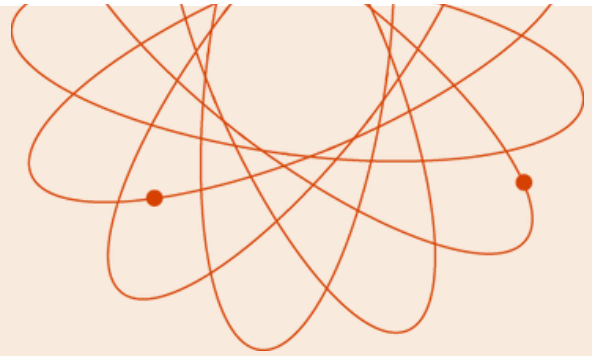


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# Tell Your Value Story: One Slide Story

A practical guide to distilling your legal department's value into a powerful Board-ready presentation



The ultimate test of effective metrics isn't the data you collect—it's whether you can tell your value story clearly and compellingly when it matters most. Your Board, CEO, and business leaders don't have time for 30-slide decks or metric minutiae. They need to see your strategic impact at a glance. This guide provides a framework for creating a single, powerful slide that demonstrates how legal protects and enables the business across all four value pillars.

## Why one slide matters

### The reality check

Your Board meeting agenda gives you 10 minutes. Your CEO scans presentations in 30 seconds. Your CFO wants the bottom line immediately. If you can't communicate your value in one compelling visual, your message gets lost—no matter how impressive your metrics are.

### What one slide forces you to do

- Prioritize what truly matters versus what's merely interesting
- Connect legal's work directly to business outcomes
- Translate legal terminology into business language
- Show the full scope of value across all four spinning plates (Effective, Efficient, Protect, Enable)

### The Four Spinning Plates framework

Your one slide must demonstrate balanced performance across all dimensions of legal's value:

**Effective** - Quality of legal advice and service delivery  
Key message: We deliver excellent legal support

**Efficient** - Smart use of resources and budget management  
Key message: We optimize our investment

**Enable** - Supporting business growth and strategic initiatives  
Key message: We drive business success

**Protect** - Risk management and compliance  
Key message: We keep the business safe

## Why one slide matters

### Step 1: Select your hero metrics

Choose 2-3 metrics per plate—the ones that best demonstrate impact. These should be selected from your own metrics and results but examples are included below to illustrate the process:

#### Effective metrics

- Stakeholder satisfaction score
- Number of matters handled
- Response time performance
- Quality ratings from business users

#### Efficient metrics

- Legal spend as % of revenue
- Internal vs. external spend ratio
- Budget performance (met/under/over)
- Cost per matter trends

#### Enable metrics

- Product launches supported
- Strategic deals completed
- Business initiatives enabled
- Training sessions delivered to business

#### Protect metrics

- Litigation outcomes/settlements
- Regulatory compliance rate
- Risk assessment completion
- Number of risks identified and mitigated

## Step 2: Add context with comparisons

Raw numbers mean nothing without context. For each metric, show:

- ✓ Trend: Are we improving? (vs. last year)
- ✓ Benchmark: How do we compare? (vs. industry average)
- ✓ Target: Are we meeting goals? (vs. objective)

- "Stakeholder satisfaction: 8.1/10 (vs. 7.5 last year, industry avg 7.8)"
- "Legal spend: 0.18% of revenue (vs. 0.16% industry average for similar-sized organizations)"

## Step 3: Choose your visual format

### Option A: Dashboard

Four quadrants, one per plate, with 2-3 key metrics each using simple visuals (numbers, gauges, trend arrows)

### Option B: Integrated Narrative

Single visual flow showing how the four pillars connect, with metrics integrated into the story

### Option C: Scorecard

Clean table format with metrics, actuals, targets, and status indicators

## Key design principles:

- Maximum 12-15 data points total
- Use color strategically (green for positive, amber for watch, red for concern)
- Include visual indicators (arrows for trends, vs. symbols for comparisons)
- Keep text minimal—let the numbers tell the story
- Ensure it's readable on a screen from across the room

## What makes a great one slide story

### The must-haves

#### ✓ Business language, not legal jargon

Instead of: "Contract turnaround time"

Use: "Speed to market for new products"

#### ✓ Outcomes, not activities

Instead of: "Handled 578 matters"

Use: "Supported 42 product launches, enabling \$X revenue"

#### ✓ Balance across the four plates

Don't just report on spend—show the full value story

#### ✓ Clear performance indicators

Use visual cues (✓ ✗ ↑ ↓) to show what's working and what needs attention

#### ✓ Forward-looking element

Include 1-2 priorities for next period

### The must-avoids

#### ✗ Too much text

If it requires reading paragraphs, it's not one slide

#### ✗ Metrics without context

"578 matters" means nothing without comparison

#### ✗ Only reporting on spend/efficiency

This reinforces cost center perception

#### ✗ Legal terminology

Write for business executives, not lawyers

#### ✗ Hiding bad news

Acknowledge challenges with mitigation plans

### Example one slide story: The legal department view

[Company Name] Legal Department Performance Fiscal Year [Year]	
<b>Effective</b> <ul style="list-style-type: none"><li>Stakeholder satisfaction: 8.1/10 (vs 7.5 last year, industry avg 7.8)</li><li>Matters handled: 578 (vs typically 500)</li><li>Objectives met: 80% (vs 76% industry avg)</li></ul>	<b>Efficient</b> <ul style="list-style-type: none"><li>Budget performance: Met (35% met budget, 18% under)</li><li>Legal spend: 0.18% of revenue (vs 0.16% industry avg)</li><li>Internal vs external ratio: 59:41 (vs 45:55 industry avg)</li></ul>
<b>Enable</b> <ul style="list-style-type: none"><li>Product Launches Supported: 42</li><li>Strategic Deals Closed: [#]</li><li>Business Training: [#] sessions</li><li>Commercial Awareness: 8.5/10</li></ul>	<b>Protect</b> <ul style="list-style-type: none"><li>Risks Mapped: Annually (vs 45% who map annually)</li><li>Objectives Set: 77% (vs 23% with no objectives)</li><li>Regulatory Compliance: 100%</li></ul>
<b>Next FY Priorities:</b> <ul style="list-style-type: none"><li>Key initiative #1</li><li>Key initiative #2</li><li>Key initiative #3</li></ul>	

### Example one slide story: The business view

This second version is targeted to a business audience, for example the Board or a quarterly business review. What is different here from the legal department version above is that it speaks directly to the Company's goals (not the legal department's goals) by framing the report in the context of the company's goals. It shows the progress made, areas of support and value add, and highlights clearly where there are risks or concerns.

For a more detailed discussion of the benefit of this format, visit our **Metrics masterclass webinar (Part II)** in the **Value Alignment Toolkit**.

Business objective	Legal department outcomes
<b>1. Develop new products driven by AI</b>	<ul style="list-style-type: none"><li>EU AI guide deployed</li><li>AI legal specialist hired to support roll out of road map through 2025</li><li>AI risk mapping tool implemented for proactive horizon scanning</li></ul>
<b>2. Revenue growth target 12%</b>	<ul style="list-style-type: none"><li>Legal Front Door implemented to facilitate strategic opportunities</li><li>NDA creation now 15 minutes (vs 3 weeks) and usage increased x3 to 40% in month 1</li><li>Strategy team is faster into trials and better IP protection</li><li>90% of legal team trained on product pipeline, increased understanding of business</li></ul>
<b>3. Reduce expenses</b>	<ul style="list-style-type: none"><li>Legal spend 0.3% of revenue in 2024, in line with \$4bn revenue</li><li>Overall budget met by reducing law firm costs, moving to predictable billing model and eliminating all internal and external NDA creation costs</li><li>Litigation avoided on 89% of new disputes</li></ul>
<b>4. Innovate service delivery</b>	<ul style="list-style-type: none"><li>Automated 100% of NDA creation, now self-serve tool</li><li>Stakeholder survey to map upcoming needs, shift to proactive support in 2025</li><li>Partnering with alternative vendor for ongoing AI risk scanning</li></ul>

## Testing your one slide

Before presenting to the Board, test your slide to make sure the key messages are immediately clear, that it conveys value and business impact and that it connects clearly to 'what next?'. Do this with a friendly executive who understand what you are trying to achieve and ask if the CEO, CFO and other personas in your target audience would understand key messages in 30 seconds.

## Building your slide: Step-by-step checklist

### Data gathering

- ☐ Compile all metrics from your four pillars
- ☐ Gather comparison data (prior year, industry benchmarks, targets)
- ☐ Identify trends (improving, declining, stable)
- ☐ Calculate key ratios and percentages

### Metric selection

- ☐ Choose 2-3 hero metrics per pillar
- ☐ Ensure each metric has context (vs. something)
- ☐ Verify data accuracy and definitions
- ☐ Test that metrics directly answer "So what?"

### Slide design

- ☐ Select visual format (dashboard/narrative/scorecard)
- ☐ Create clean visual hierarchy
- ☐ Add trend indicators and comparisons
- ☐ Use color strategically for status
- ☐ Minimize text—let visuals speak

### Refinement

- ☐ Show to colleague unfamiliar with metrics
- ☐ Run 30-second and executive tests
- ☐ Simplify any confusing elements
- ☐ Prepare 2-minute verbal story to accompany slide
- ☐ Create backup slides with detail if questions arise

**Remember:** Your one slide isn't about showing everything you do—it's about showing the right things that demonstrate legal's strategic value to the business. Less is more when it tells a powerful story.

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## Value Alignment Toolkit

[Access toolkit](#)

