

Strategic Management: How Does Management See Our Role?

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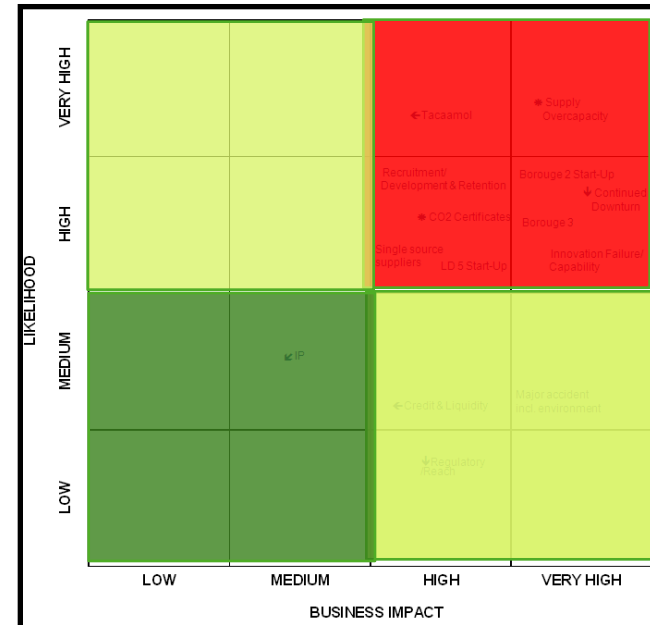
SHAPING *the* FUTURE *with* PLASTICS

Role of In-house counsel

- First, a question...
 - What do you call 50 **Bankers . . .** ???
 - How many **Bankers** does it take ... ???
- You're a key enabling function
 - Don't be the problem. Help Solve it!
 - The business wants it « tangible »
- Be a business partner. We're in it all together 100%.
 - Perception is reality
- The best measure of success – Pull vs. Push

A Critical Role in Risk Management

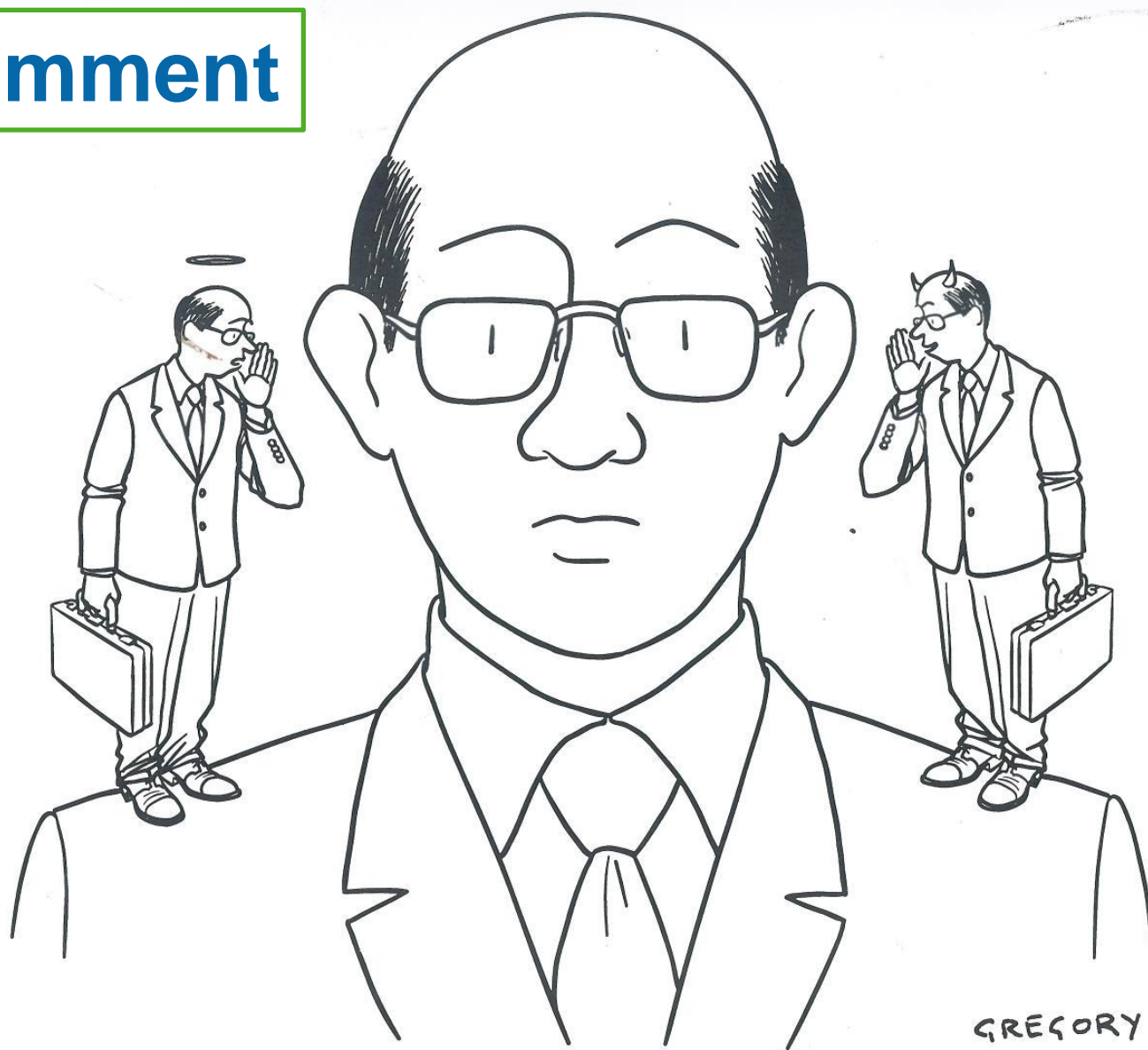
- Drive governance to flow out issues
 - Ensure it includes some « blank sheet » activity
- Magnify the benefit by:
 - Participating in the debate at all levels
 - Partner up with your allies
- Be sure to look (way) out on the horizon
- Sometimes just the dialogue is the most valuable thing.



Finding the right balance

- Demonstrate that you understand the need to manage risks within company means
 - Risk-free companies will generate risk-free returns
- We are all here for the (long-term) bottom-line!

No Comment



“Run it by legal.”

“Run it by accounting.”



Thank you!

Daniel Shook
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