

## CASE STUDY

THEME: MANAGEMENT TRAINING



MEET OPTIMUS PATENTS & LEARN ABOUT **THE CHALLENGE** THEY FACED WITH THEIR HR

Optimus Patents was established in 2002, as a niche, specialist, patent acquisition firm, and since then has become a trusted advisor to many world-class multinational companies. They strive to differentiate themselves by offering a more commercial, pro-active and creative service, adding value to their clients' businesses at every stage of the patent process.

Optimus Patents were in need of Management training to improve communication within his team.

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TONY WRAY - MANAGING DIRECTOR

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## THE ACTION TAKEN BY REALITY HR

The client needed structured and thorough management training and coaching. Following on from the team workshop day we worked with each member of staff to create their role profile and identify objectives that would go towards helping the business achieve its vision.

We then worked with Tony on setting up a series of one to one meetings, providing him with a framework of documents to engage in meaningful dialogue. Together we identified how each team member was performing – what they were doing well, and what needed to be improved. We sat in on each meeting and helped to steer the conversation to ensure the best outcome. By modelling good practice, and explaining how to handle tricky conversations we have given Tony the tools to continue holding these meetings on a quarterly basis to keep the team on track.

## THE OUTCOME

Each member of staff has a clearly defined role and objectives. They are all clear what is expected of them, and how they need to work together. As a result, there are more effective systems in place to deliver the best service to customers. Customers have remarked on the improvement, and Tony believes the business has grown by up to 20% based on these changes.

There is a more harmonious working atmosphere, and Tony knows he can handle any challenges that arise, although he acknowledges he may need a sanity check from us occasionally.



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I recognise that we have a niche business with lots of techno/legal speak, but Sally-Ann handles it all with aplomb. She now knows the business really well and picks up issues quickly. This has been invaluable in the one to one sessions for bringing the focus back to what needed to be discussed – pushing us to find a solution where things needed to change, and addressing personality and employment issues full on. In particular, it forced me to dedicate time to identify what the business needed out of each employee as well as provide an ideal forum to discuss the contribution made by, and future contribution desired from, each employee.

Reality HR has brought structure to the employment/employee part of the business with HR documents that are tailored to our business, which is so much better than those bland files you can download from the web. You don't realise you need this sort of thing until you have done it, but it has been invaluable. One to one sessions are now a core part of our business.

And the impact? The staff are much happier, and working together much better as a team. Everyone is focused and motivated. The clients are also happier – they have noticed that service is much more reliable and more efficient than before. I would say business has grown by 10-20% as a result of the changes that have been implemented.

TONY WRAY - MANAGING DIRECTOR

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