

The Power of Legal Metrics

What are they and why do they matter?



Speakers



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What are legal metrics?

Metrics help align your legal strategies with broader organizational goals. By understanding what matters most to the company, you can tailor your approach to support these objectives directly. This alignment not only streamlines operations but also positions your team as an indispensable partner in achieving business success.

What does it mean to be a strategic business partner?

How can having access to metrics elevate your team's position in your organization? How do you utilize the metrics at your disposal and turn them into actionable insights?

What are the metrics your team should be measuring? Why are these metrics important to your team's success?



All teams have metrics

Marketing

Marketing teams often use metrics to measure the effectiveness of their campaigns and strategies. By understanding these metrics, legal can provide timely approvals and ensure compliance with regulations, helping marketing achieve their goals more efficiently.

Sales

Sales teams rely on metrics to track their goals toward annual revenue. Legal can support sales by streamlining contract processes and providing clear guidelines for negotiations, which can reduce friction and accelerate deal closures.

RevOps

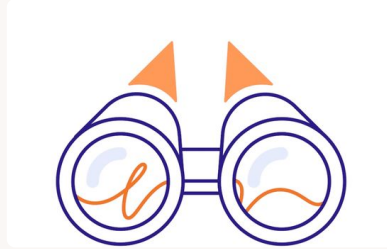
Revenue Operations (RevOps) teams focus on optimizing the entire revenue process, from lead generation to deal closure. Legal can align with RevOps by ensuring contracts are clear, reducing delays in the approval process, and addressing any legal concerns that might slow down revenue generation.



Why do they matter?

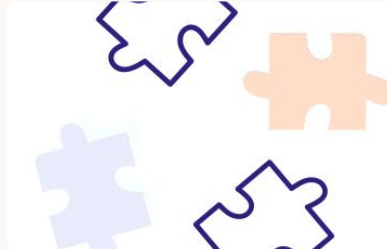
Metrics & Collaboration

They help legal teams to communicate effectively with others. It's all about showing impact in a language everyone understands.



Create visibility across team and organization

Tools like LinkSquares gives non-legal personnel insight into how long each side has had a document



Strategies for inter-departmental cooperation

Create templates and pre-approved language for other teams to utilize



Transform legal into a strategic entity

Have the data to backup legal performance and prove legal is a trusted business partner



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

Data-driven decision making

- Legal skills applied beyond problem-solving
- Strategic input into shaping the organization
- Embracing data-driven decision making
- Empower legal to pull their own metrics - with or without a CLM platform





Thank you!

Questions?
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