

# The Power of Legal Metrics: 5 Topline Metrics to Track

What are they and why do they matter?

# Speakers



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# Session 1 recap: Metrics help align your legal strategies with broader organizational goals.



*Metrics allow legal teams to communicate effectively with others. It's all about showing impact in a language everyone can understand.*

## **All teams have metrics!**

- **Marketing:** By understanding these metrics, legal can provide timely approvals and ensure compliance with regulations, helping marketing achieve their goals more efficiently.
- **Sales:** Legal can support sales by streamlining contract processes and providing clear guidelines for negotiations, which can reduce friction and accelerate deal closures.
- **RevOps:** Legal can align with RevOps by ensuring contracts are clear, reducing delays in the approval process, and addressing any legal concerns that might slow down revenue generation.



# Session 1 Recap: Being a strategic business partner

- Involves active participation in the decision-making process
- Not just reacting to situations, but helping shape the future of the business
- Influence business strategies, manage risk, stimulate growth



# What do you mean by *topline metrics*?

Successful legal teams measure, manage, and present key performance indicators (KPIs) specifically related to growth to make a case for increased headcount and show all of their team's work.

- What does the metric do?
- Who does it appeal to in the org? Why do they care about it?
- Looking at trends – are we getting better or worse



# 5 Topline Metrics to Track

## Volume Metrics

What is your topline rate of contract growth?

Understanding the volume of agreements in your repository will help you gauge workload volume.

## Total number of requests

This is all about hitting service level agreements (SLAs).

It's important to track the work your team is doing outside of contracts.

## Team efficiency

Procurement function may look at this

Where are the blocks? Who are we waiting on?

## Time-to-Close

How long does it take to draft, redline, finalize and execute any contract? If this number is large, you may need to address your process, your people, or both.

## Bottom of Funnel (BOFU) metrics

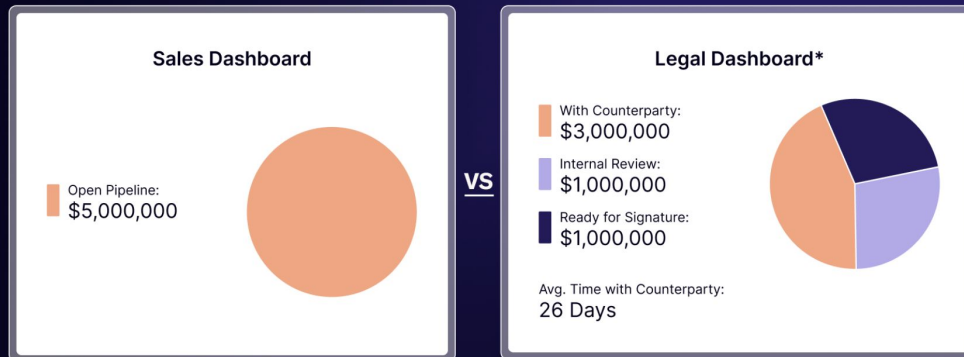
Legal will have best insight into where things are in bottom of funnel.

- Who has the pen
- What we have agreed to outside of the standard

# Example:



## EOY Projections



Maybe Legal Knows Your Business Better

\*Inspired by data from LinkSquares Themed Dashboards



# Thank you!

Questions?  
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