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# THE DO'S AND DONT'S OF CREATING VALUE

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# VALUE CREATING STRATEGIES FOR IN-HOUSE LEGAL TEAMS

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## DO

- 01** Do understand the intricacies of your business and its strategic objectives
- 02** Do encourage your staff to understand how they value-add to the business
- 03** Do reward your staff for building the in-house function's profile, capacity and capability
- 04** Do give regular and timely feedback to peers and staff
- 05** Do take an ambassador role for your team within the business

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## DON'T

- 01** Don't ever use the words "no" or "I don't know"
- 02** Don't hide your team's talents
- 03** Don't tell the CEO "I'll need to ask outside counsel"
- 04** Don't ever tell your team an issue isn't a legal one – until you decide it isn't
- 05** Don't die wondering about your involvement in management – get involved

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## WAYS TO PROMOTE VALUE

- 01** Be visible within the business
- 02** Network constantly to stay close to your business colleagues
- 03** Speak the language of the business more than the language of the law
- 04** Report frequently about your team's business objectives and KPIs
- 05** Use or create communication channels to promote your team's value