LINKSQUARES

How Legal Can Be a Better Business Partner

September 2023

Today's Agenda

- Introductions

- Responsibilities of In-House Teams

- Communication, Business Objectives & Technology

- Key takeaways

Ashley Adams

Director of Legal
Contentful

Krista Russell

Deputy GC
Airbus OneWeb Satellites

In-House Legal Responsibilities

- Legal operations responsibilities
  - Strategy vs. tactics
  - Efficiency gains within teams/ process improvement and implementation
  - Change management/stakeholder management - internal and external
  - Financial management

- GC responsibilities
  - Risk management
  - Legal guidance
  - Contract management
  - Compliance/Regulatory
  - Strategy

Elements of Successful Business Partnerships

1. Alignment and collaborative workflows between departments

2. Functions and departments must be in sync about processes and priorities to maintain a healthy risk level and foster innovative solutions

3. Effective communication and collaboration facilitates an understanding of the distinct needs of different business units and needs

Understanding Business Objectives

- Deep understanding of the company's goals and strategies

- Aligning legal strategy with business objectives

- Roles of in-house counsel in strategic planning

Effective Communication & Proactive Mindset

- Develop tailored communication skills, tools and tactics

- Legal teams should effectively communicate this value to other departments through use of metrics and other KPIs

- Responsiveness is one of the most effective ways for your legal team to build great relationships within other business units

Evolving beyond legal advice

- Improve collaboration
  - Make legal information accessible to those who can benefit from it the most
  - Share the latest versions of data and documents to ensure everyone is on the same page

- Regular feedback and open dialogue can help your team understand the needs of the business better and provide more effective support

Embracing technology

- Improved efficiency

- Data analysis and insights/metrics

- Improved communication – keeps everyone on the same page

- Ability to connect applications and pull data from other systems to enable efficient contracting

- Eliminates manual and repetitive tasks

Final Thoughts

- Impact: may not be quantifiable

- Be curious vs. defensive

- Aligning goals

Thank you!

Questions?