

# 2006 Law Department Metrics Benchmarking Survey

# 2006 Law Department Compensation Benchmarking Survey

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Special Summary 2006 ACC Annual Meeting, San Diego, CA



## LAW DEPARTMENT COMPENSATION BENCHMARKING SURVEY 2006 EDITION – SAMPLE PAGES

## Supplement for the Association of Corporate Counsel Conference

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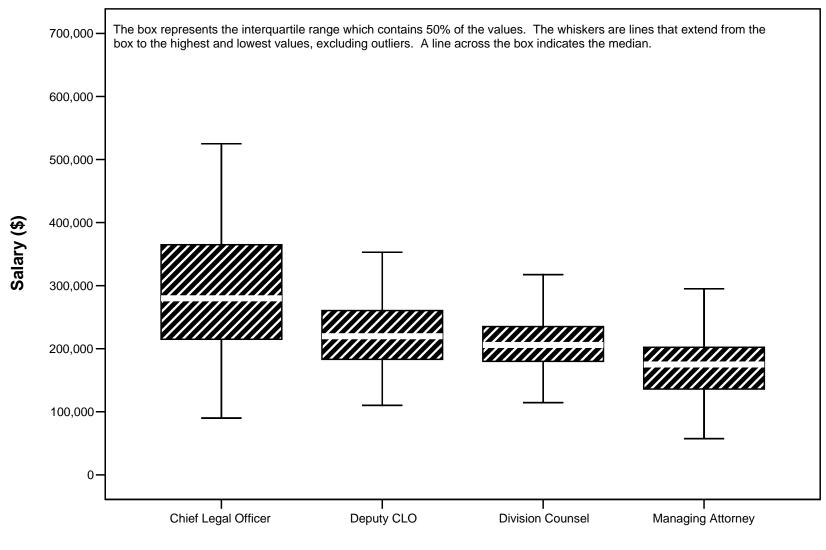
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Release Date: October 2006

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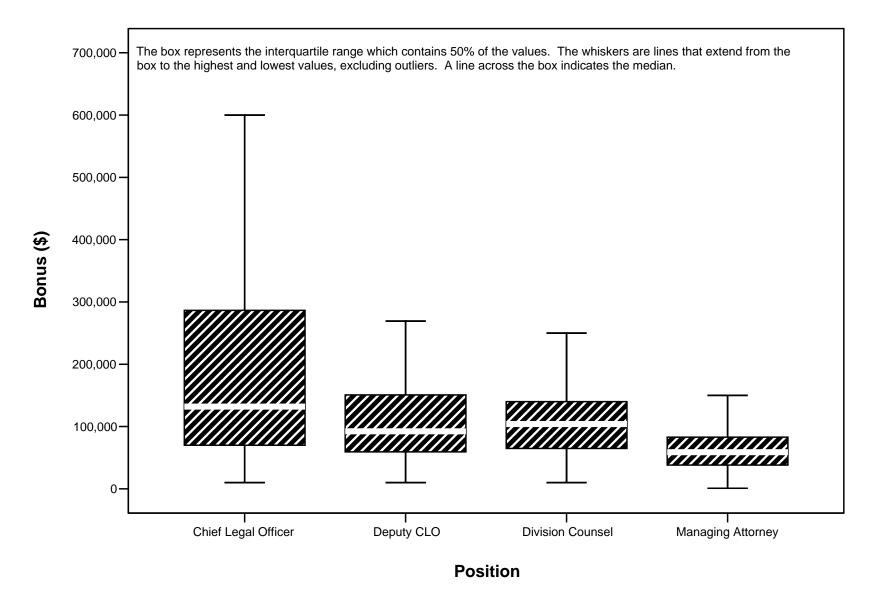
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SALARY BY MANAGEMENT POSITION

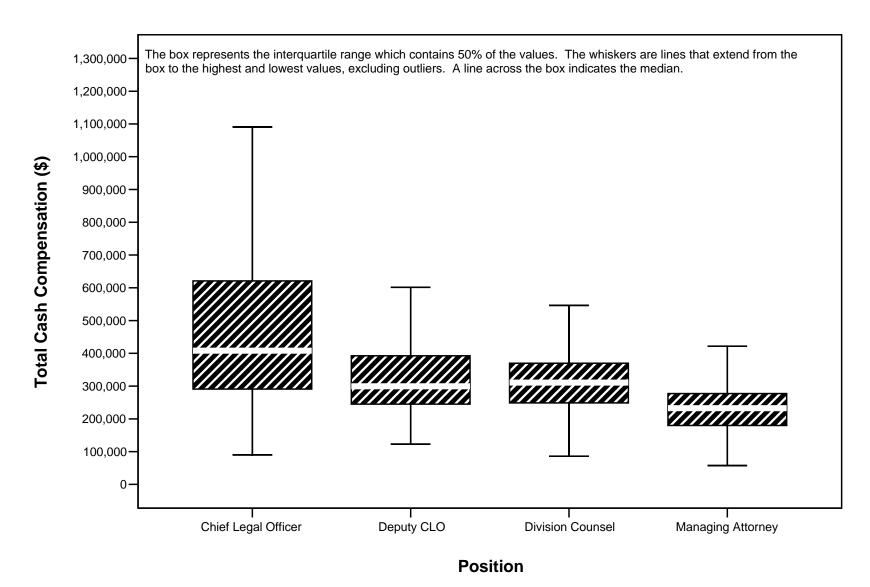


Position

BONUS BY MANAGEMENT POSITION



### TOTAL CASH COMPENSATION BY MANAGEMENT POSITION



#### CHIEF LEGAL OFFICER/GENERAL COUNSEL National Salary

National/Position				Sala	ary		
	Number of Employers	Number of Positions Reported	Average \$(000)	Lower Quartile \$(000)	Median \$(000)	Upper Quartile \$(000)	Ninth Decile \$(000)
Chief Legal Officer	222	222	306.7	214.6	280.0	365.1	452.3

#### CHIEF LEGAL OFFICER/GENERAL COUNSEL National Bonus

National/Position Bonus Number of Upper Ninth Lower Positions Decile Number of Average Quartile Median Quartile Employers Reported \$(000) \$(000) \$(000) \$(000) \$(000) Chief Legal Officer 185 185 70.0 132.0 287.1 429.0 195.6

#### CHIEF LEGAL OFFICER/GENERAL COUNSEL National Total Cash Compensation

National/Position				Total Cash Co	ompensation		
	Number of Employers	Number of Positions Reported	Average \$(000)	Lower Quartile \$(000)	Median \$(000)	Upper Quartile \$(000)	Ninth Decile \$(000)
Chief Legal Officer	197	197	488.4	290.6	408.0	621.5	892.0

#### DEPUTY CHIEF LEGAL OFFICER National Salary

National/ Position				Sala	ary		
	Number of Employers	Number of Positions Reported	Average \$(000)	Lower Quartile \$(000)	Median \$(000)	Upper Quartile \$(000)	Ninth Decile \$(000)
Deputy CLO	78	144	229.3	182.8	219.8	260.8	323.2

#### DEPUTY CHIEF LEGAL OFFICER National Bonus

National/ Position				Bor	nus		
	Number of Employers	Number of Positions Reported	Average \$(000)	Lower Quartile \$(000)	Median \$(000)	Upper Quartile \$(000)	Ninth Decile \$(000)
Deputy CLO	59	109	119.7	58.6	92.3	151.7	263.9

#### DEPUTY CHIEF LEGAL OFFICER National Total Cash Compensation

National/ Position				Total Cash Co	ompensation		
	Number of Employers	Number of Positions Reported	Average \$(000)	Lower Quartile \$(000)	Median \$(000)	Upper Quartile \$(000)	Ninth Decile \$(000)
Deputy CLO	66	124	342.9	245.0	299.6	392.6	540.0

#### DIVISION (OR GROUP) GENERAL COUNSEL National Salary

National/Position			Salary							
	Number of Employers	Number of Positions Reported	Average \$(000)	Lower Quartile \$(000)	Median \$(000)	Upper Quartile \$(000)	Ninth Decile \$(000)			
Division Counsel	102	345	209.9	180.0	206.0	235.2	268.0			

#### DIVISION (OR GROUP) GENERAL COUNSEL National Bonus

National/Position				Bor	ius		
	Number of Employers	Number of Positions Reported	Average \$(000)	Lower Quartile \$(000)	Median \$(000)	Upper Quartile \$(000)	Ninth Decile \$(000)
Division Counsel	90	294	108.1	64.5	104.0	140.0	186.9

#### DIVISION (OR GROUP) GENERAL COUNSEL National Total Cash Compensation

National/Position				Total Cash Co	ompensation		
	Number of Employers	Number of Positions Reported	Average \$(000)	Lower Quartile \$(000)	Median \$(000)	Upper Quartile \$(000)	Ninth Decile \$(000)
Division Counsel	95	313	314.3	248.3	310.7	370.0	446.9

#### MANAGING ATTORNEY National Salary

National/Position				Sala	ary		
	Number of Employers	Number of Positions Reported	Average \$(000)	Lower Quartile \$(000)	Median \$(000)	Upper Quartile \$(000)	Ninth Decile \$(000)
Managing Attorney	135	787	170.7	136.0	175.0	202.7	225.0

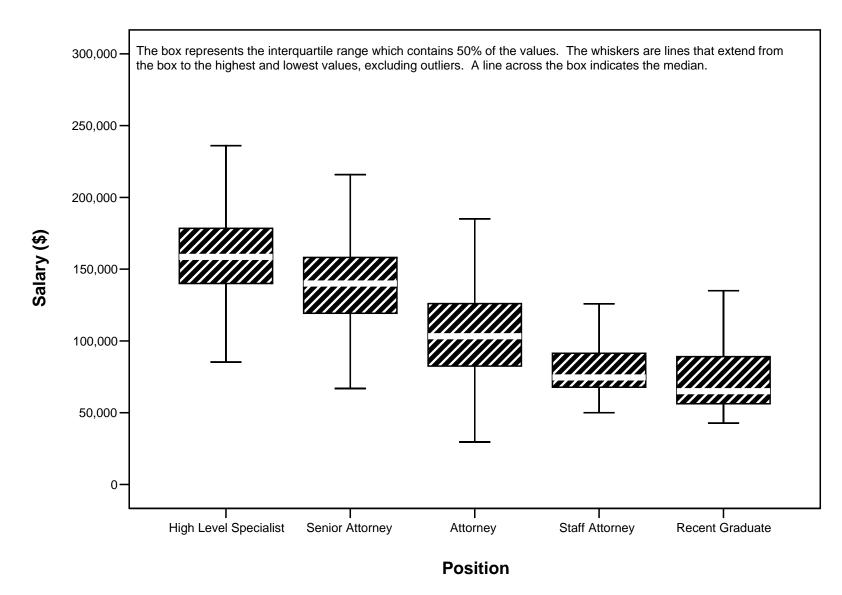
#### MANAGING ATTORNEY National Bonus

National/Position				Bor	nus		
	Number of Employers	Number of Positions Reported	Average \$(000)	Lower Quartile \$(000)	Median \$(000)	Upper Quartile \$(000)	Ninth Decile \$(000)
Managing Attorney	117	574	63.9	38.1	58.9	83.1	115.0

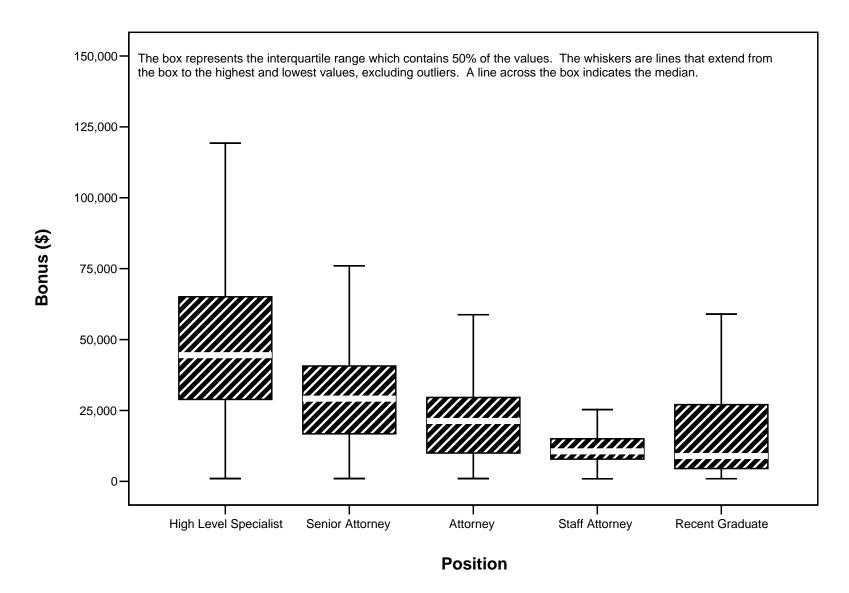
#### MANAGING ATTORNEY National Total Cash Compensation

National/Position				Total Cash C	ompensation		
	Number of Employers	Number of Positions Reported	Average \$(000)	Lower Quartile \$(000)	Median \$(000)	Upper Quartile \$(000)	Ninth Decile \$(000)
Managing Attorney	125	684	232.1	180.0	232.8	277.4	325.3

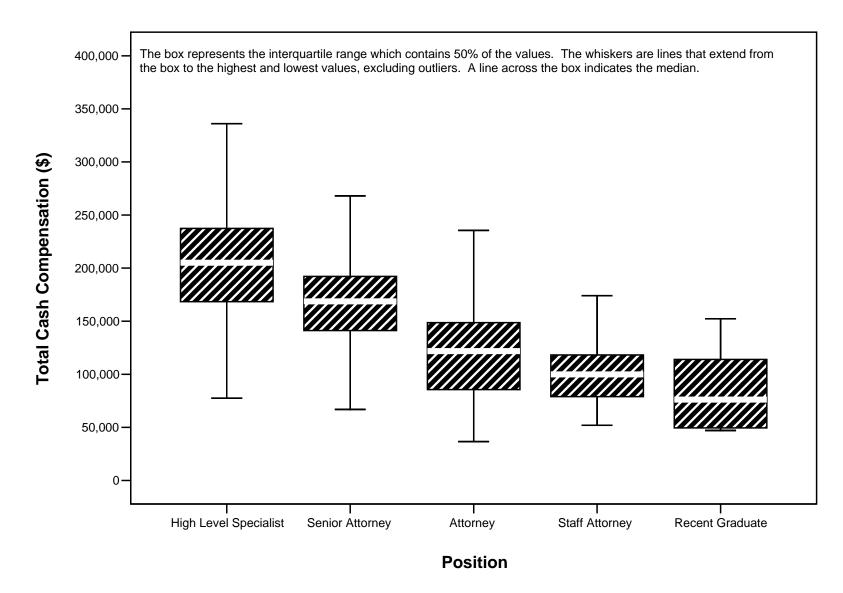
SALARY BY NON-MANAGEMENT POSITIONS



BONUS BY NON-MANAGEMENT POSITIONS



### TOTAL CASH COMPENSATION BY NON-MANAGEMENT POSITIONS



#### HIGH LEVEL SPECIALIST National Salary

National/Position				Sala	ary		
	Number of Employers	Number of Positions Reported	Average \$(000)	Lower Quartile \$(000)	Median \$(000)	Upper Quartile \$(000)	Ninth Decile \$(000)
High Level Specialist	152	1,170	159.8	140.0	158.6	178.5	197.9

#### HIGH LEVEL SPECIALIST National Bonus

National/Position				Bor	ius		
	Number of Employers	Number of Positions Reported	Average \$(000)	Lower Quartile \$(000)	Median \$(000)	Upper Quartile \$(000)	Ninth Decile \$(000)
High Level Specialist	130	1,041	49.1	28.9	44.5	65.1	86.5

#### HIGH LEVEL SPECIALIST National Total Cash Compensation

National/Position				Total Cash Co	ompensation		
	Number of Employers	Number of Positions Reported	Average \$(000)	Lower Quartile \$(000)	Median \$(000)	Upper Quartile \$(000)	Ninth Decile \$(000)
High Level Specialist	136	1,094	207.4	168.4	205.1	237.5	275.5

#### SENIOR ATTORNEY National Salary

National/ Position			Salary						
	Number of Employers	Number of Positions Reported	Average \$(000)	Lower Quartile \$(000)	Median \$(000)	Upper Quartile \$(000)	Ninth Decile \$(000)		
Senior Attorney	201	1,891	139.3	119.2	140.0	158.2	174.5		

#### SENIOR ATTORNEY National Bonus

National/ Position				Bor	ius		
	Number of Employers	Number of Positions Reported	Average \$(000)	Lower Quartile \$(000)	Median \$(000)	Upper Quartile \$(000)	Ninth Decile \$(000)
Senior Attorney	161	1,490	31.5	16.8	29.2	40.7	57.6

#### SENIOR ATTORNEY National Total Cash Compensation

National/ Position				Total Cash C	ompensation		
	Number of Employers	Number of Positions Reported	Average \$(000)	Lower Quartile \$(000)	Median \$(000)	Upper Quartile \$(000)	Ninth Decile \$(000)
Senior Attorney	175	1,703	168.4	141.1	168.7	192.2	220.4

#### ATTORNEY National Salary

National/ Position				Sala	ary		
	Number of Employers	Number of Positions Reported	Average \$(000)	Lower Quartile \$(000)	Median \$(000)	Upper Quartile \$(000)	Ninth Decile \$(000)
Attorney	157	1,329	104.7	82.5	103.3	126.1	142.8

#### ATTORNEY National Bonus

National/ Position				Bor	nus		
	Number of Employers	Number of Positions Reported	Average \$(000)	Lower Quartile \$(000)	Median \$(000)	Upper Quartile \$(000)	Ninth Decile \$(000)
Attorney	109	660	21.5	10.0	21.3	29.6	36.9

#### ATTORNEY National Total Cash Compensation

National/ Position			Total Cash Compensation						
	Number of Employers	Number of Positions Reported	Average \$(000)	Lower Quartile \$(000)	Median \$(000)	Upper Quartile \$(000)	Ninth Decile \$(000)		
Attorney	125	1,065	119.4	85.4	121.8	148.7	169.6		

#### STAFF ATTORNEY National Salary

National/ Position				Sala	ary		
	Number of Employers	Number of Positions Reported	Average \$(000)	Lower Quartile \$(000)	Median \$(000)	Upper Quartile \$(000)	Ninth Decile \$(000)
Staff Attorney	72	296	80.6	67.7	74.5	91.5	111.5

#### STAFF ATTORNEY National Bonus

National/ Position				Bor	nus		
	Number of Employers	Number of Positions Reported	Average \$(000)	Lower Quartile \$(000)	Median \$(000)	Upper Quartile \$(000)	Ninth Decile \$(000)
Staff Attorney	43	109	12.9	7.8	10.6	15.3	31.2

#### STAFF ATTORNEY National Total Cash Compensation

National/ Position			Total Cash Compensation						
	Number of Employers	Number of Positions Reported	Average \$(000)	Lower Quartile \$(000)	Median \$(000)	Upper Quartile \$(000)	Ninth Decile \$(000)		
Staff Attorney	55	129	103.0	78.8	99.9	119.1	145.6		

#### RECENT LAW SCHOOL GRADUATE National Salary

National/Position				Sala	ary		
	Number of Employers	Number of Positions Reported	Average \$(000)	Lower Quartile \$(000)	Median \$(000)	Upper Quartile \$(000)	Ninth Decile \$(000)
Recent Graduate	24	71	82.9	56.0	65.0	89.1	132.0

#### RECENT LAW SCHOOL GRADUATE National Bonus

National/Position			Bonus				
	Number of Employers	Number of Positions Reported	Average \$(000)	Lower Quartile \$(000)	Median \$(000)	Upper Quartile \$(000)	Ninth Decile \$(000)
Recent Graduate	14	24	33.4	4.3	9.0	27.3	79.2

#### RECENT LAW SCHOOL GRADUATE National Total Cash Compensation

National/Position			Total Cash Compensation				
	Number of Employers	Number of Positions Reported	Average \$(000)	Lower Quartile \$(000)	Median \$(000)	Upper Quartile \$(000)	Ninth Decile \$(000)
Recent Graduate	19	43	112.8	49.0	76.1	114.1	232.6

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Release Date: September 2006

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# LAW DEPARTMENT METRICS BENCHMARKING SURVEY 2006 EDITION

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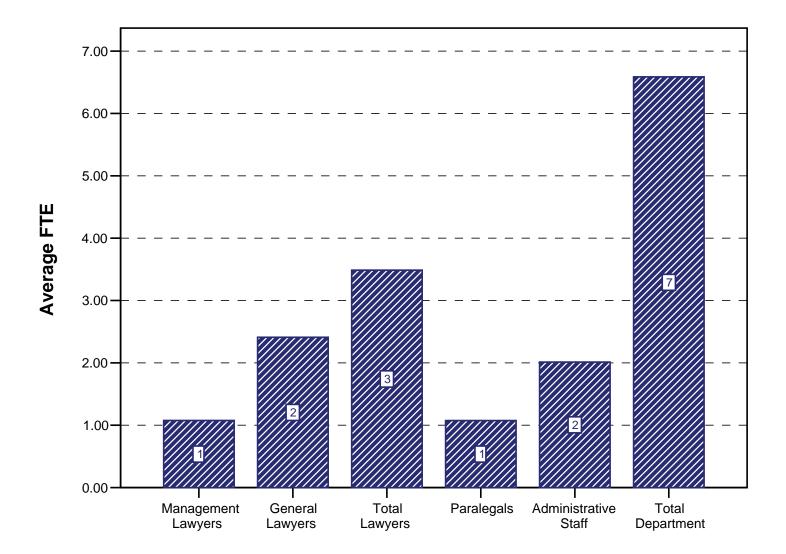
- Introduction
- Section I Staffing
- Section II Expenses
- Section III Outside Counsel
- Section IV Operations/Functions

How a law department is staffed depends upon the types of legal services required by the organization, the corporate culture, the total amount of legal work required by the enterprise and the decision to provide legal services in-house (wholesale) or through outside counsel Most organizations do not staff their law (retail). departments for the peak demand levels for legal services. In deciding in-house staffing levels, it is first necessary to analyze the need for legal services and establish a "steady state" of required services. A steady state of legal services can often be determined by taking a multi-year view of the matters handled and excluding the top (largest) five to seven matters each year. The resulting fees associated with the remaining matters can often help identify a steady state of legal services. Once the steady state is determined, an organization can then begin to determine the appropriate staffing levels. Most law departments balance their in-house staffing with the need and cost of using outside counsel services.

The Staffing section of the *Law Department Metrics Benchmarking Survey, 2006 Edition* contains strategic management benchmarking information, which will allow a law department manager to determine the corporation's staffing information relative to comparable organizations. One of the most common benchmarks is to compare the number of lawyers and staff to each \$1 billion of revenues. Like any other benchmark, this information tells us how organizations are staffing but does not, and should not, provide a staffing formula. Delegation of work and ensuring that specialty work is in the right hands is a challenge for any organization. These challenges are no different for a corporate law department. This Staffing section provides information about the number of administrative employees as well as the ratio of administrative staff to lawyers in a law department. Although the number of administrative employees has been decreasing over time, the need for administrative help is essential. Both paralegals and lawyers must continue to delegate administrative work, as appropriate. It is important to remember that having comparable staffing ratios or benchmarks does not guarantee effective utilization of staff.

One benchmark that appears to be counter-intuitive is the paralegal staffing benchmark. While many companies strive to be in the lower quartile when benchmarking against comparable organizations, paralegal staffing is an area where companies should strive for upper quartile staffing levels, if paralegals are employed effectively. Paralegals are a cost effective method of providing legal services and can carry a significant workload in the organization, freeing lawyers to do what only they are licensed to do. Over the years, analysis has proven that paralegals are a cost effective way to serve the Again, however, it is important to organization. remember that having comparable staffing ratios or benchmarks does not guarantee that paralegals are being used effectively.





In terms of management of the legal function in a corporation, expenses, literally, are the bottom line. Law departments are generally viewed as cost centers, not profit centers, so expenses are important. Most companies spend relatively significant amounts of money on legal expenses (both internal, i.e., to staff a law department, and external, i.e., work handled by outside counsel). As such, it is important to the CEO and to shareholders that legal expense be managed closely. An excellent way to do that is to use benchmarks to determine whether a more rigorous review of internal or external legal expense is warranted.

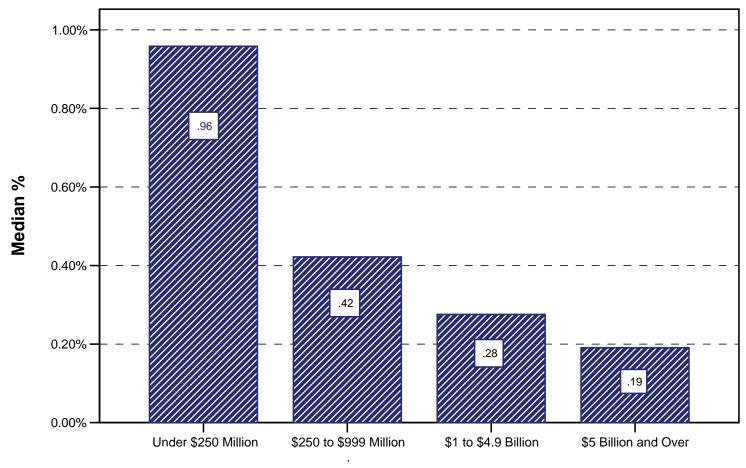
Legal expense, of course, is directly related to the other areas tracked by this benchmarking survey - staffing, outside counsel and operations. The level of internal staff in a law department (i.e., its headcount) can have a major impact on legal expense. Likewise, the systems and procedures in place to manage the cost of outside counsel can also obviously have a significant effect on legal expense. Too often, however, companies focus on only internal or external legal expense, to the exclusion of the other. That is, they might believe that their outside counsel fees are higher than they should be, but they do not always realize that by cutting back on outside services they may need to add staff to the law department in order to cover the necessary work. Or, a company might place a lot of emphasis on keeping headcount to a minimum. Those that do this, to the exclusion of the impact reductions in force will likely have on outside counsel usage and cost, fail to manage to the

bottom line. The key is to realize that internal and external legal expense are closely related and that by taking an action that has an effect on one of them, there will likely be an impact on the other.

The Expenses section of this survey measures total legal expense (i.e., the sum of internal and external legal expense) and it also tracks these two component parts separately. By far, the most commonly used benchmark related to legal expense is that which measures total expense as a percent of the company's annual revenue. When looking at this benchmark by industry, one can quickly determine whether the total legal spend is or is not in line with peer corporations.

The survey also looks separately at internal and external legal expense. Internal legal expense is reported as a total number, and it is also broken down into the following component parts: compensation, contract attorneys, occupancy, technology expense, and general corporate overhead allocated to the law department. External legal expense is also reported as a total number and likewise it is broken down into component parts: outside counsel fees versus other outside legal expenses. Furthermore, as it does throughout the survey, the Expenses section utilizes both per-lawyer and per-legal-service-provider figures. Finally, the percentages that companies spend on internal versus external legal expense is also reported, allowing a determination of whether the law department has the right mix of inside and outside legal services.

## TOTAL LAW DEPARTMENT FEES/EXPENSES AS A PERCENT OF REVENUES BY ANNUAL REVENUE



Annual Revenue

Outside counsel expenditures typically represent a large percentage of a company's total legal spend. Therefore, it is not only important to understand *what* you are spending on outside counsel (see the Expense section of this survey) but also *how* that money is spent. It is also important to analyze how your law department manages outside counsel to ensure that your client receives the best service possible in the most cost effective manner. This section of the *Law Department Metrics Benchmarking Survey* addresses precisely these issues, highlighting some of the key metrics in outside counsel selection, retention and performance.

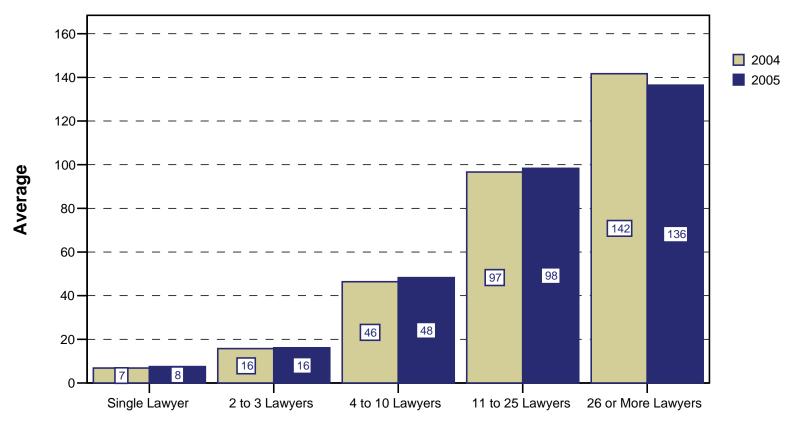
Often, companies struggle to decide which legal services should be outsourced to outside law firms and which should be handled internally. This survey section shows which legal specialties outside firms most often handle. The information is shown in terms of percentage of outside counsel fees by practice area.

Perhaps no practice in outside counsel management has been discussed and written about more widely than the concept of convergence (reducing the number of outside law firms utilized to reduce costs and improve the quality of services delivered). This section of the survey shows the two-year trend in the number of outside law firms utilized in companies of different sizes and in companies in different industries. It also provides information regarding the survey participants' use of their top four law firms (in terms of percentage of total fees paid to outside counsel in 2005), including what percentage of outside counsel fees are paid to the top firms, how many years the firms have been used and the size of the firms.

Companies often struggle with how to select the best outside counsel firm for a particular matter or matters. This survey section shows the criteria used by survey participants for the selection of outside counsel.

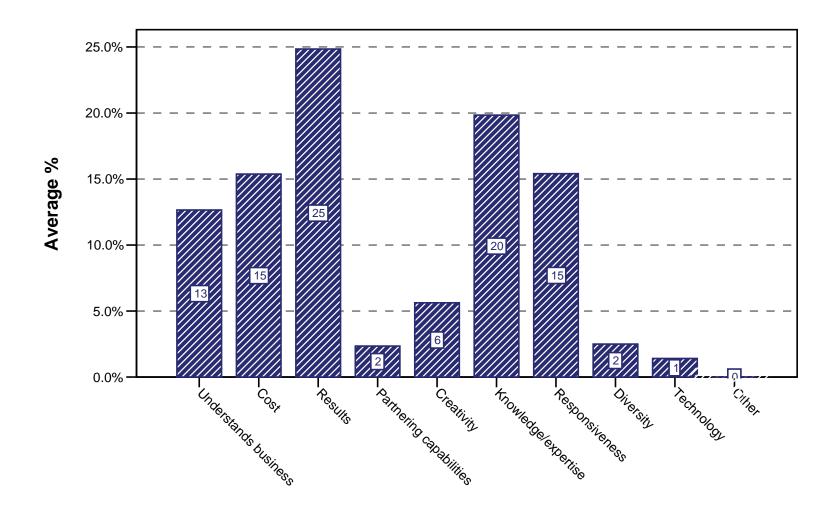
Once you have retained an outside firm, how do you ensure that they are providing the highest quality of service to your organization? This survey section includes information that is critical to the outside counsel evaluation process, including how many departments formally evaluate their outside counsel and how often. It also shows the criteria by which outside counsel are measured and the relative seriousness of mistakes made by outside counsel.

## TWO YEAR TREND AVERAGE NUMBER OF LAW FIRMS EMPLOYED BY DEPARTMENT SIZE



**Department Size** 

## IMPORTANCE OF THE FOLLOWING CRITERIA IN EVALUATING OUTSIDE COUNSEL ALL COMPANIES



The operations and functions section describes the nuts and bolts of departmental systems as well as the role of the legal function in the greater enterprise. The means by which the legal department delivers valuable, effective and efficient legal services must be based on sound operational processes. This section benchmarks systems such as timekeeping, chargebacks, alternative fee arrangements, legal service providers, billing systems, client satisfaction and reporting relationships. It also discusses the changing functional areas and new operational initiatives of the legal function.

Comprehensive timekeeping is an important law department management tool. Some consider it a best practice for law departments to require lawyers and paralegals to keep detailed track of their time. This practice has been gaining more momentum over the last five years, with benefits leading to cost savings for in-house legal departments via better time and project management. Law departments have been embracing this trend as they look for quantitative methods to demonstrate the value that they add to companies.

The survey benchmarks charging of in-house and outside lawyer time. More often than not, law departments charge outside counsel costs back to business units/clients more routinely than charging for inside lawyer time. Charging back in-house lawyer and outside counsel time is a means to allocate and monitor legal resources based on specific business unit/client need. As corporations are under intense pressure to control internal and external legal costs, the use of alternative fee arrangements is used to foster a partnering relationship with outside counsel. This section benchmarks fixed fee, reduced rate, negotiated or blended rates and other arrangements used with outside law firms.

Electronic billing is the means by which outside counsel submits their legal invoices electronically. The use of electronic billing is still evolving and holds enormous potential for improved cost management of legal services. Historically, insurance companies were the first to make gains in reducing their high outside counsel legal spend by imposing ebilling on their law firms. The survey benchmarks the use of ebilling.

Law departments that formally and regularly evaluate client satisfaction ensure that their services are aligned with the needs of the company. Service and satisfaction factors such as responsiveness, timeliness, and knowledge of client objectives, are just a few means of gauging satisfaction with quality, both in-house and with outside counsel, satisfaction with service and anticipated legal needs. Surveying also provides insight as to what roles clients perceive lawyers should play in the business and operations of the company.

Post Enron, the scope, nature, and in some cases, responsibilities of the legal organization has changed. The survey benchmarks the reporting relationships of corporate functional areas within a company as well as Chief Legal Officer reporting responsibilities and duties.

Breakout of Data		Percent	Number of Companies
	Chief Legal Officer/General Counsel	8.7%	12
Τ	Other Executive	83.3%	115
Tax	No such function	8.0%	11
	All Companies	100.0%	138
	Chief Legal Officer/General Counsel	51.5%	67
Detento	Other Executive	5.4%	7
Patents	No such function	43.1%	56
	All Companies	100.0%	130
	Chief Legal Officer/General Counsel	74.4%	99
Trademark &	Other Executive	6.8%	9
Copyright	No such function	18.8%	25
	All Companies	100.0%	133
	Chief Legal Officer/General Counsel	52.5%	73
Employment/Labor	Other Executive	46.0%	64
Employment/Labor	No such function	1.4%	2
	All Companies	100.0%	139
	Chief Legal Officer/General Counsel	78.8%	104
Corporate	Other Executive	18.9%	25
Secretary	No such function	2.3%	3
	All Companies	100.0%	132
	Chief Legal Officer/General Counsel	68.3%	99
Compliance/Ethice	Other Executive	24.1%	35
Compliance/Ethics	No such function	7.6%	11
	All Companies	100.0%	145
	Chief Legal Officer/General Counsel	30.9%	43
Diek Mens remark	Other Executive	64.0%	89
Risk Management	No such function	5.0%	7
	All Companies	100.0%	139

# REPORTING RELATIONSHIPS OF CORPORATE FUNCTIONAL AREAS ALL COMPANIES

(continued on next page)

Breakout of Data		Percent	Number of Companies
	Chief Legal Officer/General Counsel	66	47.5%
Insured Claims	Other Executive	63	45.3%
Settlements	No such function	10	7.2%
	All Companies	139	100.0%
	Chief Legal Officer/General Counsel	79	57.2%
Corporate Records	Other Executive	44	31.9%
Management	No such function	15	10.9%
	All Companies	138	100.0%
	Chief Legal Officer/General Counsel	34	24.5%
Environment,	Other Executive	89	64.0%
Health & Safety	No such function	16	11.5%
	All Companies	139	100.0%
	Chief Legal Officer/General Counsel	26	19.3%
Corporate Coourity	Other Executive	94	69.6%
Corporate Security	No such function	15	11.1%
	All Companies	135	100.0%
	Chief Legal Officer/General Counsel	18	13.3%
	Other Executive	116	85.9%
Human Resources	No such function	1	.7%
	All Companies	135	100.0%
	Chief Legal Officer/General Counsel	49	36.0%
Government	Other Executive	59	43.4%
Relations	No such function	28	20.6%
	All Companies	136	100.0%
	Chief Legal Officer/General Counsel	22	16.7%
Dublic Affeire	Other Executive	89	67.4%
Public Affairs	No such function	21	15.9%
	All Companies	132	100.0%

# REPORTING RELATIONSHIPS OF CORPORATE FUNCTIONAL AREAS ALL COMPANIES

#### EXTENT LEGAL DEPARTMENT ALIGNED WITH BUSINESS STRATEGY ALL COMPANIES

Breakout of Data	Percent	Number of Companies	
To what extent does	We are completely integrated with the business strategy.	66.2%	90
your legal department align its priorities/day to day work with the overall	On particular projects or transactions, our performance metrics are tied to the business strategy.	16.2%	22
business stragegy?	The legal department mostly functions as a separate operating group.	17.6%	24
All Companies	100.0%	136	

# CRITICAL FACTORS THAT ENSURE THAT STRATEGIES STAY ALIGNED ALL COMPANIES

Breakout of Data		Percent	Number of Companies
To the extent the	We embed a lawyer in each business unit.	21.4	28
department operates more closely with the	Our compensation is tied to meeting corporate/business goals.	49.6	65
business, what critical factors ensure that the	Existence of written objectives that tie into the corporate goals and objectives.	50.4	66
two strategies stay aligned?	We have regular meetings with CEO/Board/Unit Heads/Other.	86.3	113
All Companies	**	131	

\*\*Multiple responses, does not total 100%.

#### ROAD BLOCKS THAT PREVENT THE LAW DEPARTMENT FROM BECOMING MORE CLOSELY ALIGNED WITH THE BUSINESS UNITS ALL COMPANIES

Breakout of Data		Percent	Number of Companies
	We are perceived as deal breakers rather than deal makers.	20.5	24
	We are perceived as a road block"Don't send it to Legal; it takes too much time."	33.3	39
What road blocks prevent the law	Geographically dispersed locations make it difficult.	27.4	32
department from becoming more closely aligned with	The law department is brought into the picture too lateat the the 11th hour.	75.2	88
the business units?	Business units are resistant to using outside counsel we suggest.	6.0	7
	The law department is not organizationally aligned with the client organization.	10.3	12
	Other	14.5	17
All Companies		**	117

\*\*Multiple responses, does not total 100%.

#### TACTICS USED TO FACILITATE CLIENT SERVICE ALL COMPANIES

Breakout of Data	a	Percent	Number of Companies
	We provide our clients with template legal documents so they can enter into standard agreements without involving us.	63.2	86
What tactics	We educate business clients on how to avoid and manage risk.	91.9	125
do you use to facilitate client service?	We proactively communicate solutions to new regulations and issues to our business clients.	70.6	96
361 1106 :	We have set departmental standards for turn-around time so as to provide timely responses.	40.4	55
	Other	14.0	19
All Companies		**	136

\*\*Multiple responses, does not total 100%.

Breakout of Data		Percent	Number of Companies
Specifically, what tools does the legal	We provide regular status reports to the business heads.	83.2	99
	We have established performance metrics and benchmarks.	29.4	35
department use to	We negotiate client service agreements.	18.5	22
communicate value	We prepare an "annual report" for the business.	21.8	26
to the business?	We do internal case evaluations where we indicate objective, result and value delivered.	23.5	28
	Other	18.5	22
All Companies	**	119	

#### TOOLS USED TO COMMUNICATE VALUE TO THE BUSINESS ALL COMPANIES

\*\*Multiple responses, does not total 100%.