

Growing IA/IP Management Skills to Enable Enterprises to Succeed in Their Innovation Journey.

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IA/IP Core Values and Critical Success Factors



Rising above the day-to-day

- ❖ Innovations
- ❖ Kaizen



Forward Looking Vision

- ❖ Behavior Change
- ❖ Horizon scanning



Identifying Innovation means to business

- ❖ Licensing, trade-secret
- ❖ Protecting assets in other operating territories



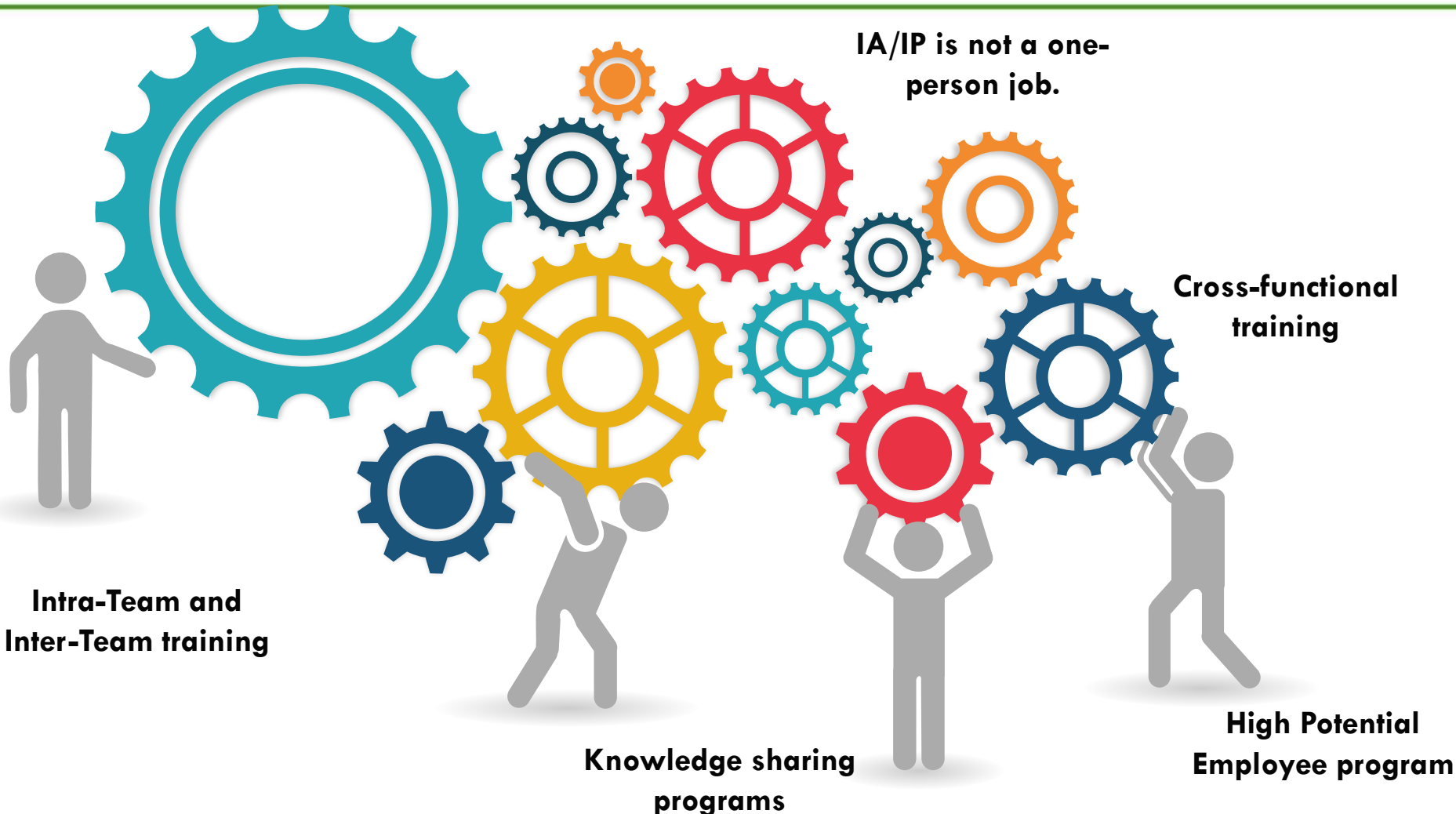
Building on Strength

- ❖ Value Identification
- ❖ Company culture, Start-up



Building Successful IA/IP Management with Cross-cutting Skillset

IP should not be an after-thought



Importance of IA/IP Considerations in Shaping an Organisation's Strategic Decision-making at the C-suite level.

- **Company Wide:** SME owners need help to build knowledge strategically into their business in order to achieve success.
- Build in processes to capture information and capitalize on knowledge within the organization.
- **Strategy layer:** Business-driven IA/IP strategy should be aligned to company's overall strategic priorities
- **Resource layer:** Capacity and resources needed for effective execution



Conclusion

- The Singapore Brand
- IPOS - IP Hub Master Plan, SIPS 2030
- Showcase successful stories
- From SME owner to new owners. Must take steps to 'strengthen' individual IA/IP



Thank you.

