

# NETWORK SPONSOR

## OF THE YEAR APPLICATION

Application Period January 1, 2018 - June 30, 2019

## ABOUT SEYFARTH

### Message from the Chair - Tim Phillips

Fact: Lisa Damon and Jenny Lee of Seyfarth Shaw LLP are the most committed sponsors of the ACC. They work tirelessly to assist the LDMN leadership in planning and executing its strategic plan each year by producing speakers, programs, and content that continue to raise the bar. Lisa and Jenny, and the continued support of Seyfarth Shaw, are nothing short of magical. They are true unicorns!

Proof: See below and within

This application period has been full of excitement and growth for LDM. From January 2018 until October 2018, the leadership team sought to help members take their leadership and management skills to the next level by providing programming on important "hard skills" such as project management, process improvement, and change management. Beginning November 2018 until today, LDM's objective has been to elevate the "softer skills" which the LDM members desire to obtain. Communication, personal branding, facilitation, and professional development are just a few of the topics we've brought to the members.

Seyfarth partnered with the LDM leadership team to make these two strategic objectives come to life.

Seyfarth consistently meets their annual sponsorship requirements, but they also assist the leadership team in creatively reaching our members. They are true teammates. Seyfarth's contributions to the LDMN, its leadership team, and, indeed to the ACC as a whole are too many to list. This application will lay out many of the ways Seyfarth continues to contribute to the LDMN. A full list of resources is also attached.

## RESOURCES

January 1, 2018 - June 2019

<b>LEGAL QUICK HITS</b>	<b>17</b>
<b>WEBCASTS</b>	<b>8</b>
<b>QUICK COUNSELS</b>	<b>2</b>
<b>TOP TENS</b>	<b>2</b>
<b>VIRTUAL LIBRARY</b>	<b>25</b>

## THERE'S MORE

<b>ACC DOCKET</b>	<b>2</b>
<b>YOUTUBE VIDEOS</b>	<b>38</b>
<b>STARBUCKS GIVEAWAY</b>	<b>17</b>

## THERE'S STILL MORE...SEE INSIDE

# LAW DEPARTMENT MANAGEMENT NETWORK

APPLICATION FOR NETWORK SPONSOR OF THE YEAR

## SEYFARTH SHAW

### STRATEGIC PLANNING AND EXECUTION

Lisa Damon and Jenny Lee, from Seyfarth Shaw, eagerly embrace the LDMN's strategic planning process, and seek to improve it every year with fun, energy, grit, and innovative ideas. Prior to the network's year-end, Lisa and Jenny work with the leadership team to begin planning the following year, which kicks off at the LDMN business meeting held at Annual Meeting.

In 2018, Seyfarth helped the LDMN frame out a strategic plan which targeted the membership's desire to focus on their professional development. We heard our members when they said they wanted to learn more about the softer skills that would make them more effective and credible leaders.

Seyfarth is committed to helping lawyers in law departments become bold and fierce leaders by giving the tools to grow. With only a strategic plan and a vision to help our members, Seyfarth developed the "Be More Unicorn" theme designed to help lawyers identify the traits and skills they need to learn or grow in order to remain relevant in today's changing legal market. At the 2018 Annual Meeting, Seyfarth educated and entertained attendees in order to deliver the unicorn message. Hundreds of plushie unicorns help soften the mood, but Seyfarth armed the attendees with a roadmap to increasing their skill sets. At the business meeting, LDMN members were introduced to the road map and skills they'd have the opportunity to increase throughout the year.

Seyfarth carried this bold message in to the LDMN's monthly programming. Lisa and Jenny make it a priority to bring only the best to our members. Speakers, authors, and legal industry leaders alongside LDM leaders and members make up the roster. The 2018-2019 year has been an intense line-up of presentations focused on management skills, leadership skills, soft skills, emotional intelligence, and every once in a while, we address a pressing legal issue that law department members want to hear about. The May Legal Quick Hit on Communications and May Webinar on Building Your Brand had record breaking attendance.



# LAW DEPARTMENT MANAGEMENT NETWORK

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## SEYFARTH SHAW

### CREATIVE MEMBER ENGAGEMENT

Lisa and Jenny continue to seek out creative and innovative ways to meet our members where they're at. They continuously brainstorm with the LDMN leadership on ways to increase member engagement.

In 2018, the LDM leadership created the 'In the Lead - Law Dept. Management' YouTube channel, and Lisa and Jenny continue to embrace the role of content creators. Each month, they produce a video preview of the LDM's Legal Quick Hit. In the early stages of the video process, we leveraged the face and voice of the LDM Chair, but Lisa and Jenny have again stretched the boundaries to engage the members in a different way. The videos not only include the Chair and other LDM leaders, but also include the speakers themselves. There are two examples pictured to the right.

The videos are posted on YouTube, LinkedIn, Twitter and eGroups. Views on the YouTube channel have increased by over 200%.

Lisa and Jenny do not stop there. Now, the LDM members also receive a video preview of upcoming webinars. On May 29, the LDM had the privilege of hosting Dorie Clark, a widely known author and speaker, for a webinar entitled 'Building Your Brand & Influence in Your Company.' The video prepared by Lisa and Jenny was picked up the ACC Legal Operations team and shared out to their members. Not only did the webinar have record breaking attendance, but the LDM was able to facilitate and deliver a webinar that reached beyond the LDM to members of the Legal Operations. Lisa and Jenny are working now to bring other cross-platform topics to ACC. Many of the "Be More Unicorn" traits are those that all can benefit from.



**ACC Legal Operations**  
2,325 followers  
2w

How can you ensure others truly understand what you bring to the table and are open to hearing your ideas? Join this ACC Law Department Management Network webcast with **Dorie Clark**, Duke University - The Fuqua School of Business professor and **Stephanie Lambert**, VP and AGC at Staples, to learn more. <https://bit.ly/2Wksaev>

**Jenny Lee, PMP**  
Director of Strategic Initiatives  
2w

There's still time to register for this webinar: <https://bit.ly/2Wksaev>  
On Wednesday, May 29 at 2:00 ET, Dorie Clark will help us level up our ...see more

ACC Law Dept Mgmt Network Guest Dorie Clark  
youtube.com

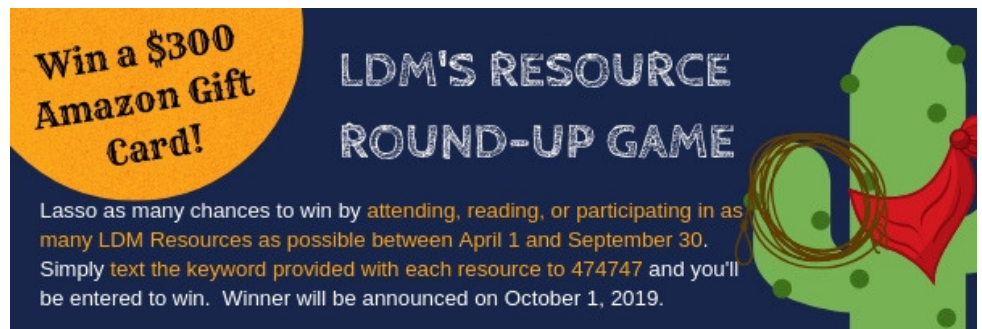
# LAW DEPARTMENT MANAGEMENT NETWORK

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## SEYFARTH SHAW

### CREATIVE CONTENT ENGAGEMENT

Lisa and Jenny never back down from a challenge. The Network's Program Chair, Justin Martin, had the desire to engage the LDM members in a game that would build excitement for the 2019 Annual Meeting in Phoenix, AZ. The challenge was how to engage the members in an exciting and meaningful way. Without hesitation, Lisa and Jenny jumped into help Justin figure out the best way to execute. They took it a step further and developed a game that leverages the LDM content and resources. Members must engage with the resources in order to win! And, Seyfarth is giving away a \$300 Amazon gift card. The excitement builds until September 30th. From there an extended version of the game will kick off until the Annual Meeting. Don't tell; there's another \$200 Amazon gift card waiting in Phoenix for one lucky LDM member!



### LDM's Resource Round-Up Terms

Members can view, listen to and/or participate in a number of LDM Resources between April 1 and September 30. Each resource will have a unique keyword (examples below) assigned. Resource keywords must be sent by text message to a unique text number (474747). Each entry will be logged into a database in order to identify the member with the most entries. Reporting will close on September 30th. Winner of a \$300 Amazon gift card will be announced October 1, 2019 by text message back to the member from the 474747 number. The member will be instructed to email Jenny Lee at [jlee@seyfarth.com](mailto:jlee@seyfarth.com) so that the winner's name and email address can be obtained. The winner will be announced on e-Groups and social media. #LDMResourceRoundup.

Keyword Codes below are examples only!



Legal Quick Hits  
Keyword: LDM LQH1



E-Group Posts  
Keyword: LDM EGroups1



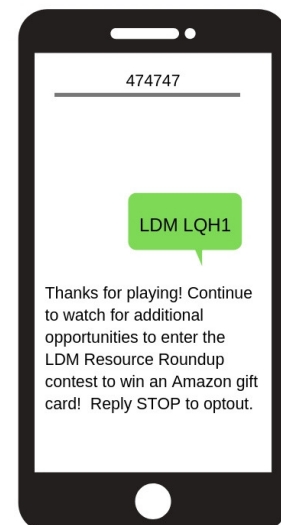
Webinars  
Keyword: LDM Web1



Social Media  
Posts  
Keyword: LDM  
LinkedIn1



Written  
Content  
Keyword: LDM  
Content1



# LAW DEPARTMENT MANAGEMENT NETWORK

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## SEYFARTH SHAW

### ICYMI - CREATIVE CONTENT

Lisa and Jenny are committed to bringing fresh new content to the LDM members, and doing so in a creative and timely way.

In 2019, Seyfarth introduced the ICYMI Quicker Quick Hit to the LDM members. ICYMI (In Case You Missed It) is a one-page, to the point, synopsis of the monthly legal quick hit. ICYMI (example below) is delivered every month shortly after the monthly meeting. Members can get a quick digest of the monthly topic and are reminded they can listen to the entire monthly meeting by recording. This reflects yet again Seyfarth's commitment to high-quality content, and meeting members where they're at.

Seyfarth continues to provide a \$50 Starbucks gift card at every monthly meeting. Each month a random number is selected from the participant list and that person wins \$50. To drive membership participation, the monthly winner is announced in the monthly newsletter posted on e-Groups. See image below.



\$50

Join the monthly LDMN calls for a chance to win a \$50 gift card

THIS WINNER IS...  
JENNIFER HENDERSON

GENERAL COUNSEL, GUARDIAN ALARM COMPANY

sponsored by ACC Association of Corporate Counsel SEYFARTH SHAW Law Department Management Network

Lisa and Jenny are contributors to the Network's monthly newsletter and have helped with resources to make the newsletter more attractive to members.

Seyfarth participates in multiple calls and emails every month, has pursued nearly every speaker, and engaged with the LDMN chairs, past and present, subcommittee chairs and our ACC liaison, KJ Forest, to ensure all programming is conducted in a timely manner.

### May's *Quicker* Quick Hit

BUSINESS COMMUNICATIONS BOOTCAMP: REBOOT

Presented by: Marissa Frerk, Associate General Counsel, Brookline Bancorp, Inc. and Tim Phillips, Chief Legal and Risk Officer, American Cancer Society

The ability to effectively communicate is a fundamental skill, but it requires training and exercise to hone the skill to elevate your practice as in-house counsel. In this session, Marissa and Tim provide tips that will help you create compelling presentations, draft clear and persuasive written communications, and employ effective collaboration and listening strategies. A more intense version of this session was held at the 2018 Annual Meeting in Austin. If you were unable to attend the annual meeting, you can listen by clicking [here](#).

ICYMI

### EFFECTIVE COMMUNICATION TIPS

- YOUR OBJECTIVE**  
Get clear on the objective of your message and what action you are seeking from your audience. Is your message compelling or repelling? Other people's responses are often driven by emotions.
- BUSINESS OBJECTIVE**  
How will your message affect your organization? Consider your company's reputation should your message be debated on social media.
- TARGET AUDIENCE**  
Your target may be broader than you think. Who are you trying to influence? Are there additional targets if the message were to be leaked? How do you motivate both?
- ACTION**  
State very clearly what action you want your audience to take. Remember, written communication lacks nuance and body language. Avoid grand or verbose statements.
- BENEFITS**  
When seeking to compel, there must be a benefit for your audience. Remembering the impact of human emotions, it's effective to demonstrate value early.
- SUPPORTING FACTS**  
Are there other factors that may persuade your target audience to comply with your desired action. Be clear to avoid derailing with fact overload.
- MANDATORIES**  
If you have something in your communication that you need someone to do, make sure you tell them in a clear manner. Leave no room for interpretation.
- TIMING**  
It isn't enough to craft a great communication to your target audience about an important action if you fail to tell them when it's due.
- MEASUREMENT**  
How will you know you're done? How will you know when your communication is successful? Before delivering your communication ensure the outcome is something you can measure for success or failure. Knowing will improve results.
- LOOK AND FEEL**  
We are humans communicating with humans that are challenged for time and focus. Make your communications visually appealing by using graphics, appealing layouts, color and different fonts. Show your words in pictures.



Are you playing Resource Round-Up? Text code LDM IC5 to 474747 to be entered to win \$300

Law Department Management Quicker Quick Hits provide members with a snapshot of key points, tips, or takeaways covered in the monthly quick hit. In case you missed it, be sure to check out the full call recording for a more in-depth discussion and explanation of any tools or exercises.

sponsored by

ACC Association of Corporate Counsel Law Department Management Network

SEYFARTH SHAW

# RESOURCE CATEGORIES

## 17 LEGAL QUICK HITS

- Science-Backed tips for Igniting Work Engagement and Beating Burnout 1/10/2018
- Tone Your Value Prop Muscle: Change the Direction of the Business Partner Relationship in Order to Build Your Team's Contribution to the Organization 2/14/2018
- Global Leader Series - Session 1 - Keys to Success: Leading a Multi-Cultural Organization 3/14/2018
- Managing Your Life both in and Out of the Office: A Crowd-Sourced LQH Featuring your Collective Wisdom and Ideas from the Experts 4/11/2018
- The Lawyer Of The Future (or the Now): What Does it Mean to be a Lawyer In 2018 and Beyond? 5/9/2018
- The same, only different: how in-house legal operations and their law firm counterparts create value 6/13/2018
- The Mentor-Mentee Relationship: It's a Two-Way Street with Unexpected and Invaluable Results 7/11/2018
- Walmart Legal Operations: Laying the Foundation and Plotting a Course for the Future 8/8/2018
- Changes in Immigration Policy Law Department Leaders Should Know About 9/12/2018
- Lean Six Sigma For Lawyers: Five Easy-to-Learn Tools You Can Use This Month 11/14/2018
- Setting the Course for 2019: Success through Mindfulness and Resiliency 12/12/2018
- Strategic planning doesn't have to hurt 1/9/2019
- Transgender, Non-binary, and Gender Non-conforming - Best Practices for a Respectful and Supportive Workplace 2/13/2019
- You Get a Brand! You Get a Brand! You ARE a Brand! Your Personal Brand Can Advance Your Career 3/13/2019
- Gone Phishing? You're not alone, but you are at risk! 4/10/2019
- Business Communication Boot Camp Reboot 5/8/2019
- Level Up Your Facilitation Skills 6/12/2019

## 25 VIRTUAL LIBRARY

- Top Ten Considerations to Avoid Pitfalls in Physician Practice Acquisitions 2018
- Top Ten Ways to Avoid Discrimination Class Action 2018
- Tips for Time Management 2018
- Tips on Email Management 2018
- Tips for Calendar Management 2018
- The Future of Work 2018
- Corporate Culture and the Board of Directors 2018
- Top Ten Mistakes Employers Make 2018
- Ten Ways to Strengthen Independent Contractor Relationships 2018
- Ten Employment Test Truths 2018
- Highly Disruptive Technologies 2018
- Checklist Considerations When Receiving an NOI 2018
- ICYMI - January Quicker Quick Hit - Tips for Successful Strategic Planning 2019
- ICYMI - February Quicker Quick Hit - Tips for an Inclusive Workplace 2019
- New York Lactation Rules 2019
- NJ Sick Leave Rules 2019
- CA Consumer Privacy 2019
- ICYMI - March Quicker Quick Hit - 4 TIPS TO BUILD A BRAND 2019
- ICYMI - April Quicker Quick Hit - HOW IN-HOUSE COUNSEL CAN HELP 2019
- Will Automation Kill the Workforce? 2019
- ICYMI - May Quicker Quick Hit - Comms Reboot 2019
- Human Interaction: Sent From My Workspace 2019
- The Art of Law 2019
- Is AI Above the Curve in Evaluating Employee Performance 2019
- Government Shutdown Equals E-Verify Shutdown 2019

# RESOURCE CATEGORIES

## 2 TOP TEN

- Top Ten Trial Technology Traps 2018
- Top Ten Developments and Headlines in Trade Secrets 2019

## 2 QUICK REVIEW

- Cybersecurity Threats May Be Lurking In Your Next M&A Deal 2018
- Blockchain & Bio/Pharma R&D, Tech Transfer and IP 2019

## 2 ACC DOCKET ARTICLES

- The Anatomy of a Trade Secret Audit to Protect IP October 2018
- Increasing Diversity and Inclusion Through Engaged Corporate Counsel 2019 (July/August edition, final draft submitted 5/28/19)

## OTHER CONTENT RESOURCES

- Legal Project Management 101 - Seyfarth created a Legal Project Management 101 Training that was made available to all LDM members. This concise training guide is an easy to use, quick start guide for any legal department.
- EEOC Litigation Report (ebook) - Seyfarth made available a 211 page electronic annual report and analysis entitled EEOC-Initiated Litigation. This report is a comprehensive examination of the EEOC's filings (as of the date provided), and the major decisions handed down in pending EEOC litigation. The book offers strategic guidance and insights by leading defense litigators and was made available on the Network's website for all ACC members up until the time the ACC website was relaunched.

## 8 WEBCASTS

- Global Dexterity: How to Adapt Behavior Across Cultures without Losing Yourself in the Process 4/12/2018
- Conscious: The Power of Awareness in Business and Life 6/6/2018
- Global and Domestic Key Challenges and Opportunities in M&A: The Role of the General Counsel's Office in 2018 and Beyond 8/21/2018
- [COORDINATED ON BEHALF OF LDM] Too Many Contracts, Not Enough Time: How to Optimize Your Legal Department's Resources 9/20/2018
- [ON BEHALF OF ACC WEBCAST] Transgender, Non-binary, and Gender Non-Conforming - Best Practices for a Respectful and Supporting Workplace 3/12/2019
- Cyber Risk Management Facing In-House Counsel: Prevention, Crisis Management, and Mitigating Personal Liability 4/9/2019
- Building Your Brand & Influence in Your Company 5/29/2019
- [ON BEHALF OF EMEA] #MeToo - The Changing Landscape for Global Employers 6/19/2019

# RESOURCE CATEGORIES

## OTHER LDM CONTRIBUTIONS

- Seyfarth trained and hosted on-site in Atlanta a group of LDM leaders in Six Sigma Yellow Belt September 2018
- Seyfarth is a consistent contributor and project manager of the LDM's new constituted monthly newsletters that are posted on e-Groups. Seyfarth provides content and provides resources to make the newsletter more visually appealing to members.
- In 2019, Seyfarth started the ICYMI (In Case You Missed It) Quicker Quick Hit. This resource is a one-page synopsis of the month legal quick hit, providing members an easily digestible version of the presentation if they couldn't make the call.
- The Resource Round-Up Game, is an on-going member activity geared at increasing exposure and consumption of LDM resources. Inspired by the LDM Programs Chair, Justin Martin, and executed by Seyfarth, the game is a member reported option (via Text Messaging) to let us know they consumed content pieces, attended LQHs or webcasts, or watched the YouTube Videos. The contest runs April 1 through September 31 and the member with the most reports will win a \$300 Amazon gift card provided by Seyfarth. The month of October will have an extra game for the annual meeting where another \$200 Amazon gift card will be won by a LDM member.
- Seyfarth continues to manage the creation of all monthly YouTube videos. The videos are shared on e-Groups, LinkedIn and Twitter in order to market upcoming Legal Quick Hits and Webinars.
- In order to boost attendance to the monthly meetings, Seyfarth provides a \$50 Starbucks card to one randomly drawn attendee.
- Seyfarth provides a Sponsor Update on each of the monthly member calls. In addition to providing members with free resources provided by Seyfarth, Lisa and Jenny also provide technology tips or readings suggested by clients to add more value to the monthly call.

## ANNUAL MEETING

- 2018 Annual Meeting - Gold sponsor
- Sponsored and organized Session Beyond the Sticky Note: Accelerate Change through the Practical Application of Design Thinking. Seyfarth had multiple speakers in 2018.
- LDM Networking event held at Austin favorite, Maggie Mays. Event was attended by over 200 members.
- 2019 Annual Meeting - Gold Sponsor
- Sponsoring two sessions. As of the writing of this application, Seyfarth has 4 speakers.
- LDM Networking event will be held at Phoenix hot spot, Chico Malo

## OTHER ACC CONTRIBUTIONS

- Two time Value Champion Winner - In 2018, Seyfarth nominated two clients, Danaher and 7 Eleven, for Value Champions. Both Seyfarth/Client collaborations won!
- ACC Foundation Corporate Counsel Classic - 2018 sponsor.
- ACC Houston Sponsor - local chapter Labor and Employment sponsor and is working with local chapter to create first ever local Health Law group
- ACC Chicagoland and Boston sponsor - 2018/2019
- ACC Legal Services Management - Lisa Damon speaker at 2019 XChange and faculty member - Implementing Value-based Fees—Practical Advice and a Chance to Practice
- ACC Legal Ops - Silver Sponsor - 2018 - The Rise of the "Non-Lawyer:" A Panel Debate - organized one Seyfarth speaker and three in-house legal ops professionals
- ACC Legal Ops - 2018 - Master Class on Outside Counsel Management, by a panel of outside counsel and one Seyfarth speaker
- ACC XChange 2019 - Silver Sponsor - Design Thinking in the Law Department: It's definitely possible - organized one Seyfarth speaker and one in-house legal ops. This was a member submitted topic.