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ACC Value Challenge: Chapter Initiatives and Your Participation!

Dear ACC Chapter Leaders:

You are the life-blood of this association and this project represents the life-blood of our members' daily work; so it's clear that you are indispensable to the success of the ACC Value Challenge! Thanks for considering our ideas and we hope to hear more of yours.

Some ideas for your Chapter: (WHAT DO **YOU** NEED? WHAT DO **YOU** THINK?)

• **Host a program (or two!) in the next year.** We are developing very concrete and detailed turn-key program "models" that you can pick up and drop into your chapter programming, but we're also pleased to offer interested chapters a custom-made program that we'll organize for you and that you can host without the work of putting it all together. Either way, we'd love to come visit and attend your session – and certainly publicize your work. *See the reverse side for some program formats to consider*.

• **Designate a liaison** for us to work with who will both inform us of what you're doing and thinking and allow us to convey to the chapter leadership what's coming out of the pipe at the headquarters offices or in other chapters that may be of interest. This person's role is focus on facilitating and enhancing communications.

• **Choose a value practice that your chapter/members find particularly compelling**, and make it your goal to develop resources for the ACC Value Challenge by contributing best practices, practical guidance, user profiles, and success stories.

• **Institute a Chapter ACC Value Challenge award process** for departments or firms in your area who are exemplary models of value at work. Profile them locally and promote them through the larger project. (WMACCA's Kevin Lapidus had this great idea!)

• **Encourage your members to join the ACC Value Challenge Online Community** to stay informed and get involved (we're just getting started here, but want to create an interested base who can communicate with us/network with each other about the project).

• **Use ACC Value Challenge events or projects as the perfect vehicle to:**

-substantively engage firms or vendors you normally keep at arm's length; you can invite them to participate in ACC Value Challenge events as a "thank you" for all their continuing support, and keep other activities clear of law firm presence more easily.
   -draw in CLOs. business or bar groups, and leading law firms that you've targeted for some kind of interaction, but may not have reached with other projects.

Some ideas for programming at the chapter level:

• One program idea might be to start with a replay of some of the segments offered at the ACC Value Challenge Launch (we created the launch to be a captured video that would offer you a visual and fun introduction to the topic in three different ways if selected for replay to a group. Segment One is about 40 minutes and is an overview of the project and what's involved. Segment Two is also about 40 minutes and features a presentation by Jeff Carr, CLO of FMC Technologies and a Houston Chapter leader – he details law firm and law department best and worst practices. Segment Three is a Town Hall meeting of 30 stellar CLOs and managing partners and law school leaders all discussing in rapid-fire back and forth the issues and mission of this project – it's about 100 minutes.   Any of these Segments could be shown, and then the viewers could engage in discussion.

• Another program might start with a quick overview of the project or the mission of the session (say you wanted to focus on one element of the challenge, such as implementing alternative fee structures or metrics that firms and departments could use to drive and improve their efficiencies). Then the audience would be broken into ten-person table discussion group, each facilitated by a chapter leader: each table would be asked to work through a number of questions, issues, or ideas that were provided on a written instruction sheet. (Deviations are always welcome!) ACC would provide the overview material on a number of topics for you to choose from (or build your own!), and also the sample table discussion suggestions that would flow from the topic selected. At the end of the table discussions, each table could report the high points and future actions could be suggested. Written materials supporting the session would be offered by ACC.

• Another program might be to ask in-house counsel to sit together at some tables and firm leaders to sit together at other tables (segregated); ask the *firms* to build a model law department that would manage outside counsel better and ask the *in-house folks* to build a model law firm that would be best at serving client needs. At the end of the hour, each table would report on what it built and why to the room, and then engage in a dialog about what just happened and what it tells us about how we could all improve how we manage what we do and how we might structure our functions for greater efficiency.

There are so many ideas … what are yours? Can we customize a program for you?

We've noted from what we've done to date that this is a project that lends itself very easily to significant and direct interaction between members, and not just between a moderated faculty, or between a moderator and an audience. Take advantage of that!

ACC staff will be happy to help you identify local leaders who might be most interested in participating, and will be launching a portion of our website soon that will offer your leaders access to resources, tools, and ideas they need to host a program or get a local initiative started. We'll also be featuring an "events" page on the website once we get enough programs set – we can help publicize your sessions.