



# **ACC** **IN-HOUSE** **COUNSEL** **CERTIFICATION** **PROGRAM**

*Conducted Virtually*

An intensive, two week program  
based on international best practices

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[acc.com/credentialing](http://acc.com/credentialing)

**ACC** Credentialing Institute  
Association of Corporate Counsel

## About the Association of Corporate Counsel

The Association of Corporate Counsel (ACC) is a global legal association that promotes the common professional and business interests of in-house counsel who work for corporations, associations and other organizations through information, education, networking, and advocacy. With more than 45,000 members in 85 countries employed by over 10,000 organizations, ACC connects its members to the people and resources necessary for both personal and professional growth. ***By in-house counsel, for in-house counsel***<sup>®</sup>. For more information, visit [acc.com](http://acc.com)



### Set Yourself – and Your Law Department – Apart with this Elite Credential

If you are an in-house attorney seeking to become proficient in the essential skills identified as critical to an in-house legal career, the ACC In-house Counsel Certified (ICC) designation is precisely what you need. It will help you position yourself as indispensable to the corporate client.

In-house counsel might have many different responsibilities and work in a variety of department settings. This program is carefully designed to provide value to you whether your interest is to improve service to the corporate client or advance your career.

Each participant will not only personally benefit from the training, but their law department and employer will benefit from having an attorney that returns with global best practices in providing effective and efficient legal counsel.

### About the Program

The ACC In-house Counsel Certification Program covers the core competencies that are applied by corporate counsel professionals. Certification is not tied to any specific country's laws, but draws from the experience of ACC's global membership to identify what is essential to the successful in-house practice. Participants will learn how to:

- **TRASLATE** legal knowledge into business solutions that meet client expectations.
- **BUILD** the emotional intelligence and people management skills necessary for navigating the unique culture of their organization.
- **DEPLOY** value-based policies, along with effective employee training, to help protect their organization from legal liability.
- **IMPLEMENT** tech-forward processes that can take their legal operations to a new level of efficiency.
- **CONTRIBUTE** to financial decision-making and strategic planning, both on the law department level and across the organization.
- **ARTICULATE**, as well as demonstrate, the value of the law department.

## About the Designation

The Association of Corporate Counsel Credentialing Institute (ACCCI) is the credentialing arm of the Association of Corporate Counsel. Participants who successfully complete the requirements of the ACC In-house Counsel Certification Program will earn the ACC In-house Counsel Certified (ICC) designation. This elite credential indicates that its holder possesses the competence, skills, and acumen to complement a high-performing organization.

*The designation is valid for one year. After the first year, ICC credential-holders maintain certification by engaging in continuing legal professional development (CLPD) and by paying an annual fee.*

## Course Structure

**Online learning:** You will be given access to an Online Learning Portal where you will access materials which will assist you to satisfactorily complete the assessments and course. You can access your materials at anytime, anywhere and on any device.

**Online workshops:** The second of the components is a series of online workshops that include live virtual group projects and activities to encourage the exchange of ideas and networking with your peers. The workshops are not only an opportunity for you to engage in practical exercises and tutorials, it is also a great chance to mix and connect with other legal professionals participating in the course.

**Online assessment:** We want you to finish the course with the knowledge and skills to be a competent and successful in-house counsel. At the end of the course, you will undertake a self-paced online assessment. Delegates obtaining a passing score will be awarded the credential In-house Counsel Certified (ICC).



*It is rare to encounter a program that helps in-house lawyers explore the host of non-legal aspects of their jobs – all from the angle of fellow in-house lawyers. ACC's program bridges exactly that particular gap.*

**Salah Mostafa**, Head of Legal, MENA, Cluster Novartis

## 1

### The Role of In-house Counsel

This module examines organizational fundamentals and the expectations of today's in-house counsel. Participants will discuss how the business units, executive suite, and legal department work in tandem to achieve the organization's goals. As a topic that is too often overlooked, there will be a focus on understanding the revenue generation activities of your organization. From there, participants will take a deep dive into the corporate legal department, including a discussion of generalist versus specialist roles and analysis of reporting structures: direct versus indirect, centralized versus decentralized, and operational versus geographic.

#### Learning outcomes

- **CREATE** organizational charts and map multiple reporting lines
- **NAVIGATE** the corporate structure through increased emotional intelligence, leadership, and people management skills
- **ENCOURAGE** business partners to seek the advice of in-house counsel

## 2

### Managing an Indispensable Law Department

Building on earlier instruction, this module offers practical tips for communicating effectively with the executive suite and board of directors. There will be an in-depth discussion of the strategic planning process, including how to align the law department's goals with the greater organization. The discussion will cover related budgetary considerations, performance management, and the use of technology-driven solutions. Finally, participants will introduce recurring issues around international attorney-client privilege.

#### Learning outcomes

- **DEVELOP** a blueprint for running a law department based on global best practices
- **IMPLEMENT** short- and long-term strategic plans
- **APPROACH** attorney-client privilege, whether in a common law or civil code Jurisdiction

## 3

### Compliance, Ethics, and Legal Risk Management

This module explores what an effective compliance and risk management program comprises, and how to build and maintain one. There will be special attention to global compliance programs based on a legal risk assessment as the foundation, this session will address the seven steps for an effective compliance program.

#### Learning outcomes

- **COLLABORATE** with other departments (e.g., sales, human resources) to proactively address risk and compliance
- **RESPOND** to regulators' requests and calibrate information disclosure
- **DEVELOP** synergy between the ethics and compliance components of a program

## 4

### Crisis Management and Crisis Assessments

This module presents the information that every in-house counsel needs to know about crisis management – from crisis assessments and other pre-incident planning tools to crisis response and managing the effects of a crisis on the corporate brand. It will emphasize the value-added contribution of in-house counsel in a crisis situation.

#### Learning outcomes

- **CONDUCT** a crisis assessment to gauge the types of risk the organization might face and their likelihood of occurring
- **DEVELOP** tools for explaining crisis strategy to the executive suite and board of directors
- **USE** mock incidents and other exercises to train staff on crisis response

## 5

### Managing Stakeholder Expectations

This module addresses what it means for in-house counsel to have the corporation as the client. Participants will return to attorney-client privilege, discussing how to manage expectations when an internal stakeholder views in-house counsel as their personal representative. Through this discussion, effective communication skills will be emphasized again as characteristic that distinguishes excellent in-house counsel. The second half of the session will revisit the topic of demonstrating law department value.

#### Learning outcomes

- **USE** training and client surveys to continuously improve performance
- **IDENTIFY** relevant stakeholders and their fiduciary duties within and outside the corporation
- **APPROACH** difficult conversations about who is the client

## 6

### International Negotiations

This module highlights the unique challenges of international negotiations, particularly where the negotiating parties might bring different cultural experiences and expectations. There will be practical strategies for interpreting signals during the negotiation, coping with cultural differences, and successfully managing the process to seal the deal.

#### Learning outcomes

- **ACKNOWLEDGE** and **RESPOND** effectively to the cultural norms of their counterparts at the negotiating table
- **ANALYZE** general principals of contract management
- **INCREASE** emotional intelligence through developing active listening and empathy

## 7

### Creating Internal Investigation and Reporting Protocols

This module outlines best practices for internal investigations, beginning with who might lead the investigation (e.g., outside counsel, in-house counsel, or another corporate department). Next, participants will address the steps to conduct an internal investigation, including obligations to notify and update the appropriate stakeholders. Also, this session will address the possibility of investigation-related materials being subject to discovery in future litigation.

#### Learning outcomes

- **CREATE** internal investigation protocols
- **GUARD** against common mistakes organisations make when investigating allegations of wrongdoing and account for the risk of subsequent discovery
- **APPROACH** cross-border investigation issues related to data protection; cultural and language differences

## 8

### Managing Outside Counsel and Legal Service Providers

This module offers a customizable blueprint for selecting the outside counsel and/or legal service providers that best suit your organizational needs. Specific topics that will be covered include recognizing when it is time to outsource work, determining the scope of the project, and setting a budget that sticks. There will also be a discussion of using team-building skills to improve your relationships with outside counsel and/or legal service providers.

#### Learning outcomes

- **EVALUATE** the legal and ethical implications of outsourcing work
- **DRAFT** a request for proposals, including defining the project to avoid scope creep
- **DEVELOP** outside counsel management guidelines
- **MONITOR** progress and conduct after-action reviews to drive strong performance

## 1

### How to Conduct a Legal Risk Assessment and Strategic Plan

#### Learning outcomes

- **CONDUCT** a legal risk assessment to gauge the types of risk the organization might face and their likelihood of occurring
- **DEVELOP** tools for explaining legal risks to the executive suite and board of directors
- **IDENTIFY** the role of in-house
- **COLLABORATE** with other departments (e.g., sales, human resources) to proactively address risk and compliance
- **CREATE** a strategic plan for the legal department

## 2

### How to Develop an Effective Compliance Program

#### Learning outcomes

- **COLLABORATE** with other departments (e.g., sales, human resources) to proactively address risk and compliance
- **RESPOND** to regulators' requests and calibrate information disclosure
- **DEVELOP** synergy between the ethics and compliance components of a program

## 3

### How to Conduct a Crisis Manage Audit and Develop a Crisis Plan\*

#### Learning outcomes

- **CONDUCT** a crisis assessment to gauge the types of risk the organization might face and their likelihood of occurring
- **DEVELOP** tools for explaining crisis strategy to the executive suite and board of directors

*\*When time permits. Not all programs include this project.*

## Registration Fees

Rates are listed online. The certification program is conducted in English. Take advantage of early bird savings. Register at [acc.com/credentialing/apply-certification](https://acc.com/credentialing/apply-certification)

## Use of Personal Information

By registering for this program, you agree to the terms and conditions, including the use of your information as stated in our Privacy Statement located at [acc.com/about/privacy-policies](https://acc.com/about/privacy-policies)

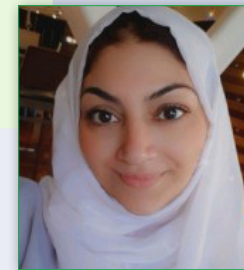
## Certificate Maintenance

The ICC designation is valid for one year from the month a participant passes the final assessment. To maintain the ICC designation, certificants are required to take 10 hours of continuing legal professional development (CLPD) education, and by paying an annual fee, currently US\$ 95.00 for ACC members or US\$ 150 for non-members. See the [ACC Credentialing Institute Handbook](#) for additional information.

## Contact Us

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*This was a great course with many valuable takeaways. It also tested and proved my ability to work as a team member with people I had never met before. Great opportunity.*

**Shaima Al Sayed**, Counsel, General Motors Middle East