Measuring Success:
Aligning Legal Department Performance with Enterprise Goals

As economic pressures mount, General Counsel and legal team leaders must clearly demonstrate their department's value by aligning their work with broader business objectives.

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Moderator

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Overview

- Each panelist offers a distinct perspective on how legal departments can effectively measure success in alignment with enterprise goals.

- This includes moving beyond traditional legal metrics to showcase value in innovative ways like:

  ❖ Fostering collaborative problem–solving

  ❖ Leveraging proactive process improvements

  ❖ Use of technology to drive efficiency and save time

Meet Your Panelists

Bob Zapata

Senior Managing Director and General Counsel, Strategic Transactions & Corporate Finance at TIAA

Colleen Collins

General Counsel at Heatherwood Communities

Jamal Brown

Head of Legal Operations and Knowledge Management Executive Director at JPMorgan Chase

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How do you measure the success of your legal department in aligning with enterprise goals?

🔍 **Perspective**

- Legal departments should first break down and define what success means to them

- We need to be story tellers in law. If we don't tell the business how we're adding value, it quickly becomes a cost-measure.

- A "sales" mentality with the C-Suite will help you accomplish business objectives

- Align with the lines of business and create strategies around each goal to measure success

What are some best practices for fostering collaboration between the legal department and other business units?

Key Collaboration Strategies

- Sharing data, information, and insights across departments

- Having proactive conversations to break down silos

- Prioritizing in-person and face-to-face interactions

- Approaching legal as a service organization that exists to help the company

- Building relationships before emergencies arise

- Conducting "walk abouts" to meet people throughout the organization

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Can you discuss any recent trends or changes in the legal landscape that have impacted your department's operations?
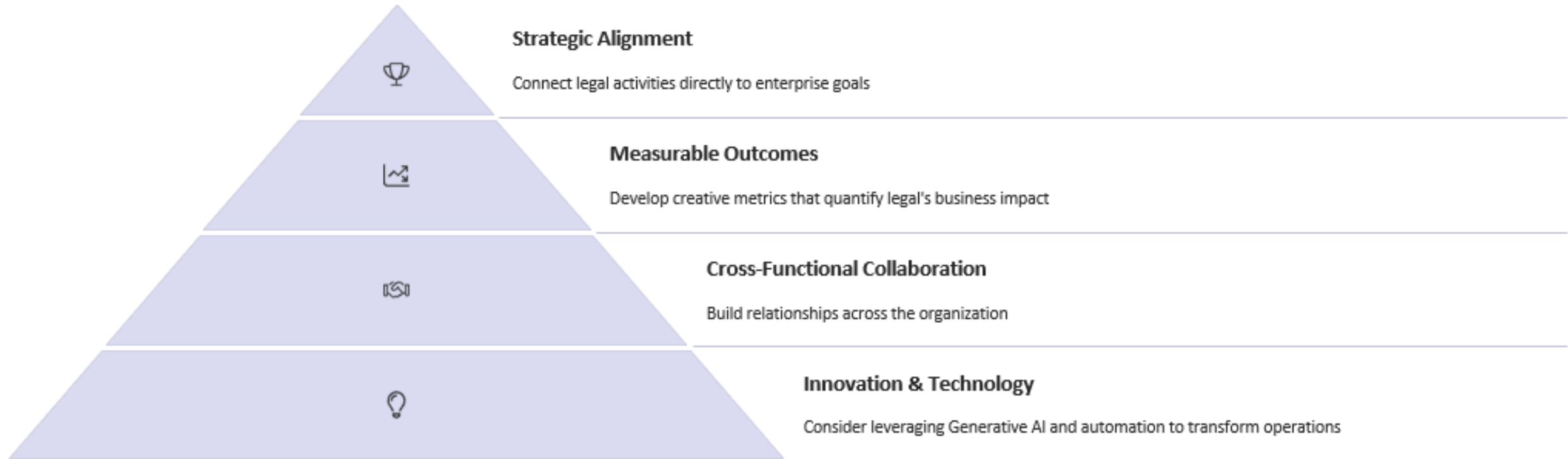
Questions to consider:

- What <u>are</u> we doing as a company?

- What <u>should</u> we be doing as a company?

- Is this adding value?

- What is most cost effective?

<u>A Focus on Technology & Innovation</u>

- Utilizing Gen AI on a daily basis and focus on practical applications first

- Take a step back when it comes to new technology and evaluate the value to help department goals

- Are there available tools aligned with your budget?

- Gen AI is a time saving tool when used intentionally

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Key Takeaways

Strategic Alignment
Connect legal activities directly to enterprise goals

Measurable Outcomes
Develop creative metrics that quantify legal's business impact

Cross-Functional Collaboration
Build relationships across the organization

Innovation & Technology
Consider leveraging Generative AI and automation to transform operations

Successful legal departments must go beyond traditional legal metrics to demonstrate their value. This perspective can position your department as strategic business partners rather than cost centers.

This ongoing journey requires both technical solutions and cultural shifts within legal departments. By becoming effective "story tellers" who can translate legal work into business value, legal leaders can secure their departments' position as essential contributors to organizational success.

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