

March 5, 2020

Counting what Counts:

Measuring your Value and Building a Business Case for Legal Operations Resources

Panelists:

Bindu Cudjoe, CWB Financial Group

Scott Morgan, Legal and Professional Services Consultant

Eric Gonzales, Epiq

Moderator:

Carla Swansburg, *Epiq*

People. Partnership. Performance.

Meet Our Panelists

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Agenda

- Opening Comments
- Measures of Value
- Table exercise: checklist of ideas
- Discussion: KPIs
- Calculating the ROI
- Exercise
- Debrief & Tips

Epiq: rising to challenges with best-in-class solutions

eDiscovery
solutions: full
EDRM suite
of solutions

data breach
support and
class action
administration

regulatory
and
compliance
solutions

AI and
machine
learning based
contract
reviews

business
process
solutions

legal
operations &
process
outsourcing



Opening Comments: Why “demonstrating your value” matters



Table Exercise

- Working with your table group, you have 10 minutes to:
 - 1) introduce yourselves to your table, and
 - 2) come up with a list of things you might measure within a legal department.
- It's not a competition but....let's see which group comes up with the most ideas!
- Debrief (what, why) from each table

Debrief

- What are the top/popular choices from each table, and how would they be helpful?
- What are the most realistic?
- What are the hardest ones to track?
- What would be most compelling in terms of implementing operational improvements?

View from the Panel

- What have you successfully (and unsuccessfully?) measured or seen measured as KPIs?
- What sorts of things do your functional business partners measure (HR, Marketing, etc.) and what can we learn from them?

Tracking time in-house

- Yes or No?
- What would you track/include?



Service Level Agreements for Business Partners

- Yes or No?
- What would you include?



Calculating the ROI

- How do you measure a potential return on a legal operations investment?
- What are the components of the measurement and how do you generate those values?
- A quick example of an ROI calculation



Example: Document Management System

- Calculate current costs: time spent finding work product, recreating templates and precedents
 - E.g. 10 lawyers, spending 30 mins/day searching for materials x FTE costs/hour
 - Roughly 10 hours/week recreating work
- Cost of new tool
 - Technology platform cost + installation
 - Support
 - Savings of time (e.g. reduce by 75% above costs)

Table exercise

- Choose an options (next slide) OR your own
- Use hypothetical metrics/values as required
- Calculate the ROI
- Each team will then have 2-3 mins to pitch (choose spokesperson(s))
- Tip sheet and basic assumptions are on each table (optional to use them)

Choose an options or pick your own:

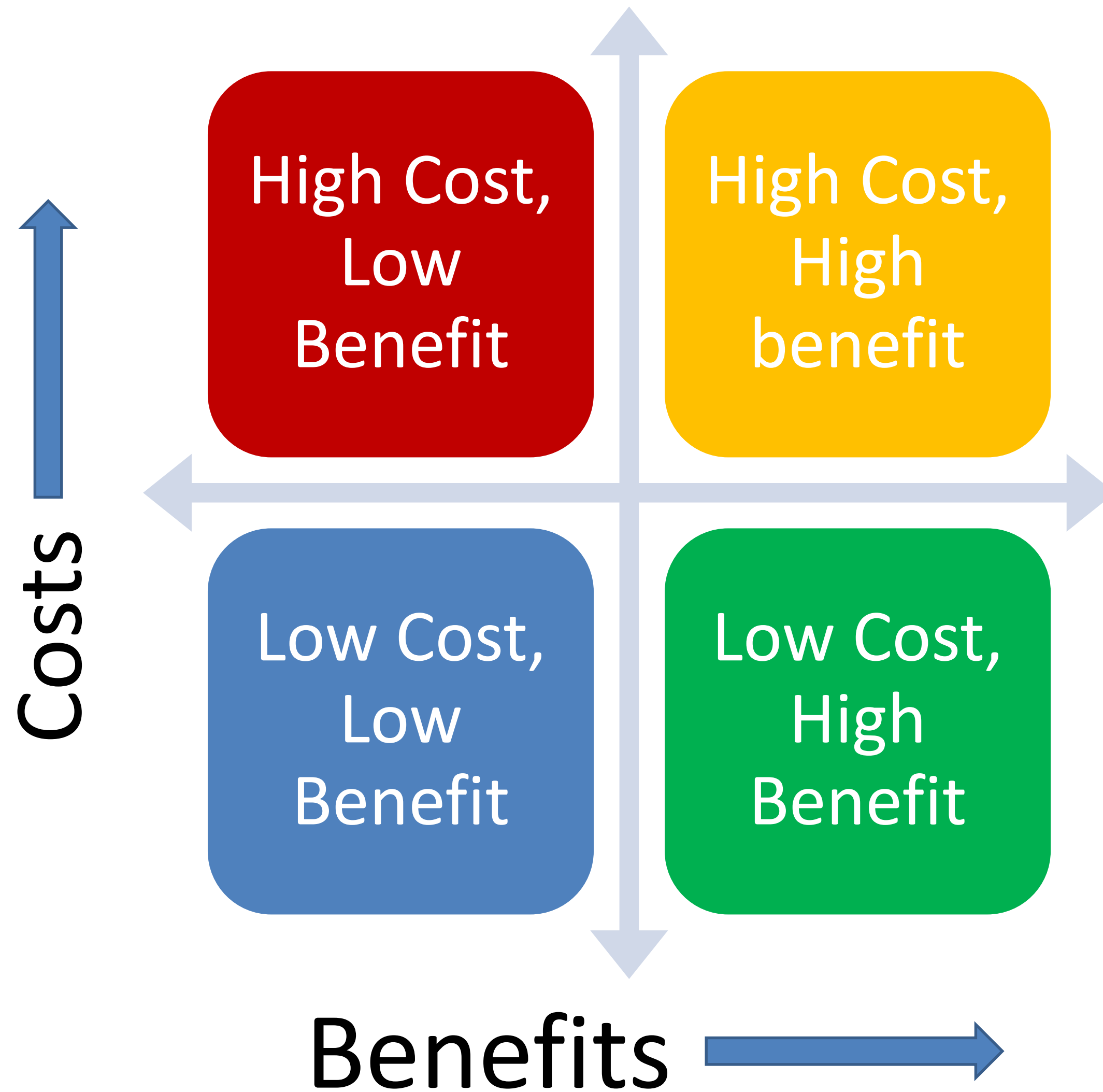
- The intake and review of NDAs, OR or outsourcing NDAs
- Conducting an RFP to consolidate external counsel
- Investing in a platform or service to review external legal invoices
- Building a process to manage data privacy/PIPEDA requests
- Hiring a dedicated eDiscovery expert
- Deploying a technology to review and analyze contracts

**Make
Your
Pitch!**



Debrief & Feedback





Additional Reading

- <https://store.legal.thomsonreuters.com/law-products/news-views/corporate-counsel/a-checklist-to-measure-your-legal-department-performance>
- <https://store.legal.thomsonreuters.com/law-products/news-views/corporate-counsel/beyond-legal-spend-metrics-kpis-for-the-efficient-legal-department>
- <https://abovethelaw.com/2018/06/5-steps-to-metrics-stephanie-coreys-guide-to-building-a-data-driven-legal-department/>
- <https://www.wikihow.com/Measure-Process-Improvement>
- [Acing the In-House Legal Department Performance Review](#)
- [Measuring Legal Department Metrics](#)

A background image showing several hands of different skin tones raised against a light blue gradient. The hands are positioned at various heights and angles, creating a sense of unity and diversity. One hand on the left has a wristwatch, another has multiple beaded bracelets, and the hand on the far right has a large, colorful tattoo on the forearm.

Q & A

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THANK YOU!