

# EFFECTIVE PARTNERING

## PANELISTS

**Kenneth E. Broughton**, Reed Smith LLP  
**Brandy L. Copley**, GE Capital Energy Financial Services  
**Roderick Duncan Hardie**, Exterran  
**C.E. Rhodes**, Baker Hughes Incorporated

## MODERATOR

**Collin J. Cox**, Yetter Coleman LLP

2017 Corporate Counsel Institute  
The University of Texas School of Law

## OVERVIEW

---

- I. Aligning Incentives
- II. Serving with Integrity
- III. Budgeting and Billing
- IV. Increased Expectations for Competence, Service, Value, Staffing
- V. Communication
- VI. Collaboration

## ALIGNING INCENTIVES

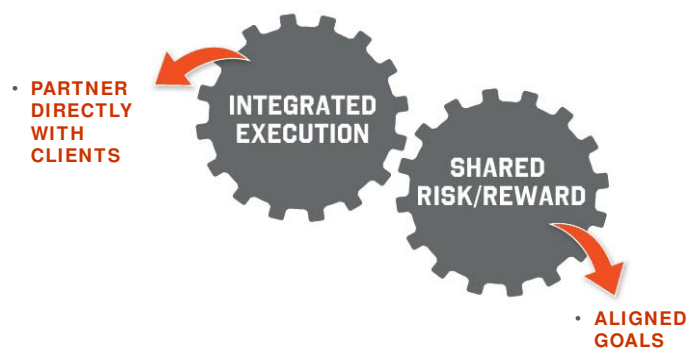
Many clients want lower risk profiles:

- Litigation Exposure
- Financial reporting requirements
- Reducing risk profile among many companies



3

## ALIGNING INCENTIVES



4

## ALIGNING INCENTIVES

---

Understand the factors that impact a client's business:

- Company Culture
- Business Objectives
- Market Conditions
- Competitors
- Local Laws

5

## SERVING WITH INTEGRITY

---

### TIMELINESS

- Delivering service on an agreed upon time frame.
- If you can't deliver on agreed time frame, be honest and have a ready alternative solution.

### EARLY CASE RESOLUTION/ MANAGEMENT

- Achieve what is best for the client, not the firm.

### TAKE OWNERSHIP

- In every situation, own the matter, the mistake, the follow-up and your success

6

Find the full text of this and thousands of other resources from leading experts in dozens of legal practice areas in the [UT Law CLE eLibrary \(utcle.org/elibrary\)](http://utcle.org/elibrary)

Title search: Effective Partnering

Also available as part of the eCourse

[Law Practice Management and Effective Partnering](#)

First appeared as part of the conference materials for the  
39<sup>th</sup> Annual Corporate Counsel Institute session  
"Effective Partnering"