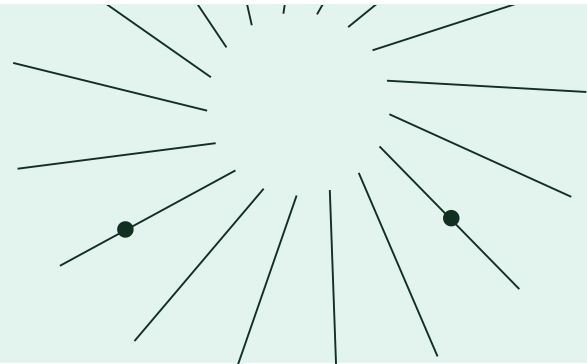


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Voice of Stakeholder Roadmap

An overview for transforming legal performance through systematic feedback



Introduction

Most legal departments operate with significant blind spots when it comes to understanding stakeholder needs and expectations. While business leaders may occasionally share feedback—positive or negative—this ad hoc approach leaves GCs without the systematic intelligence needed to deliver truly effective legal service. In the "Four Spinning Plates" model, the Effective plate demands fast, responsive, proactive, and practical service. Yet without knowing what stakeholders expect or how they perceive your current performance, optimizing effectiveness becomes guesswork rather than strategy.

Thomson Reuters Institute's 2025 C-Suite survey found that 66% of C-suite executives use customer satisfaction ratings to define success at their organizations. With generative AI transforming legal delivery, demonstrating the human value your team provides—through judgment, business curiosity, and exceptional service—becomes more critical than ever. Voice of Stakeholder gives you the framework and metrics to prove that value systematically while informing exactly where to standardize and where to personalize.

Purpose

The Voice of Stakeholder Roadmap transforms feedback collection from sporadic commentary into strategic intelligence. This practical guide enables GCs to implement a structured, professional approach to gathering stakeholder insights—from C-suite executives and board members to business unit leaders who rely on daily legal support.

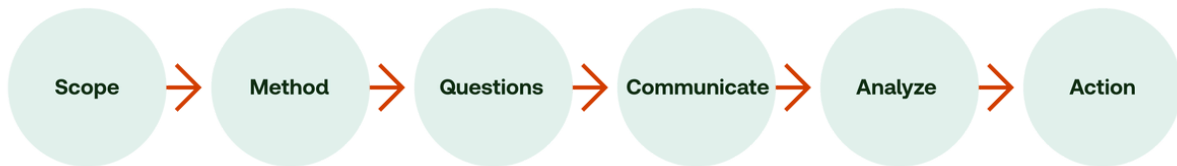
By deploying this Roadmap, you'll achieve critical outcomes:

- **Systematic methodology** that yields actionable data instead of anecdotal feedback
- **Baseline measurements** to inform service design and improvement priorities
- **Clear intelligence** on which legal touchpoints to standardize vs. personalize
- **Evidence foundation** to bridge the value gap between legal and business

This proactive approach positions your department as business-focused while generating hard metrics to demonstrate strategic value beyond traditional spend reports.

How to use

The Roadmap provides six integrated components guiding you through the complete feedback journey.



Scope Framework - Define clear research objectives and identify target stakeholders

Methodology Guide - Select between web-based surveys and live interviews based on stakeholder type and resources

Question Framework - Deploy tested topic areas to uncover operational pain points and strategic opportunities

Communication Templates - Ensure proper stakeholder engagement and team buy-in

Analysis Tools - Transform raw feedback into meaningful insights

Action Framework - Convert insights into targeted improvements, from streamlining routine processes to enhancing high-touch advisory work

Success

A successful Voice of Stakeholder initiative will deliver both quick wins that energize your team and lasting changes that transform how legal delivers value.

You'll know the program is working when response rates are strong, your team actively engages with results, and you efficiently move from data collection to implementation. Real-world victories include: discovering service awareness gaps that enable preventative support; using stakeholder input to inform department restructures and resource allocation; identifying which routine matters to standardize versus which require bespoke handling; and enriching quarterly business reviews with satisfaction metrics that balance traditional financial reporting.

Remember: Feedback is a two-step process—asking and acting. The value lies entirely in the actions you take.

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Value Alignment Toolkit

Access toolkit

