

## Smart Resourcing and Knowledge Sharing with the Sizzle of Social Media

### The 2014 ACC Value Champion Series



# **Re-engineering Legal Support**

## Caterpillar Inc. Byron G. Buck II, Esq. Senior Corporate Counsel



# Re-engineering Legal Support

Byron G. Buck II, Esq.

Caterpillar Inc.

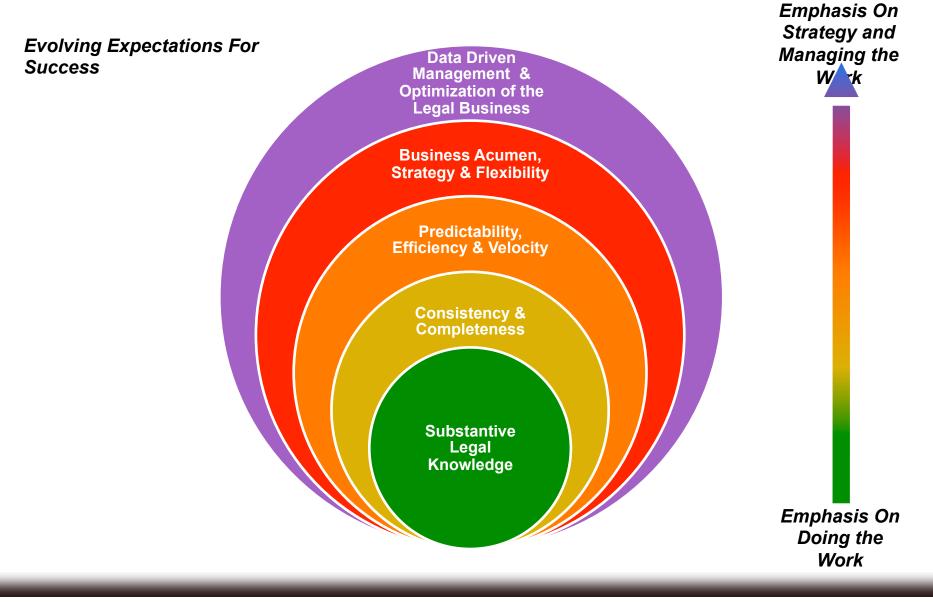


# Byron G. Buck II

- Senior Corporate Counsel, Caterpillar Inc.
- Manages the Law Practice Management Group
- Practice has included counseling on a broad range of issues generally facing US corporations operating globally
- Over 20 man years of LPO Support in 2013
- B.E.E. Georgia Institute of Technology (1989)
- J.D. South Texas College of Law (1995)
- Registered Professional Engineer, Texas Inactive



### **ROLE OF IN-HOUSE COUNSEL**



### **ALLOCATING WORK APPROPRIATELY**

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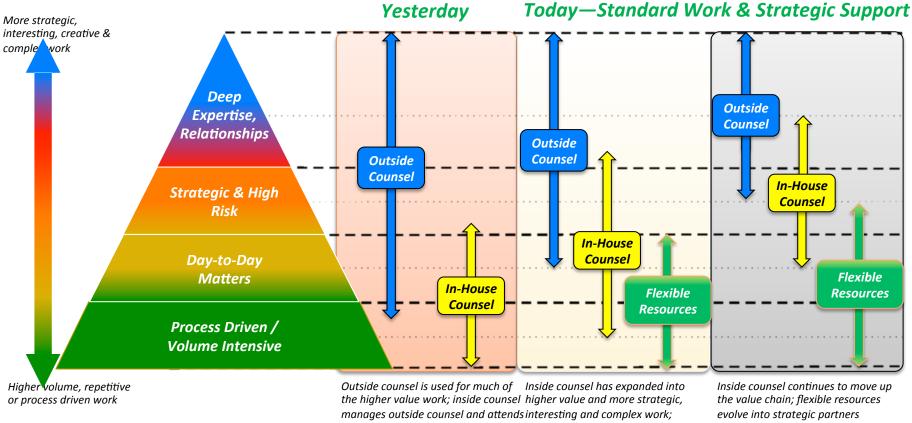
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• As in-house counsel move up the value chain, there is a growing need for intelligent solutions that support them and transform the way lawyers work.



the higher value work; inside counsel higher value and more strategic, manages outside counsel and attends interesting and complex work; to day-to-day matters and repetitive, flexible resources fill the need for process driven work work and are directed by inside counsel

### LITIGATION LANE STRATEGY

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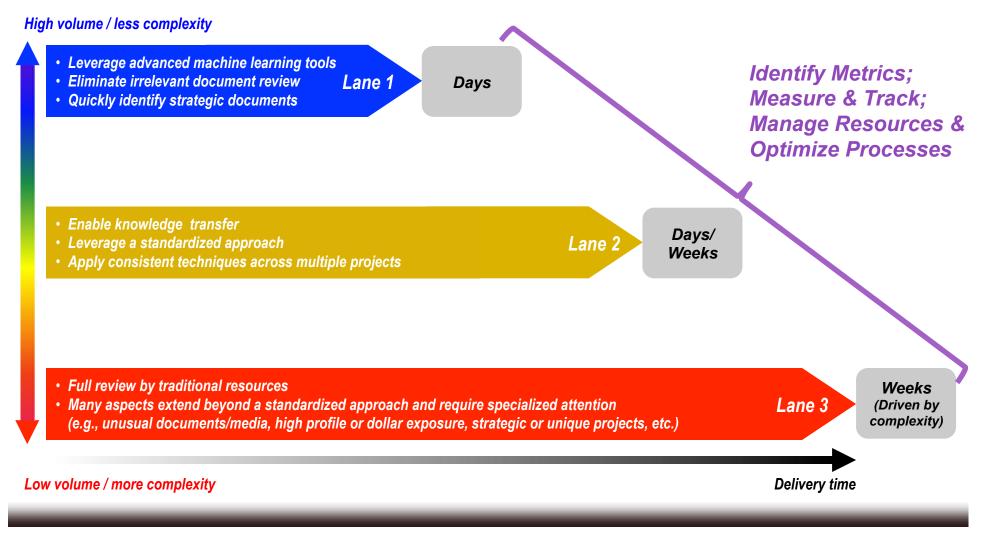
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### Each Lane will provide sustained service levels and drive demand shaping

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### AGREEMENT LANE STRATEGY

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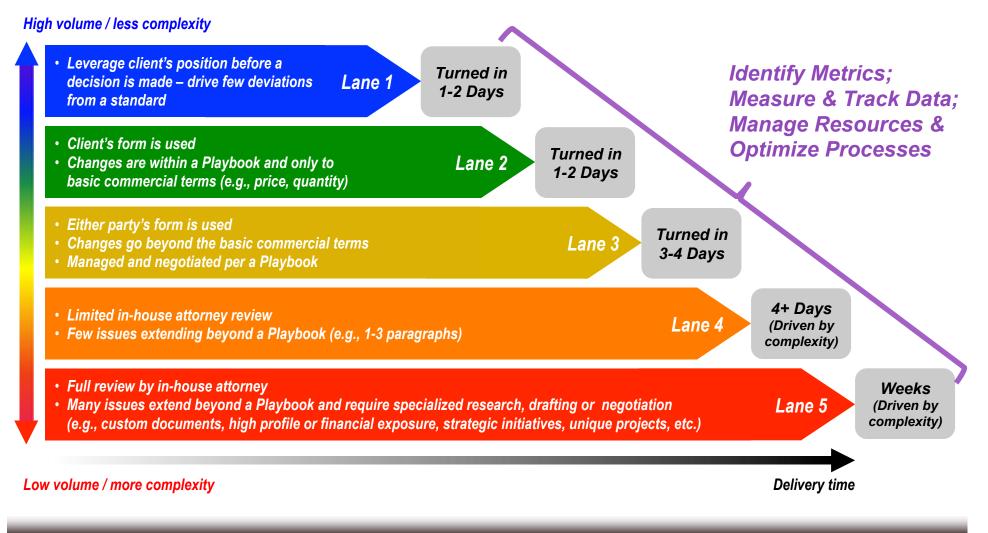
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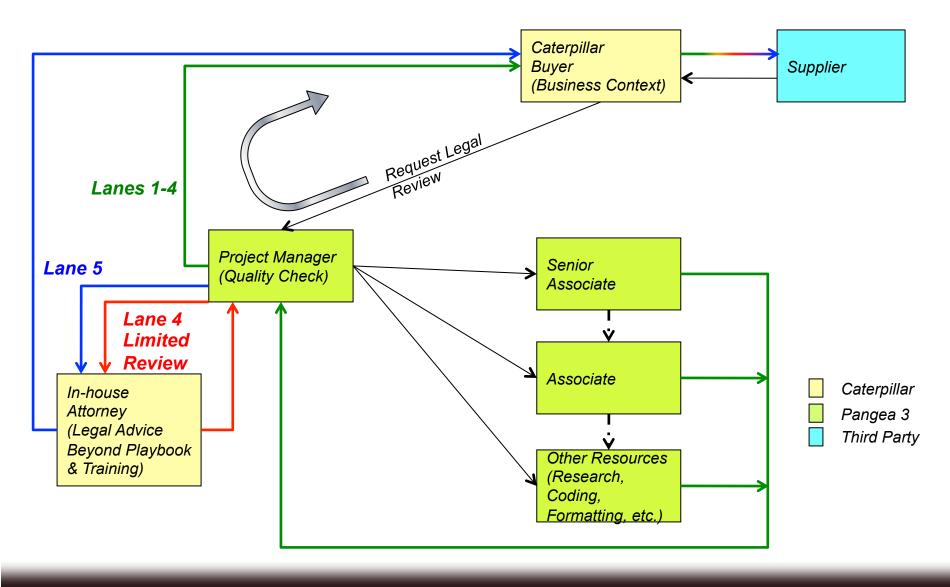
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### Each Lane will provide sustained service levels and drive demand shaping





### LANE STRATEGY MODEL (PROCUREMENT)



### ATTORNEY DIRECTED WORK MODEL (LOWER VOLUME & ONE-OFF TASKS)

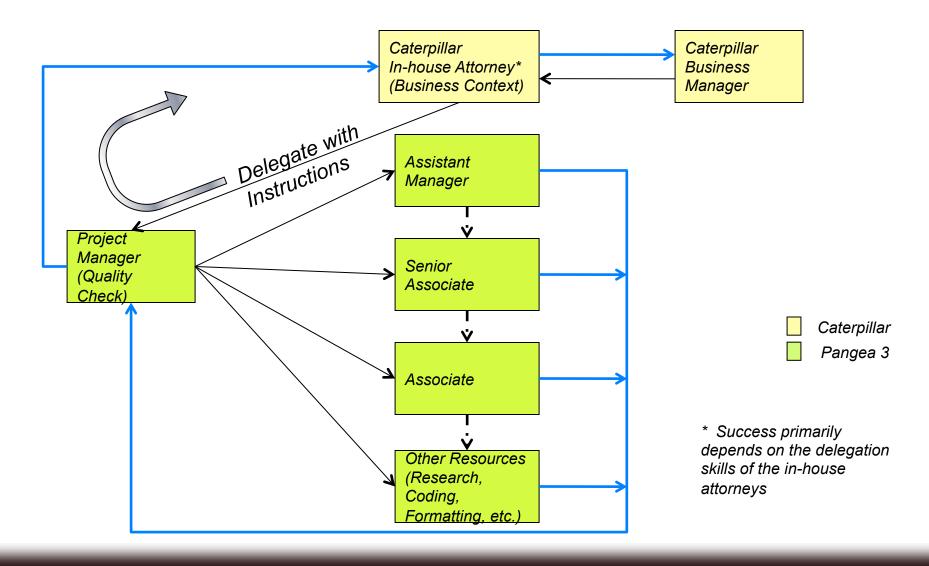
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### **RUBRIC FOR IDENTIFYING & ALLOCATING WORK**



In-House Resources

Focus on Highest Risk, Most Strategic & Challenging

**Flexible Resources** 

I know what to do... or I know how to do this.... ("If I had the time....")

### **RESOURCE MATRIX EXAMPLE**

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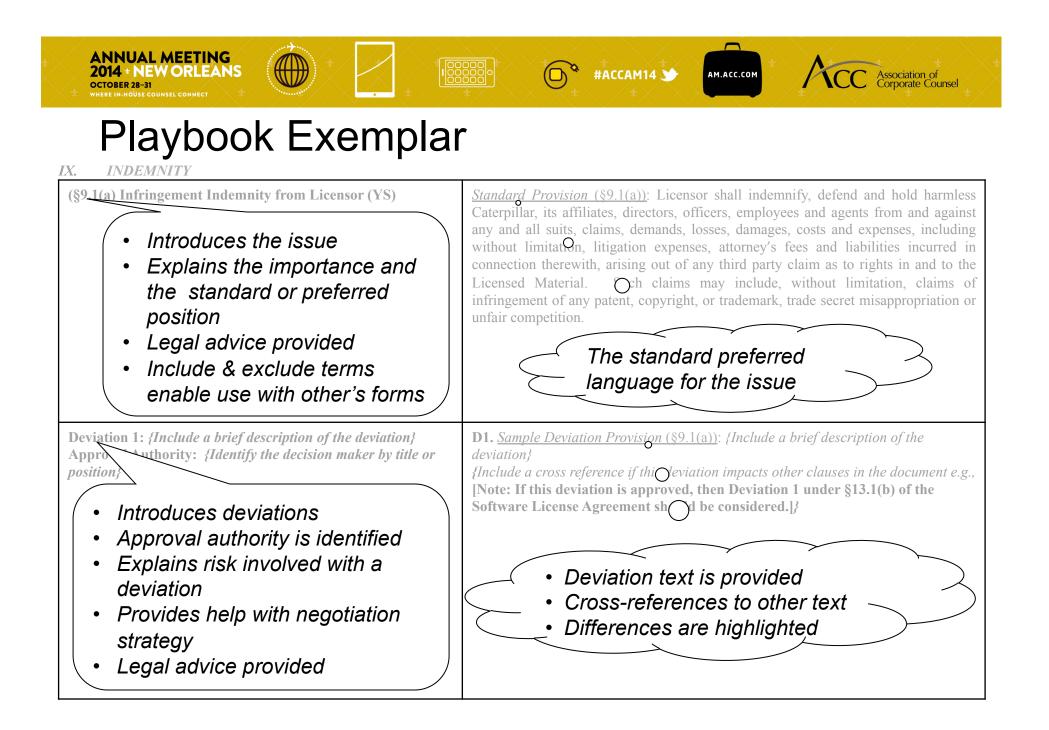
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		\$\$\$ < COST*						
Re	quirement/Characteristic	Outside (Expertise)	In House	Outside (Staff Augmentation)	Contract	In House Agency or Temp	LPO	Interns
1	Deep Expertise	Х						
2	Unique relationships or knowledge of the law	Х	0					
3	Specialized research, drafting or negotiating	Х	Х					
4	Custom, creative or complex documents	Х	Х					
5	High profile issues	0	Х					
6	High risk or financial exposure	0	Х					
7	Strategic initiatives		Х					
8	Requires active legal advice	Х	Х	Х	0	0		
9	Close relationship with business managers		Х	0				
10	Strategic knowledge of the business		Х					
11	Onsite services are necessary		Х	0	Х	Х		Х
12	Would benefit from technology support	0					Х	
13	Requires analysis of data or use of analytics						Х	0
14	Lower risk				Х	Х	Х	Х
15	Uses guidelines, standards, policies or templates				Х	Х	Х	Х
16	Has a definable workflow, routine or process						Х	
17	Responsiveness is a key driver			0	0	0	Х	
18	Volume intensive			0	0	0	Х	
19	Is important, but not a core legal task			Х	Х	Х	Х	Х
20	Sporadic need, flexibility, hour averaging			Х	0		0	
21	Short term surge or overflow of work			Х	Х	Х		Х
22	Temporary staff replacement			Х	Х	Х		Х

\*Note: Some non-US outside counsel can be cost competitive with LPOs and provide greater flexibility Language capability and time zone support has become less of a differentiator

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### **METRICS FOR MANAGING FOR SUCCESS**

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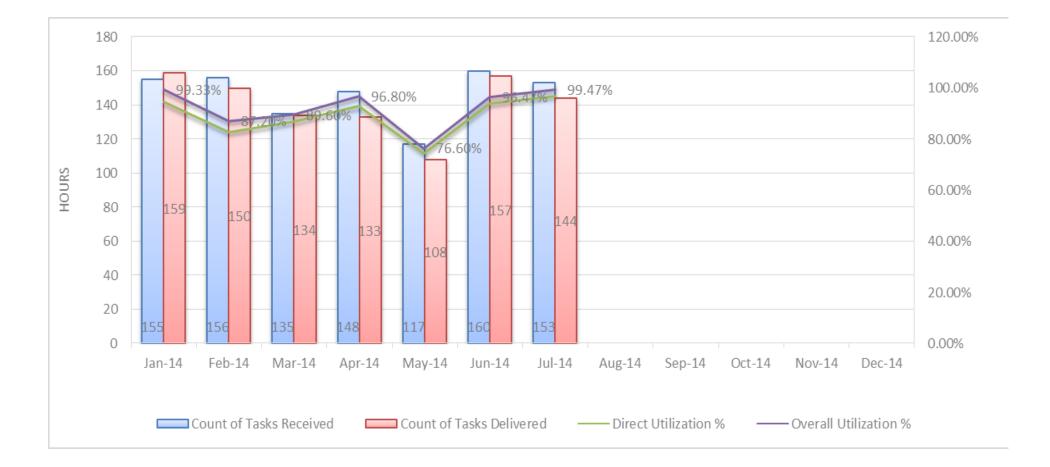
Average Cost Per Document Examples										
Law Practice Area	Pre-Legal Lane Strategy & LPO Cost	Current Cost Using Legal Lane Strategy & LPO	Percent Cost Reduction							
Compliance	\$337.50	\$41.01	88%							
Procurement	\$1,860	\$333.58	82%							
Services/NDA	\$1,375	\$62.72	95%							

<u>Note:</u> Initial reviews can be reduced on average to as little as 5% of the original average total document cost and iterations can be reduced on average to as little as 1% of the original average total document cost

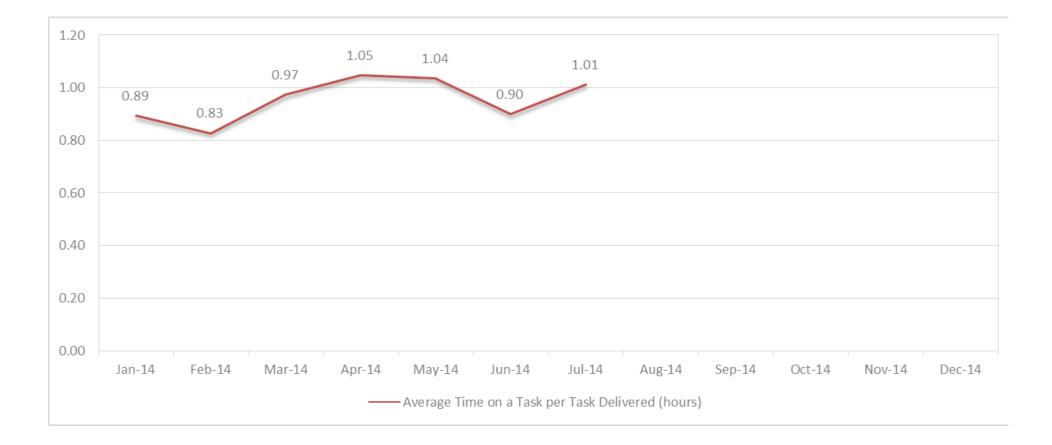
### **Additional Benefits**

Greater client satisfaction; Improved quality and consistency; Broader utilization of flexible resources; Concentrated use of meaningful metrics—credibility; Improved effectiveness; and Higher engagement and autonomy by those performing tasks.

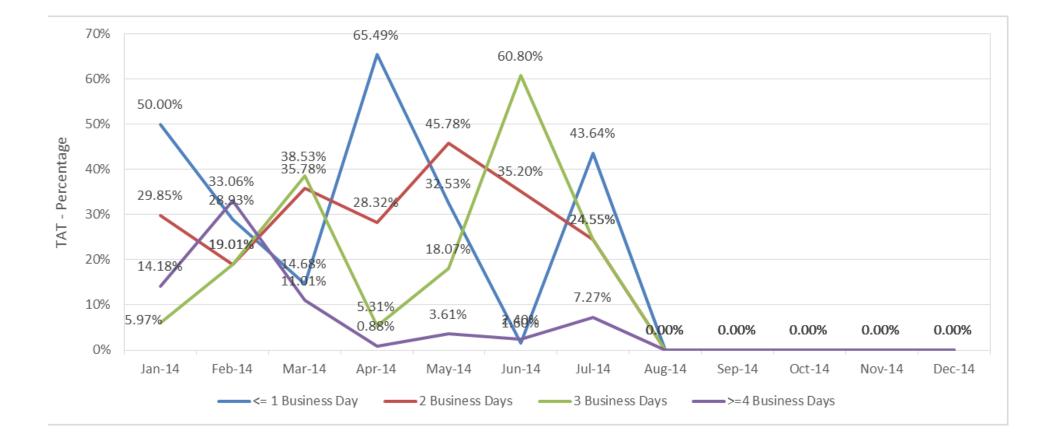




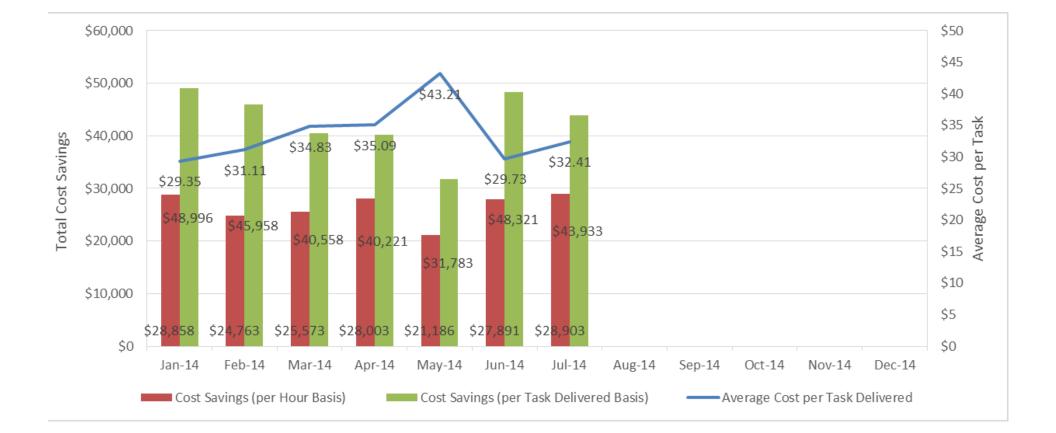














Details	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Average
No. FTEs													
No. of LPO Team on 1st of Month	2.00	2.00	2.00	2.00	2.00	2.00	2.00						2.00
Cost of FTEs													
Baseline Normalized Cost Per Task Delivered	\$ 337.50	\$ 337.50	\$ 337.50	\$ 337.50	\$ 337.50	\$ 337.50	\$ 337.50						\$ 337.50
Baseline Cost Per Hour	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00						\$ 225.00
Count of Tasks Received	155.00	156.00	135.00	148.00	117.00	160.00	153.00				[		146.29
Count of Tasks Reviewed	159.00	150.00	134.00	140.00	108.00	157.00	144.00				Į		141.71
Count of Tasks Delivered	159.00	150.00	134.00	133.00	108.00	157.00	144.00						140.71
Time on Tasks													
Training Time	0.00	6.00	0.00	0.00	0.00	0.00	0.00						0.86
Project Management Time	6.00	0.00	4.00	5.00	3.00	3.00	3.00					<u></u>	3.43
Conference Calls Time	1.00	0.50	0.00	0.75	0.00	0.50	0.50						0.46
Database Management Time	0.00	0.00	0.00	0.00	0.00	0.00	0.00						0.00
Total Time											ļ	<u></u>	
Direct Utilization %	94.67%	82.87%	86.93%	92.97%	74.60%	94.13%	97.13%					<u> </u>	89.04%
Overall Utilization %	99.33%	87.20%	89.60%	96.80%	76.60%	96.47%	99.47%						92.21%
Average Time on a Task per Task Delivered (hou	0.89	0.83	0.97	1.05	1.04	0.90	1.01						0.96
Average Cost per Task Delivered	\$ 29.35	\$ 31.11	\$ 34.83	\$ 35.09	\$ 43.21	\$ 29.73	\$ 32.41						\$ 33.68
Cost Savings (per Hour Basis)	\$ 28,858.00	\$ 24,763.00	\$ 25,573.00	\$ 28,003.00	\$ 21,185.50	\$ 27,890.50	\$ 28,903.00						\$ 26,453.71
Cost Savings (per Task Delivered Basis)	\$ 48,995.50	\$ 45,958.00	\$ 40,558.00	\$ 40,220.50	\$ 31,783.00	\$ 48,320.50	\$ 43,933.00						\$ 42,824.07

#### Calculated Fields

Backlog	2012	2013	2014
Received	154	1,011	1,024
Priority List	114	-	-
Reviewed	134	1,010	992
Delivered	118	1,010	985

TAT (Only for 2013 Data)	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Average
<= 1 Business Day	77	45	26	84	37	12	58						48.43
2 Business Days	50	33	49	42	48	54	37						44.71
3 Business Days	13	28	47	11	20	81	32						33.14
>=4 Business Days	19	40	12	1	3	3	8						12.29
Grand Total	159	150	134	133	108	157	144	0	0	0	0	C	138.57

TAT (Only for 2013 Data)	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Average
<= 1 Business Day	48.43%	30.00%	19.40%	63.16%	34.26%	7.64%	40.28%						34.95%
2 Business Days	31.45%	22.00%	36.57%	31.58%	44.44%	34.39%	25.69%						32.27%
3 Business Days	8.18%	18.67%	35.07%	8.27%	18.52%	51.59%	22.22%						23.92%
>=4 Business Days	11.95%	26.67%	8.96%	0.75%	2.78%	1.91%	5.56%						8.87%



## 10 Steps to Success:

- 1. Break work into groups based on complexity
- 2. Devise a workflow to process the work in each group
- 3. Determine an "As Is" baseline
- 4. Use "tools" to create standard work
- 5. Negotiate lower cost structures for incremental resources of varying expertise, flexibility, etc.
- 6. Allocate tasks to resources having the lowest level of expertise and cost required for the task
- 7. Manage resources in response to performance feedback using multiple types of metrics
- 8. Make certain resources know when to ask for help!
- 9. Implement these principles across jurisdictions and practice areas globally

10. Use change management!

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# DO THIS and You WILL

Achieve significant savings and....

- -improve customer satisfaction;
- –employee engagement;
- -quality of work product; and
- -timeliness of legal support.



Important Quick Tips:

- Begin with high volume, repetitive work evolve into lower volume tasks using ADW
- Change management—make certain you have management and stakeholder support
- Leverage systems—corporate social media, document management, matter management
- Use lower cost resources to build the tools!
- START!!!







# Innovation in Talent Development, Deployment and Collaboration

ACE North America Kevin Kevin Rampe General Counsel, North America



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KEVIN M. RAMPE GENERAL COUNSEL, NORTH AMERICA

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SMART RESOURCING AND KNOWLEDGE SHARING WITH THE SIZZLE OF SOCIAL MEDIA



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### ACE Group

 ACE is one of the world's largest multiline property and casualty insurers, providing commercial and personal property and casualty insurance, personal accident and supplemental health insurance, reinsurance and life insurance

 Operations in 54 countries, with more than 20,000 employees serving a diverse group of customers worldwide

#### **Balance Sheet Strength**

- Total capital, which reflects our capacity to take on risk, exceeds \$34.8 billion
- Net loss reserves of \$26.2 billion back our policyholder commitments
- \$12.8 billion paid on claims in 2013
- Book value, or shareholders' equity in the company, is \$28.8 billion and has grown over 100% in the last 5 years
- ACE's debt-to-capital ratio of 16.4% is one of the lowest among major peers
- Total investments of \$60.9 billion are predominantly investment-grade fixed income securities
- Diversified across geographies, sectors and issuers
- Average credit rating is A/Aa; average duration is 4 years, which limits interest rate risk



### insured.

### **Disciplined Underwriting Culture**

- Our consistent underwriting performance provides stability for customers and shareholders
- ACE has earned a cumulative underwriting profit since its inception in 1985
- Five-year (2009–13) average combined ratio 91%

### 2013 Year-end Financial Snapshot

US\$ in millions at 12/31/13	
Gross premiums written	\$22 <mark>,</mark> 828
Net premiums written	17,025
Operating income*	3,217
Net income	3,758
Operating cash flow	4,022

\*Excludes net realized gains (losses)

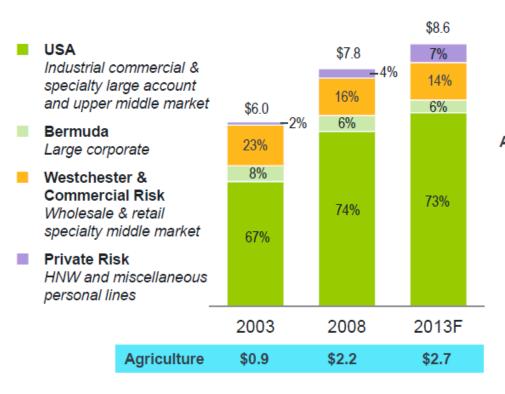


### ACE North America

US\$ in billions

### Retail & Wholesale Commercial & Personal P&C GPW





### Individual (HNW + misc. personal lines) Agriculture 24% 42% Large Corporate Small Commercial 16% Middle Market





### ACE North America OGC Structure

 174 people in 11 cities in the United States, Canada, and Bermuda







## Our Challenge

- Improve legal service delivery and reduce expenses
- Keeping our legal group connected
- Develop a way to consistently measure trends year over year
- To be a best-in-class organization, dedicated to bringing exceptional value to our clients





## Our Principles

- Team
- Value
- Execution







## Project BIC (Best In Class)

- Change in culture and change in process created and owned by the members of the OGC
- Legal service coordinator model
- Agile Staffing
- Balanced Scorecard
- Development of a knowledge management platform known as "the link"
  - Platform for collaboration on projects
  - Forums for communication and information exchange
  - Digital Library
  - Comprehensive Search Engine





### Our Structure

- "Legal Services Coordinator" service model
  - Subject matter expertise
  - Business relationship





## Legal Services Coordinators

North America Office of General Counsel - Legal Services Coordinators

Business Division	LSC
CRS Legal Services	
CRS (General/issues spanning subdivisions)	Jon Cooperman
CRS – ACE Complete and Workers' Compensation	Ilana Hessing
CRS – Auto	Scott Sanpietro
CRS – Direct Markets	Ron Williams
CRS – D&O	Tom Griggs
CRS – E&O	Carey Merrill
CRS – International Advantage	Patric Jones
CRS – Medical Risk	Patric Jones
CRS - Micro	Jon Cooperman
CRS – Inland Marine	David Tansill
CRS – Property	Erin Ginsberg
CRS – Casualty	Bob Brookes
CRS – Environmental	Bryan Weiss
Combined	
Combined (General/issues spanning subdivisions)	Chad Helin
Combined NA Field Sales	Lori Prince
Combined NA Work Site Marketing	Rich Goodwin
Reinsurance	Deborah Stalker
Global Legal Services	
Global Accident & Health, PBI, Life and Internal Reinsurance	Tara Vrettos
Global P&C Reinsurance (ex. Global A&H and PBI)	Nick Markatos/Claudio Ronzitti
Global Ceded Re (General/issues spanning subdivisions)	Deborah Stalker

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# NA Office of General Counsel - Client Site

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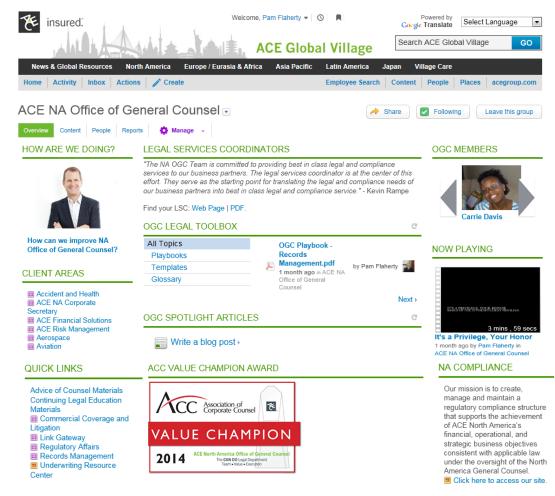
- OGC Toolbox
  - Playbooks

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- Templates
- Glossary of Legal Terms
- Client Areas
  - Blogs
  - Documents
- Video's
- Training Materials
- Articles



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### Teamwork

- Required element for successful collaboration
- Agile team formation
- Training in improvisational comedy
- Tools
  - > Skills Inventory
  - Collaboration Platform







### Skills Inventory Search

North America Office of Gen Digital Library	eral Counsel	Ils Inventory Search	Search this site
Explore Directory Browse Licenses Create Upload a Picture	Instructions: Select a Subject	t Matter Category in the drop down below to find your expert.	
Modify			
Employee Information			
Edit Your Attorney Licenses	Substantial Antitrust an	d Trade Regulation Experience	Department
Skills Inventory	Stuart, Douglas A	Assistant General Counsel, Corporate Transactions	Corporate Transactions/Treasury
Skills Inventory Data Entry Form	<ul> <li>Bernstein, Joy J</li> <li>Helin, Chad</li> </ul>	Assistant General Counsel General Counsel	ACE NA Commercial E&O Coverage Litigation Combined
Skills Inventory Search Site Contents	Samers, Audrey	Deputy General Counsel	ACE PRS
	Moderate Antitrust and	Trade Regulation Experience	
	Employee Jackson, Anita L Bech, Paul B Samers, Audrey Meyer, Bradley	Position Systems Administrator Associate General Counsel Deputy General Counsel Associate General Counsel	Department OGC Operations and Finance ACE NA Commercial E&O Coverage Litigation ACE PRS Westchester/CRS/Rain and Hail/Penn Millers

Employee	Position
Zacharias, Carol	Deputy General Counsel
Howell, Linda	Assistant General Counsel, ESIS





### Agile Team Platform



🖞 Digital Library Home 👘 The Link

Digital Library Home > Agile and Project Teams

Agile and Project Team Tracking and Collaboration

Search this site 🔹 🗩



Documents

Documentation

Lists

Team Tracking

Sites

TyMetrix Transition

International Policy Issuance

Lexis for MS Office

RFI - Online Legal Research and Information Services

Project BIC - Employee Resource Optimization

Project BIC - Link Improvements

Project BIC - Improved Communication

Discontinuance of RHIC

OGC Matter Management - TyMetrix

Collect Signatures and Publishing Approval Demo

Project BIC 2013 Committees

Digital Library Governance Board



insured.

This site serves as a management tool for OGC agile and project teams. Team membership, scope, and deliverables are tracked in the team tracking list. Team guidance materials are located in the documentation library. All team collaboration sites in which you are a member appear at the top of the navigation column to the left.

When an agile or project team is formed, the team lead should create a record in the team tracking list. To do this, click on the Team Tracking list in the navigation column to the left and click the New button. The team tracking form that appears must have all required fields completed prior to saving the form (see below). Certain fields, such as Lessons Learned, will need to be completed by the team lead after the team deliverables have been accomplished and the team debriefs. Throughout the team life cycle, the team status should be updated accordingly.

🛿 Attach File	* indicates a required fi
Team Project *	
	The name of the agile or project team project.
Team Type *	Agile Team Agile Teams are typically short in duration with moderately complex tasks. Projects are typically larger in scale with complex tasks.
Team Leader *	\$ <sub>1</sub>
	The project team lead. This may or may not be the Legal Services Coordinator.
Legal Services Coordinator	\$ <sub>1</sub> 13
	The business unit contact. This may or may not be the project team lead.
OGC Team Members	
	Project members other than the team lead, LSC, or SME. 🛛 🕵 🔟
Outside Specialists	
	Subject matter experts recruited to the project external to OGC and potentially external to ACE.
Project Scope and Deliverables	A A1 B I U   新 著 著   任 任 課 律 🚷   <u>A</u> 🖄 M 🕫



# Measurement – Balanced Scorecard Approach

- What get's measured gets done!
- Client centric
- Balanced scorecard
  - Must be unique to culture
  - Adaptable and Flexible
- Transparency
- Not a performance evaluation an improvement tool



# Balanced Scorecard - 2013

Markin	Malake	Score	Weighted	Targeted	How
Metric	Weight	(1-5)	Score	Score	Obtained
Customer Satisfaction					
Overall Satisfaction					Client Survey (annual)
Expertise	6%				
Business Sense	6%				
Complex problem solving/Innovation	6%				
Responsiveness	6%				
Results	6%				
Teamwork	6%				
Financial Performance					
Overall Total Expense (TE) to plan	15%				Financial/Senior Management Review
Travel Expenses to plan	5%				
Outside Counsel Expense to Plan					
	5%				
DGC/BIC Team Initiatives					
Collaborative Platform Participation	5%				SP Stats / Manager Survey
Team Participation	5%				
Library Participation	5%				
BIC Project Participation	5%				
Rules of Engagement	5%				
Self-Development					
CE Participation and Attendance (Education)	5%				Manager Survey
On the Job Training (Experience)	5%				
Learns new skills and new areas of ACE (products, businesses, management teams, etc.) (Exposure)	4%				

Totals: 100%

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# the link – A Unifying Force

- Common platform who we are
- Demonstrated investment in our people
- Must allow room for the social as well as business







# the link

- The Digital Library
- Forum
- Spotlight Articles
- News Center
- Announcements
- Monthly Activity Reports
- OGC Academy
- Mentoring Program
- Skills Inventory
- Department Directory
- Career Training and Development
- Help Center (guidance documents and videos)





As a follow-up to the

Project BIC 2013 Update Spotlight in order to

keep everyone informed

about the progress of the

OGC's BIC committees, the committee

heads have shared their most recent



MULTITASK MASTERS Posted on June 05, 2014

Canada: OSFI Updates Guidance On Regulatory Compliance Management Fosted on June 05, 2014

International raid targets data-stealing

Links A Message From Kevin OGC Academy OGC Career Training & Development OGC Mentoring Paralegal Research

OGC Announcements Foreign Casualty / Med Risk LSC Changes Posted on June 05, 2014





### Digital Library



















The Link

Ask a Librarian

EBSCOhost

Research Tips

Teoh Tips

Paralegal Research

Document Spotlight

Feedback



?



### Sample Library

North America Office of Gen Digital Library	eral Counsel Digital Library Home The Link	Search this site • P
Libraries Documents Environmental Wiki Site Pages Weiss Personal Storage Site Contents	Digital Library Home > Environmental Content Moderator: Bryan Weiss Documents	Contacts •• new item Current View ••• Find an item
	Underwriting Guidelines	





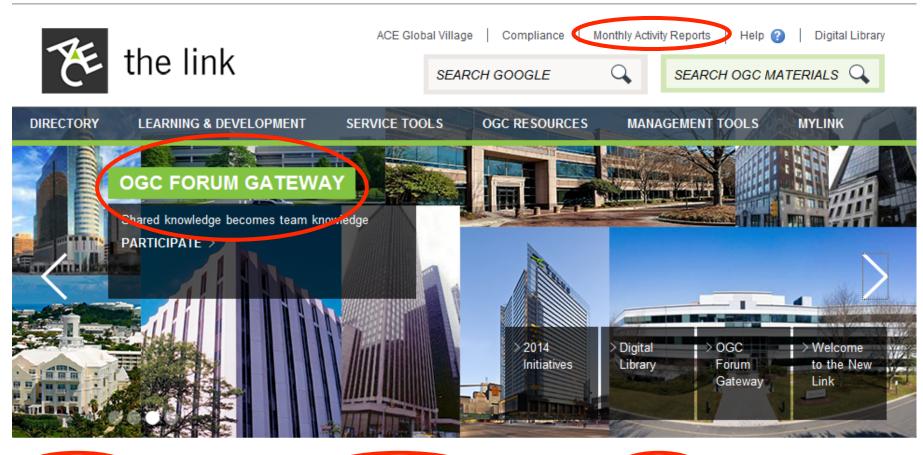
## Digital Library Search

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<b>3</b>	Everything Conversations Videos
Subject Matter	Preference for results in English -
Subject Matter	The Court's divided decision in this case has received wi
Audit, Compliance Assurance (712)	crucial importance to the insurance and <b>reinsurance</b> industries, and the decision will have an important impact on the way <b>reinsurance</b> is written in New York in the future
Manuscript Policies and Endorsements (158)	 uslibapp304/lpadata/USF&G redraft.doc
Lexicon (113)	😰 Proposed Slides - Reinsurance Intermediary Broker.pptx
Form 'B' Filings (100)	1. Owned 99.999999% by ACE Tempest <b>Reinsurance</b> Ltd. and 0.000001% by ACE
Reference Materials (69)	Tempest Life <b>Reinsurance</b> Ltd uslibapp304//Proposed Slides - <b>Reinsurance</b> Intermediary Broker.p
SHOW MORE	asing poor in reposed sides - remaining internetially stoken pill
	Index to reinsurance contracts provided to
Document Custodian	A06S – 2001 Aviation XOL Effective 05/01/2001 A07H – 2000 1st thru 4th Prop CAT XOL Effective 01/01/2001 A09D – 2002 Casualty CAT 1st XOL Effective 08/01/2002 A06R – 2003
Stern, Gregory P (262)	uslibapp304//Index to <b>reinsurance</b> contracts provided to.doc
Weiss, Bryan D (227)	Domicile of
Hessing, Ilana G (98)	Bermuda: Class 4 insurance, <b>reinsurance</b> , general and long-term; Mexico: <b>reinsurance</b>
Callihan, Judith M (86)	ACE Capital Title <b>Reinsurance</b> Company 1133 Avenue of the Americas See Annex B for listing of
Tassoni, Christine (72)	uslibapp304/lpadata//Licensing Information 12312007-REV (3).doc
SHOW MORE	📾 Guidance Note re the Eurozone Crisis
Content Type	and legal uncertainties, with all AEG's <b>reinsurance</b> contracts as to the impact of a New and renewal treaty <b>reinsurance</b> contracts- to be managed by AEG <b>Reinsurance</b> London

Document (3,027)

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workspace.ace-ina.com/.../Euro Crisis Tool Kit Ceded Reinsurance.do...





Project BIC 2014 Update Written by Jessica Glick



As a follow-up to the Project BIC 2013 Update in Spotlight, in order to keep everyone informed about the progress of the

OGC's BIC committees, the committee heads have shared their most recent developments and milestones. The

#### OGC News Center

N.M. Court Finds Business Advice Trumps Attorney-Client Privilege For GC Posted on June 09, 2014

Rep. Peter King: TRIA Renewal Likely to Be at Least 5 Years Posted on June 05, 2014

MULTITASK MASTERS Posted on June 05, 2014

Canada: OSFI Updates Guidance On Regulatory Compliance Management Posted on June 05, 2014 Links A Message From Kevin

OGC Academy OGC Career Training & Development OGC Mentoring Paralegal Research

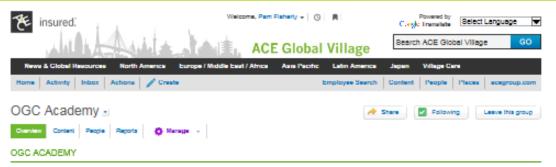


Foreign Casualty / Med Risk LSC Changes Posted on June 05, 2014

Organizational Change Posted on June 05, 2014



#### OGC Academy



#### What is the OGC Academy?

The OGC Academy was developed for employees new to the OGC and/or new to their role in the OGC. However, the OGC Academy was designed to be customized so that employees, in working with their managers, can have the opportunity to develop the technical and professional skills they need to succeed within the OGC and ACE. The OGC Academy provides both specialized training in the various ACE business areas, and a broad range of corporate training to help OGC employees understand ACE, their careers within the OGC, and the overall insurance industry. The program consists of coordinated classroom training, webhar training, online self-study, on-the-job learning, project work/assignments, mentoring and networking. Working with their managers, OGC employees will develop a personalized curriculum to best meet their educational and professional needs.



#### How do I participate?

New OGC employees / employees new to OGC roles will automatically be enrolled in the program and will receive input from their manager on the curriculum.

All OGC employees who are interested in registering for courses within the OGC Course Curriculum can register through the ACE Learning Center. Please also feel free to reach out to your managers to have a specific curriculum designed for you with your specific career development goals in mind.

Managers will work with their OGC Academy participants as well as anyone else in their team, to develop a personalized curriculum.



How do I access OGC Academy Documents?

Old: here to access the in OSC Academy - Summary of Trades (Legal-Non Legal) Old: here to access the in OSC Academy Course Descriptions. In Please click here for printable version

Click here to access the OGC Academy on the ACE Learning Center Click here to access the ()\_OGC Transcript Template Click here for ()\_Instructions on how to record Self-Btudy Courses in the ACE Learning Center

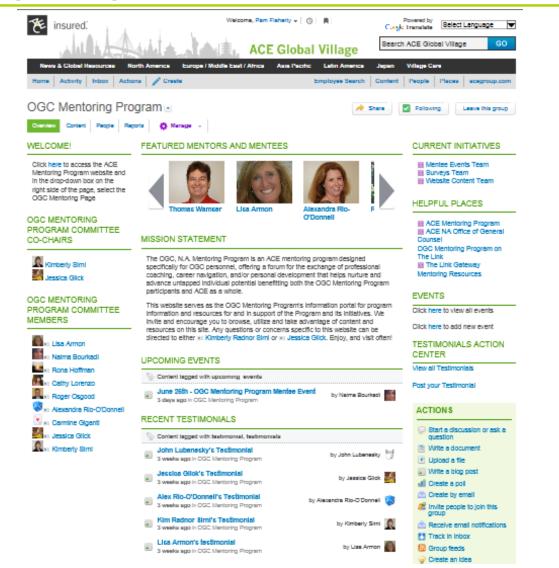


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#### Mentoring Program

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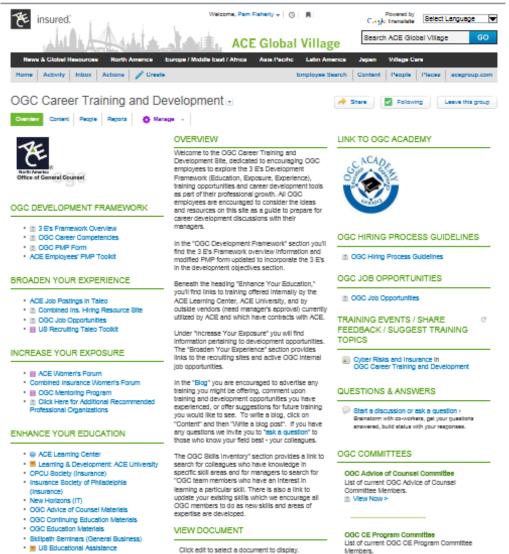


#### Career Training and Development

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