

## **Best Practices for Corporate Legal Services**

### ***Proven Methods***

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*Corporations are sophisticated, repetitive consumers of legal services and operate in complex legal environments. They have needs which are different from non-business clients. These Corporate Legal Services Best Practices are utilized by excellent service businesses and can be applied to legal services. Great business attorneys should use these best practices to optimize their client's results.*



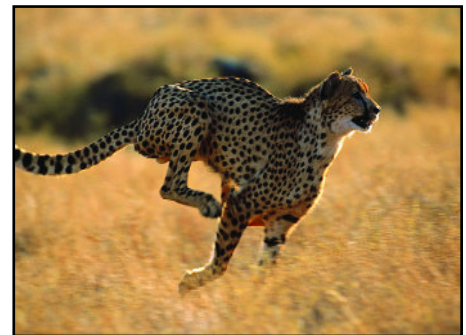
### **Develop Knowledge**

- 1. Understand the Business.** Come to know the client's business and industry. Review company information, trade journals, the web, SEC filings, debt rating reports, and other available resources. Know their operations, managers' responsibilities, products and services, organizational structure, culture, and strategic goals. Attend key planning meetings, sales meetings and industry trade shows. Ask questions.
- 2. Global View.** The CEO knows how each decision fits into the big picture. Join the CEO in knowing how each of your recommendations supports larger goals.
- 3. Experience Counts.** Experience is the best teacher. Attorneys who have served as the General Counsel of major companies will provide greater value. This experience gives companies the range and depth of legal experience to most effectively address their problems.
- 4. Know Their Culture.** Be a cooperative member of the team. Work smoothly within their organization, according to their rules.
- 5. Be a Generalist.** Most legal decisions will involve several dissimilar areas of law. Become familiar with the wide range of legal areas specifically affecting your client's business. You will then be able to comprehensively address more aspects of more problems.

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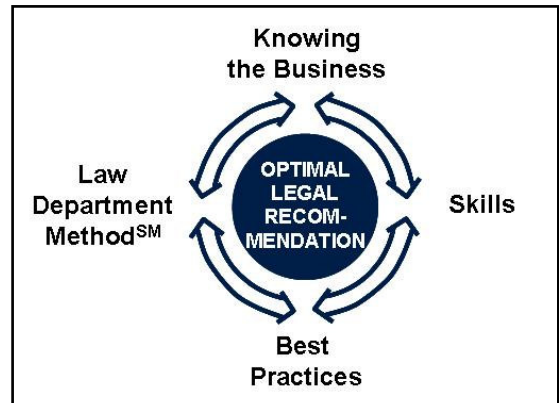
### **Improve Financial Results**

- 6. Think in Financial Terms.** Profitability is the yardstick of the business enterprise. Know the financial impact of your recommendations and explain your recommendations in economic terms.
- 7. Constantly Reduce Legal Costs.** Legal costs are an important part of a company's budget. Lower the company's net legal costs by adopting best practices service techniques.
- 8. Act Like Business Managers.** Budgets and deadlines help businesses operate efficiently. Become comfortable with business operational measurements, timetables and budgets.
- 9. Delegate Tasks to the Correct Level.** Assign legal projects to the most cost-effective level. Ask paralegals, lower-cost associates and younger law department attorneys to handle routine matters.



**Provide Superior Service**

- 10. **Service is King.** Companies demand excellent service because their customers demand it of them. Be available 24 hours a day, 7 days a week. Answer phone calls and e-mails promptly. Do whatever is necessary to help.
- 11. **Prioritize.** Know which projects need a greater focus of time and resources. Give higher priority to products or services with higher margins, products that are central to the business, and products that represent significant potential.
- 12. **Take Action and Solve Problems.** Companies need service providers who help them achieve their goals. Do not be dispassionate, abstract commentators.
- 13. **Work Side-by-Side with Management.** Go to their offices and workspaces; walk the halls. Go to the sales offices, design studios and factories. See how they work and understand what's important to them.
- 14. **Work Fast.** Competitive companies move fast and want advisors who do the same. Understand what it takes for the client to be competitive in their marketplace. Make sure that the client gets the work done how they want it, when they want it.
- 15. **Communicate Clearly.** Answer questions clearly. Think practically and become more effective.
- 16. **Overcommunicate.** Inform the client of each step in the matter. This reinforces important and often complicated legal concepts and will lead to a greater understanding by the client. They may ask for less communication, but let that be their choice.



**Improve Processes**

- 17. **Be Proactive to Reduce Liabilities.** Look for problems before they come to you. Educate clients on important legal issues -- in plain English. They can be your "eyes and ears" and forewarn you of problems if they are knowledgeable of basic legal issues.
- 18. **Analyze All Dimensions.** Review the business implications of questions in addition to the legal aspects. This will identify the best recommendation and provide the highest value to the client.
- 19. **Automate Processes.** Processes help prevent problems. Create procedures to bring consistency and quality to legal decision-making. Use software and templates to assist in performing repetitive tasks.
- 20. **CAR.** Challenge — Action — Result. Think of each legal project in these terms.
- 21. **Deliver a Complete Solution.** Companies acquire legal services from many different sources. Ensure that each legal service supplier and consultant is providing the right service at the right price at the right time. Become a central advisor to the company by addressing all aspects of their business.
- 22. **Formulate Relevant Recommendations.** Every company is different and requires solutions tailored to their business. Carefully consider the individual needs of the company while you create alternatives.
- 23. **Continuous Quality Improvement.** Always look for ways to improve your services. Adopt advanced methods of providing services. Review and assess yourself constantly. Receive training in your areas of expertise and stay knowledgeable of the newest techniques.

*CorpLaw Associates LLC is a law firm of experienced business attorneys who deeply understand their clients' businesses and who use best practices to achieve their clients' business goals. The firm provides full support for businesses. For clients who need on-site legal help, CorpLaw is one of only a few firms that specializes in this model. Our mailing address is CorpLaw Associates LLC, 400 Central Avenue, Suite 150, Northfield, Illinois 60093. We can be contacted at 847.784.1300 or at firm@corplaw.com. Our web address is www.corplaw.com.*