

Managing the Avalanche Through Collaboration

Making all This Information Your Friend

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Legal Department Challenges...

"Next year's budget flat – is next year's workload?"

"We're expected to conform with 'standard' corporate practices...but what can we usefully measure?"

"Information is dispersed, so we're often re-inventing the wheel. We'd love to do innovative stuff, but IT has lots of other priorities."

"Service demands spike from different parts of the company, but we can't increase headcount to respond."

"Our law firms are smart and able, but they don't wake up worrying about how to do more with less or demonstrate value like we do."

"How do we know (and make sure the C-Suite knows) that we're really delivering superior value?"



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WHAT DRIVES OUTSOURCING? CORE VS. CONTE

As described extensively in recent books such as Thomas Friedman's *The World is Flat* and Roger McNamee's *The New Normal*, we have entered a period of rapid and accelerating change, driven by technology and globalization. Constant innovation, intensifying competition, and ongoing movement of capital and jobs around the world are the new normal in a flat world.

While many Americans prefer to remember the 1950s as a period of normalcy, that was in fact one of the most atypical periods in the world's history.

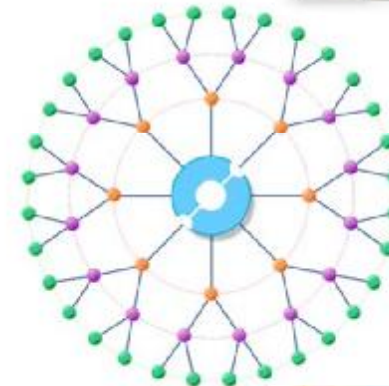
- § "Value"-based fee structures and semi-formal quality assessment
- § Knowledge, best practice sharing across legal dept, network of firms
- § Restructuring complex work via collaboration
- § Use of non-traditional suppliers (e.g., LPOs)
- § Client self-help
- Law embedded in business



Opposite of Social is *Individual...*



... "Social" & Networked



Le-gal Know-ledge Net-work (n) def:

- a. Related in concept to "social network"*
- b. Secure, private, company-specific network for inhouse and invited firms*
- c. Share pre-existing information and collaborate on creation of new information*
- d. Secure, segmented access = privileged work*
- e. Optimized for legal work*
- f. Leverages best practices from other legal departments*

- § All information about individuals contained in profile incl. contact information, biography, current projects
- § Expert location across legal department, billers, (all firms if desired)
- § Content/work links to profiles
- § Post articles/blogs
- § Upload files/documents
- § Connect to team members
- § Track activities of team members

Collaboration Taps Content Across Network

Association of Corporate Counsel

By in-house counsel, for in-house counsel.®



Knowledge
Sharing



§ Connect legal dept to each other, to firms and firm-firm

§ Rich profiles of personnel and outside counsel identify expertise

§ Don't reinvent the wheel – share, easy access to knowledge across team

§ Publish, search, comment, team knowledge

§ Visibility, platform on firm initiatives

