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I have noticed that being a Director and being extremely busy, I have a tendency, in business, to choose the right people for roles that the business needs and then take a back seat and let them get on with it. This has proven to be unwise, so without Sally-Ann I would never have done these one to one meetings. Given the impact the one to ones have had on the business, that would have been a tragedy. Sally- Ann has got to know the staff and their personalities very well, whilst pulling together their role profiles.

Tony Wray – Managing Director



**OPTIMUS**  
THE STRATEGIC PATENT SERVICE

Meet OPTIMUS PATENTS and 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 the team.

## 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.



**Reality HR has brought structure to the employment/employee part of the business with HR documents that are tailored to our business. The staff are much happier, and working together much better as a team. Everyone is focused and motivated.**

Tony Wray Managing  
Director