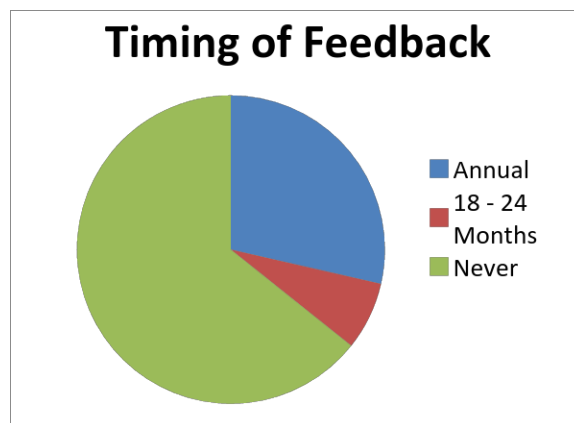
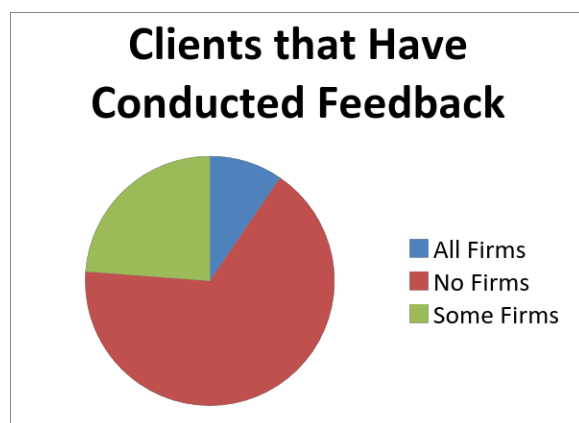


The Case for Feedback



**Data collected via electronic survey of San Francisco Bay Area in-house counsel in February 2017.*

The Bar is Low for Value Added Services

Internal Process and Training

- Shorten long conflicts clearance processes and extensive wait periods to approve AFAs that can be incredibly frustrating
- Do not bill for clear associate training time where the associate's involvement was optional and not necessary

Training, Content and CLE Programs

- Free, useful, practical CLEs / Training for attorneys and staff
- Offers to provide professional development programming to attorneys
- Provide legal updates / newsletters related to specific industry
- Webinars
- Blogs

Relationship Building

- Informal networking with a good speaker, including Women's Initiatives
- Conferences about specific technology trends
- Partnerships are the most valued and lead to the longest relationships
- Introducing attorney and team to other GCs and DGCs
- Private Equity deal introductions

Demonstrate a Knowledge of Client Business

- Client teams and shared knowledge to ensure continuity in service across the firm
- A call if law change affects the business
- Process improvement with the objective to reduce outside counsel fees
- Knowing enough about the business to be aware of how law / rule changes apply
- Strategic cross selling--just a "shot in the dark pitch" does not work

Products and Services

- Provide templates at no cost
- Free quick advice
- No charge for attending or presenting to board / management team
- No charge for bringing in-house counsel along (e.g., educating them) about an area (e.g., compliance)
- Benchmarking / industry specific data

Billing and AFA's

- Flexibility on billing and being willing/able to jump in and provide support quickly