

10 WAYS TO MAKE IP A TOPIC in your company



IP STRATEGY GOALS



A good IP manager explains to colleagues why their company invests in IP. A great IP manager convinces them.

KEY IP TOPICS



Every company weighs IP differently. Does your success lie more with trademarks or trade secrets instead of patents? Communicate why.

LESS IS MORE



Data and statistics are powerfully persuasive tools but can be overwhelming. Select a few impressive figures for your communication and stick with them.

NOT JUST PATENTS



IP covers much more than inventions and patents. What other kinds of IP are important for your company and why?

CELEBRATE SUCCESS



Showcase when and how IP achievements have contributed to business success.

LEARN FROM MISTAKES



Everybody talks about IP success stories, but failures are equally important. Transparency builds trust, and also negative experiences offer a good learning opportunity.

BE PROUD



A positive attitude towards your most valuable IP assets boosts morale. Explain the strengths of your company's keystone IP.

MEASURING UP



What is your market standing compared to your closest competitors? Benchmarking allows you to orient your company in the wider industry context.

THE PERSONAL TOUCH



The IP manager is not just a title - it is a name and a face. Be recognized for your contribution to the team as much as the target.

NEWS ABOUT IP



The work of internal communication is never done. Keep your colleagues up to date and eager for more information about IP.

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