

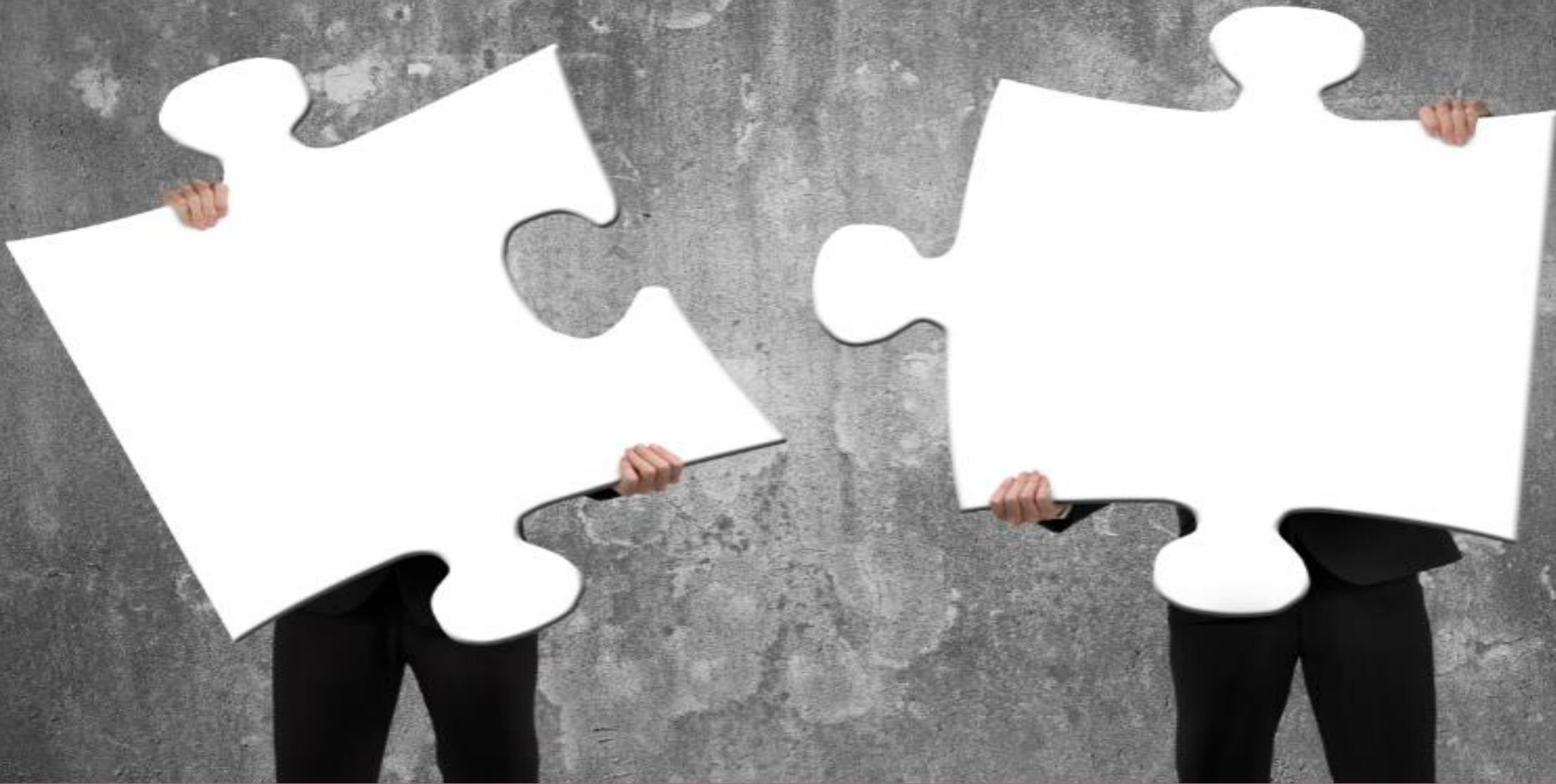
ACHIEVING “GO TO” STATUS IN TIMES OF CRISIS

Committee Sponsors: Business Litigation Committee, In-House and Law Firm

Management Committee, and Product Liability Committee









CLIENT

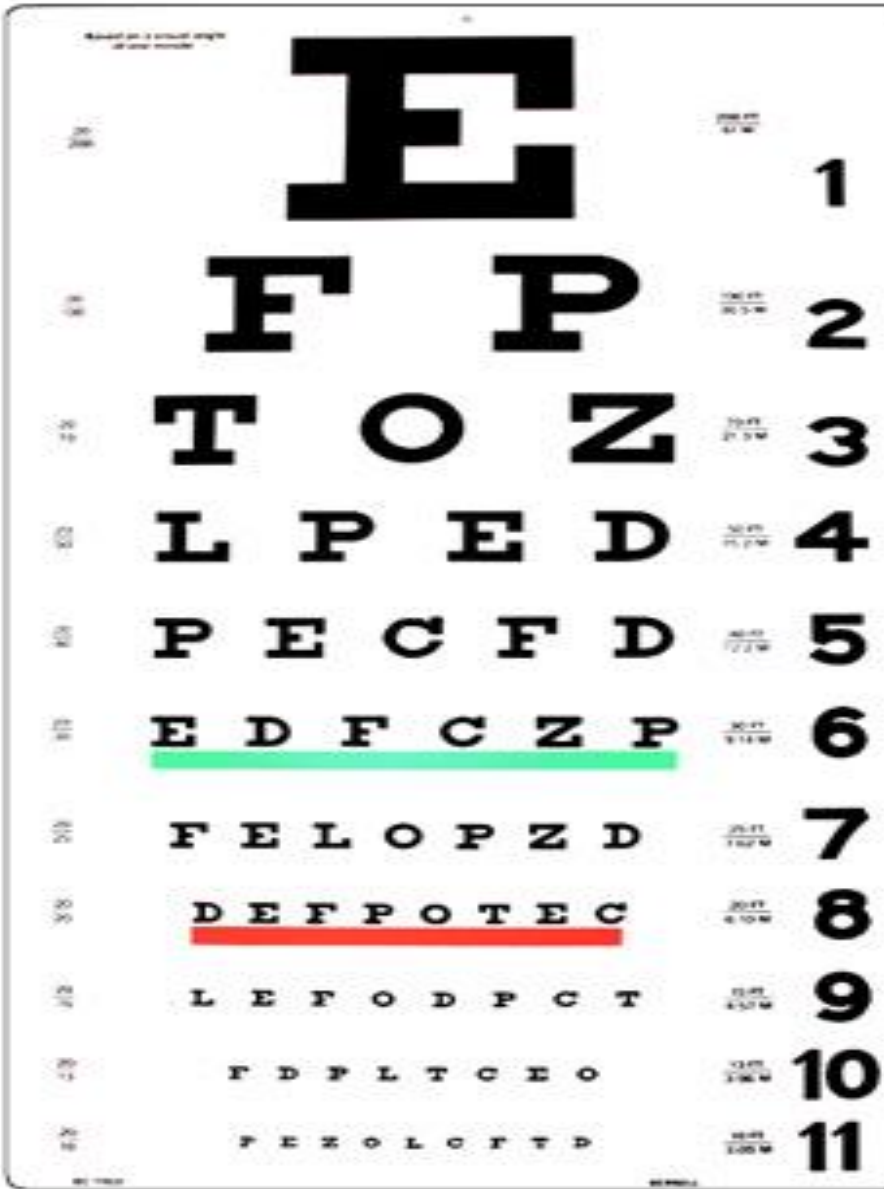
SERVICE



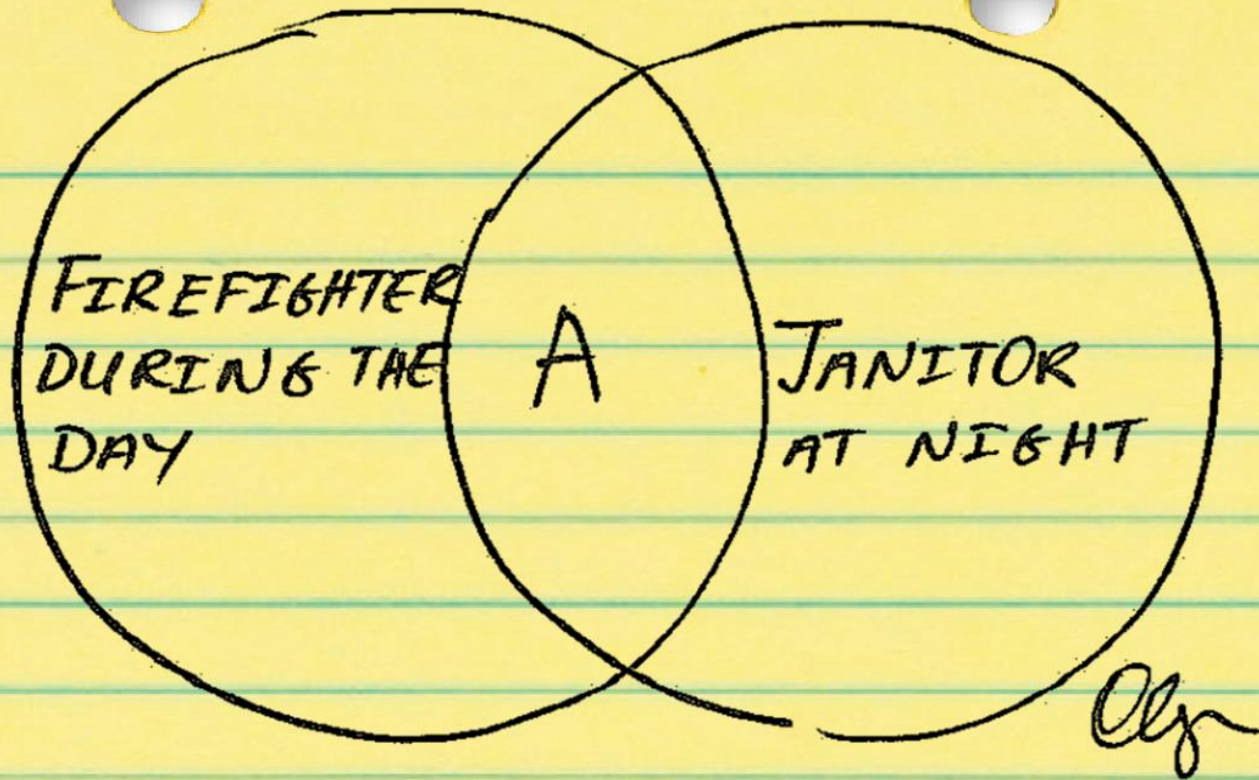








NOTES TO MY (LEGAL) SELF #11 OLGA MACK



A = IN-HOUSE COUNSEL

Top 10 concepts outside attorneys must understand about the job of In-House Counsel

1. Primacy – Pecan Pie
2. Which Case is Most Important: The one you don't yet have!
3. Appreciation of what's on the line for the In-House Lawyer
4. Winning can mean many things
5. You are a bottom line cost
6. Style – In-House attorneys decide
7. Diversity Counts
8. Invoicing = Marketing
9. Conflicts – Again, In-House Counsel Decides
10. Surprises and Poor Communication Aren't Acceptable

WARNING

**PET PEEVES
AHEAD**

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Top 10 Pet Peeves

- Failure to report timely. Specifically, Pre-Trial Reports that are not received by the 60 day deadline.
- Customer service issues - not available. Non-responsive. Associates handling without supervision.
- Failure to seek early resolution. Not being proactive.
- Drastic change in evaluation with no new discovery or as trial date approaches. Underselling the validity at plaintiff's position.
- Billing issues - Not timely. Not following billing Guidelines. Slow to submit final billing. New budget after resolution.
- Calling for a past due report and getting "funny you should call, I'm working on it right now!"
- Providing redundant information / over reporting.
- Paint by #s, rather than thinking outside the box.
- Failure to provide timely insight on new developments that impact the evaluation.
- Housekeeping issues: Not referencing our claim #. Sending by snail mail. Adding cover letter as an attachment.



Top 10 Things We Like

- Prompt response to inquiries.
- Compliance without being reminded.
- Detailed reporting, including well-outlined early evaluations.
- Tells us bad news ASAP.
- Communicating a solid action plan.
- Great, early results.
- Strong preparation and proactive work in mediations and management calls in moving the case forward.
- Good customer service - Legal assistant to answer questions, labeling docs for Claim Center.
- Thinking outside the box using creative problem solving.
- Pushing a tender to obtain the most possible insurance coverage for their client.