



# **Walking in the Client's Shoes: An Interactive Dialogue with 3 In-House Counsel**

*January 25, 2006*

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## Kraft Foods Global Inc.

- \$32 billion global food and beverage company
- 98 lawyers in the Legal Department, working in 42 locations.
- Outside counsel: ~250 U.S. law firms and 300 firms outside of the United States
- 200 firms
- Biggest challenges
  - Communication

## Eastman Chemical

- \$5.8 billion chemical manufacturing company
- 26 lawyers in the Legal Department, all working in one location
- Outside counsel: ~75 firms
- Biggest challenges
  - Global reach
  - Costs/budget

# The Outside Counsel Selection Process

- Who's involved?
  - CEO involved 52% of the time
- Who makes the final decision?
  - CEO makes the final decision 20% of the time
- What key factors influence the decision? Characteristics of a “winning” firm:
  - Lawyer expertise
  - Firm expertise
  - Diversity ratios
  - Geographic location
  - Reputation
  - Intangibles (“My boss plays golf with the managing partner.”  
“The firm sends customers our way.”)
  - Other

# Decision Support Tools Used

- Referrals from outside counsel – 85%
- Referrals from in-house counsel at your company – 77%
- Referrals from management – 73%
- Referrals from other in-house lawyers – 71%
- Seminars & Conferences – 61%
- Web sites, directories and targeted communications also play a role

# Walking in the Client's Shoes

- Top actions a firm should take to expand or win a company's business
  - Audience questions
  - Memorable examples
  - Takeaways

# Walking in the Client's Shoes

- Avoid at all costs
  - Pet Peeves
  - Examples of what firms should avoid doing
  - Takeaways