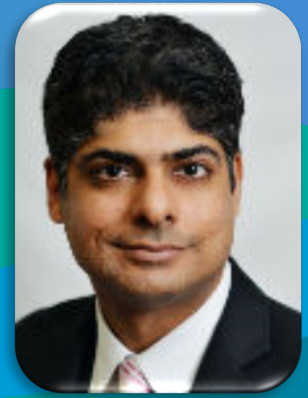


# HOW CAN NETWORKS DRIVE BUSINESS IMPACT? LESSONS I THINK I'VE LEARNED

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## Session Abstract

At the General Counsel Roundtable, I witnessed the appetite GCs had to share experiences, and to work toward a common goal. My feeling is that a trusted network that scratches the itch we all have for greater meaning can be a powerful vehicle to accomplish big things. At AdvanceLaw, we facilitated GC bonding, but we also tested whether a “network of trust” could extend to law firms. We assembled GCs and managing partners in the same room, and they shared what they appreciated and didn’t about one another, with GCs sometimes owning up to some of the problems they created for law firms. The “us vs. them” mentality dissipated as they worked toward a common purpose. And when bringing together CMOs and managing partners from competing firms, the dialogue was open, including about their own law firms’ shortcomings. My key point is that a trusted network has the power to unlock a sense of shared purpose, which is often the critical missing ingredient in product adoption in the legal market. Put another way, networks, harnessed effectively, will accelerate impact and results. This isn’t to say it’s always smooth sailing. My aim is to talk openly about both successes and failures (of strategy, execution, leadership, etc.) from my time at the General Counsel Roundtable and AdvanceLaw in a way that I hope will be helpful to others who are transforming the legal industry, scaling their organizations, and driving impact.