

# Welcome to the World of In-House

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## The Role of In-House Counsel

- Legal Counsel
- Business Partner
- Guardian of the Corporation

## The Reebok Rules: Establishing Value

- Learning about the business
- Developing good working relationships with your client
- Training the client to help you

# Establishing Value: Have the Reebok Rules changed since 1992?

- Attend All Key Business and Staff Meetings
- Eliminate “No” From Vocabulary
- Hone and Use Your Business Judgment
- Return Phone Calls (Emails) Promptly
- Learn About Problems Early
- Get to Know Your Clients as People
- Learn the Business
- Spend a Portion of Your Day Wandering the Halls
- Communicate Orally – Avoid Memos
- Integrity is Crucial
- Make the Coffee
- Be a Problem Solver

# Establishing Value: Have the Reebok Rules changed since 1992? (continued)

- Stay Focused on What is Really Important
- Be a General Practitioner
- Do “The Legal Thing”
- Be Available
- Not Every Job Requires an “A” Effort
- Avoid Titles
- Be Proactive: Educate Your Client Groups
- Move Routine Work Outside the Department
- Be Enthusiastic
- Give Answers: Get to the Point
- Hire People Better Than You