

Our Plan to Deliver the Shift 2025 strategy in the UK

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The 3 pillars of the Shift 2025 Strategy

Vision

To be the leading, most relevant peer to peer forum for in house counsel across Europe

Mission

We accelerate the development of the in-house counsel profession across Europe

Goal

By the end of 2025, we will be recognised as being the leading international community for in-house lawyers in Europe

And how we will deliver on these 3 pillars?

In the UK we believe that....

1

Nobody in-house needs just another 'hard law' seminar

2

Nobody in-house needs yet another 'soft skills' webinar

3

But everybody in house needs help **flourishing at every stage of their career**

4

And...
'*everybody in-house*' is changing...
it's not just lawyers anymore

Our Big Bold Plan

What

We build a **content framework** that helps all 'in-house' people **flourish at every stage of their in-house career...**

Who

...from the **lawyer moving into their first in-house role** from private practice to the **experienced compliance professional who is looking to join the C-suite....**

How

...by **building content around 3 focus areas** coupled with an **overarching theme of wellbeing** at each stage

Wellbeing - Looking after yourself and others

1

Moving
in-house

2

Thriving
in-house

3

Reaching
the Top

Example of how topics map to the framework

Moving In-House	Thriving In-House	Reaching the Top	Wellbeing
Moving from the edge to the core...you're part of a business now	The T-Shaped Professional	How to brief a board	Wellbeing in the legal profession – from your team to external counsel
Your first 90 days	Relationships, relationships, and relationships	Building your brand & being an ambassador	Remember to SERF (sleep, exercise, recharging & food)
Business Partnering	Operating outside your swim lane	Delivering Change	It's never that bad...building resilience to help you stay the course
Be brief, be bright, be gone....how to adapt your style when time is against you	Getting comfortable not knowing it all	Leading non legal programmes	Giving Back

ACC Membership Engagement Tips

- Create a new member welcome experience. 859 new members - FY23; 460 new members YTD
- Consider fun, innovative events that promote relationship building: Art Galleries/Crawl, Book Clubs, Canine Coffee Connect, Improv, Random Coffees, Swiss law with Swiss cheese, chocolate and wine, Yoga
- Consider developing programs unique to your region.
- Create an opportunities to get involved checklist.
- Facilitate introductions to longstanding members at in-person events.
- Get members involved in the first 90 days.
- Give members a shout-out via your newsletter, or social media channel.
- Leverage cycles of enthusiasm (member anniversaries, new year, end of summer, post conference)
- Record your online programs, and share with ACC.
- Personally invite members to a program.
- Promote access to career coaches. (<https://www.acc.com/career-development/career-coaching>)
- Promote In-transition membership before it's needed.
- When your members give you feedback, listen.

Attributes of Successful Programs

- Catchy titles
- Social activities unique to your region
- Pairing networking and educational events
- Timely topics programs are held within days/weeks of industry specific events and rulings
- A focus on professional development
- Review successful chapters programs that can be replicated in any chapter:
<https://bit.ly/successfulprograms>
- ***Successful Programs Sneak Peak***
 - AI: Navigating Ethical Issues, ACC Network
 - A Healthy Change: Food and Wellness Workshop, ACC Northeast
 - Bridges Event: Author/Book Discussion, ACC St. Louis
 - Contracts: Clauses and Provisions, Oh My, ACC Network
 - How to Spot Ethics Issues in a Netflix Series, ACC Network
 - How to Tackle the 'S' in ESG, ACC Australia
 - Litigation and Transactional Basics Series Part Three: A Primer on Commercial Contracting and License Agreements, ACC Network
 - Sunset Cruise, ACC Singapore
 - Virtual Wellness Wednesdays, ACC San Diego

Over to our fellow Country Reps...

Divide into 3 Groups and report back:

1

The proposed segmentation of the legal profession – **what's good and what's missing?**

2

Wellbeing – what should ACC be doing in this space to be relevant and useful to members?

3

How can we use this framework to sell ACC to **retain and grow our membership?**