

# The Dilanchian Advantage

## Our Core Competency and Core Process

### UNIQUE METHODOLOGY

Today business organisations hold the advantage if they more effectively innovate, commercialise intellectual assets, and service customer needs.

#### Improve the coherence of your business

For you to achieve this advantage our methodology unifies your approach. Knowledge Management Leadership™ (KML) is our methodology. Indeed it shapes both our core competency and our core process. It has two distinguishing design features. It integrates legal, business, operational and technology strategy. This unifies and builds your organisation's overall competency and results.

*Importantly, with the Dilanchian KML Framework we define your needs in business or commercial terms before we treat them in legal terms.* First, we help you diagnose and **plan your position**, eg to protect or license IP or technology, conduct product development, hire a contractor, buy or sell a business, or register a trade mark. Second, we assess how you should **manage outcomes** from such legal transactions. Only then do we attend to the third task - delivering **legal advice and documents**.

#### Give your business six key benefits

The Dilanchian KML Framework provides our clients with the opportunity for six key benefits:

1. **Tested product development frameworks**, increasing the evaluation and profitability of your assets and business
2. **More effective asset protection** eg with broad-based risk management, and legal protection integrated with strategic, managerial, and technological protection
3. **Improved coherence and alignment** with law woven into your organisation, and its business functions, systems, processes and projects
4. **Lower legal and insurance overheads** as we streamline documents and transactions
5. **Unambiguous communication and relationships** with clear thinking and writing and smart document design
6. **Use of methods to minimise disputes** and promptly resolve them when they arise

#### Give your business more value for money

Our clients receive information resources in excess of what is conventional from law firms. This includes training services for clients, extranets for client access, "how to" guides for legal compliance, and support for legal knowledge management.

To deliver value for money, we can go beyond what law on its own can do or achieve for you.

### OUR PROMISE TO YOU

Our core business involves adding value to client knowledge, intellectual property, technology and innovation. This ambitious scope of services needs a tested methodology or framework. Ours is Knowledge Management Leadership™ (KML). It produces innovative, integrated solutions.

With our **Dilanchian KML Framework** we also:

- Speed up and improve your process
- Lower your whole-of-life transaction costs
- Strengthen your legal relationships

You get more from law with improved levels of performance, productivity and innovation.

Supporting this ambition for our clients is a **wealth of information resources** built over two decades. They form a vast library of templates including checklists, guides and precedent contracts. They are structured and modular. We maintain them with a market leading level of investment in R&D.

Our unique methodology and our ambition for our clients requires a team with a range of experience, disciplines, skills, expertise and resources. For this we have helped build the **Ndarala Group** ([www.ndarala.com](http://www.ndarala.com)) since 1996. Our lawyers and members of the *Ndarala* Group work in unison to more effectively partner with your team and meet your requirements. Members of *Ndarala* include professionals in law, strategic planning, IT, human resources and organisational design, engineering, economics, financial analysis, project management, and marketing.

Our firm and staff are members of several legal communities, including **alliances** such as with the international lawyers group, Asociacion Europea de Abogados ([www.aeuropea.com](http://www.aeuropea.com)).

In this way our ambition and promise is to deliver results and clear advice up-to-date in form, content and methods of delivery.

### FURTHER INFORMATION

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