

In-house Counsel are from Mars – Law Firms are from Venus?

Facilitator:

Tarik Gause, Director, Business & Legal Affairs, Roku, Inc.

Speakers:

Jeremy Barton, Partner & General Counsel, KPMG UK

Rémy Blain, Partner – Head of Paris Office, Addleshaw Goddard LLP

Jaap Bosman, Founding Partner, TGO Consulting

- Aligning the planets to understand the business
- Following the gravitational pull of profit and shareholder value
- Watching the eclipse of bright legal advice by the shadows of reputation
- Reading the stars through three wise lenses (in-house, law firm, business)



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Return
on Investment



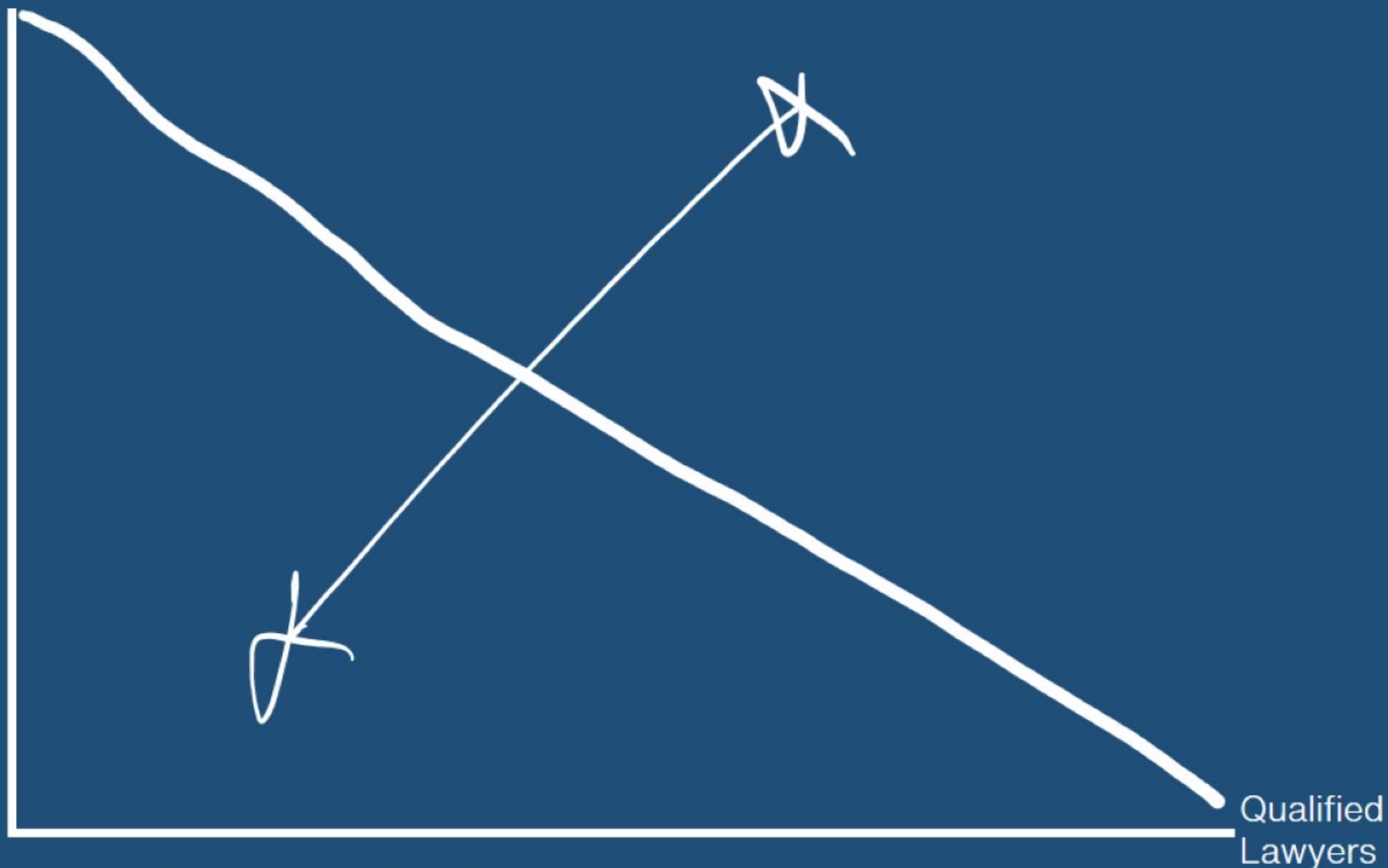


Qualified Lawyers

Return on
Investment

Qualified
Lawyers

Return on
Investment



Return on
Investment

+ mid-market M&A

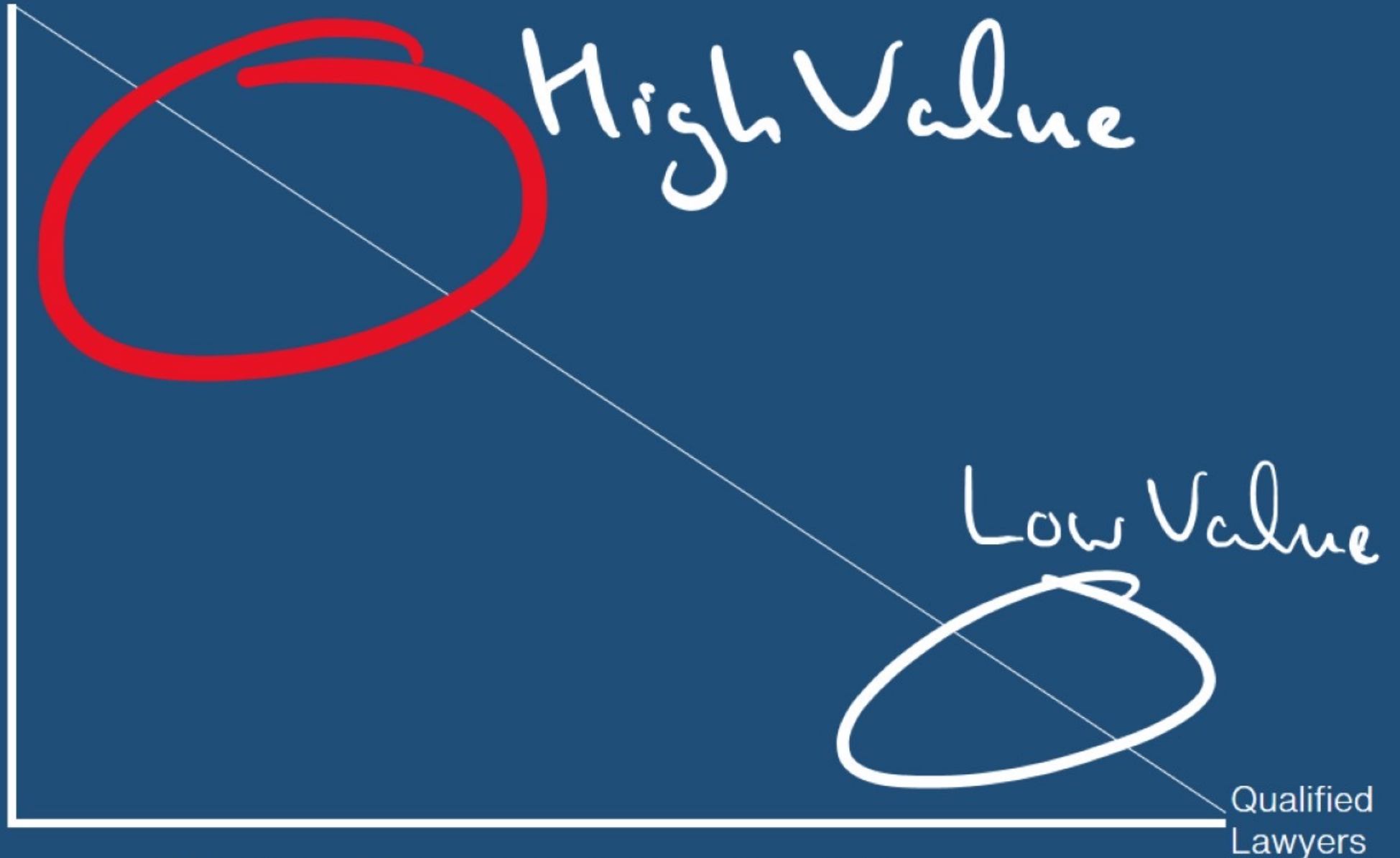
+ banking regulatory

Qualified
Lawyers

Return on
Investment



Return on
Investment





3-step model
for allocating corporate
resources



1
contribution to
profitability



2
cost of lost
opportunity



3
expertise level
required

Breakout Questions

1. What concrete steps could you and your team take to get a better understanding of 'profit & loss' in the business and its 'strategic priorities'?
2. How can your law firms come to a better understanding of your internal priorities?
3. As an individual legal counsel, what could you do to move away from 'first come, first serve' for your own prioritisation of work?