for talented people who are interested and able.
 - Focus on use of resources/better prioritization of organization initiatives; spread work out among more members and actively engage those interested in doing the work of the organization to create investment and increase the sense of community
 - Identify a society coordinator to support specific activities in addition to the National President
 - Increase LESI staff communication with National societies to identify ways / resources to help support them (do an inventory of things LESI does and can do and circulate)
 - Consider ways to make the LES member directory easily accessible
 - Create a "speakers bureau" that could be available to various societies (could include creating a more easily searchable, topical database of speakers that have been in various LES programs throughout the world) **Assign to: Membership Committee**
 - Identify various/different organizational needs per National Society (from basic to advanced needs) and actively offer strategies to engage their members/potential members
 - Develop/Invest in consistent and empowered professional staff to support action steps and improve organizational management
 - Review, update as needed and communicate organization documentation and policies