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From Best Practices to Breakthroughs: Change Leadership for CLM Success

Agenda

01   Welcome & Introduction

02   Why Implementations Fail

03   Change Management Principles

04   Steps to Be Successful in a CLM Implementation

05   Interactive Q&A
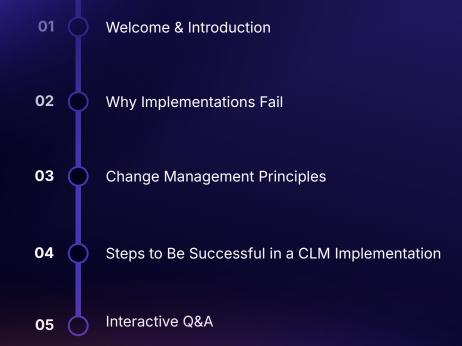
Speakers

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Why implementations fail…

Common Implementation Obstacles

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Common Implementation Obstacles

- Attempting a "big bang" rollout instead of phased implementation

- Striving for perfection instead of iterating and improving over time

- Building solutions that don't scale or fail to meet evolving needs

- Not understanding the prep work that needs to be done

- Lack of proper training and support for end users

Change Management Principles

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Change Management Principles

- Lead with the why, not process
- Establish your CLM north star
- Harness the strength of collaboration
- Make it mandatory (not optional)
- Secure stakeholder commitment and not sponsorship
- Celebrate quick wins

Steps to success in a CLM implementation

Checklist for success in a CLM implementation

- ❏   Map current process
- ❏   Identify pain points and small, unique problems to solve
- ❏   Connect iterative solutions to larger business initiatives and trends
- ❏   Create a detailed project plan and define success criteria
- ❏   Secure internal resources to support
- ❏   Process and system optimization
- ❏   Prioritize requirements
- ❏   Build stakeholder buy-in early and often
- ❏   Develop a phased readiness plan - training and enablement
- ❏   Think about creative approaches to training the business
- ❏   Measure against success criteria initially defined
- ❏   Define reporting needs & implement to support
- ❏   Ongoing management and improvements

Q&A & Thank You!

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