
From planning to implementation to training, make sure you have it all covered.

1. Identify the need for change.
   Before you start, determine your end goal.
   Beyond the need to remain competitive or boost firm growth, are you looking to better serve your clients? Or streamline internal processes? Or free up attorney’s time? Define the desired outcome and you’ll determine the right digitalisation strategy for you.

2. Create your digital transformation plan.
   All good plans start with a clear digital mission, vision and strategy.
   Your end goal, whether that’s internally or externally focused (or a bit of both), should determine your plan. What does success look like? How can you measure improvement? We’ve found that clearly articulating the change you want to see will help highlight the areas blocking success as well as the areas of opportunity.

3. Pinpoint what needs to be digitally transformed and what doesn’t.
   Identify your pain points, not everything needs to change.
   Your strategy should highlight the areas that need to be transformed and the current barriers you’re facing as an organisation. We can help you stay focused on your end goals and only invest in solutions that help you achieve them.

4. Take action in steps.
   How to implement your digital transformation.
   Turning the manual into the automated doesn’t happen overnight, but the right support and a wealth of experience guiding the way makes it far less daunting. We believe a step-by-step plan is key to a smooth implementation. This ensures that the transition won’t overload your workforce with new systems and processes all at once.

5. Manage the digital transformation process internally.
   Allow yourself to be fast and flexible.
   Start-ups are known for their agile decision-making, rapid prototyping and flat structures. Embrace this. The process of digital transformation is inherently uncertain — changes need to be made provisionally and then adjusted; decisions need to be made quickly; and groups from all over the organisation need to get involved. Success often comes by creating dedicated digital transformation working groups that are flexible enough to pivot when needed and empowered to implement changes.

6. Create and foster an innovative culture.
   Establish a culture that sees change as opportunity.
   A workplace culture that embraces and emphasises the importance of change and digital-thinking should come from the top down. Employees should feel empowered and encouraged not only to re-learn processes but to explore new, more agile ways of working. Meanwhile, management should also recognise employees’ fear of change. It’s possible for some employees to feel threatened by digitalisation and even resist it. As such, it’s critical for leaders to emphasise that the transformation is an opportunity for employees to upgrade their expertise to suit the workplace of the future.

Let’s turn theory into practice.

Digital transformation is rapidly accelerating change in the IP industry. More data, more intelligence, more automation. We can support you through your entire digital transformation journey, resulting in a more strategic, proactive firm.

We’re ready to help you navigate today’s IP landscape and chart a course for firm success.

Visit cpaglobal.com or contact us today at IPinfo@cpaglobal.com to begin your consultation.