



## IS YOUR CURRENT LAWYER REALLY YOUR THINK BRIDGE BETWEEN YOUR PEOPLE STRATEGY AND YOUR BUSINESS STRATEGY?

Seeing a 23 page non-compete agreement drafted by a law firm to be placed in front of a fresh-into-their-career junior team member just makes me sad. This document will scare any candidate AND definitely sets the tone about a company's culture.

Does your business lawyer really discuss all that legalese with you, must you have it all, and tell you whether it actually flies in the real world? Have they ever actually worked in the real world outside of a law firm? You should ask yourself, is this all necessary to protect what I need to protect in order to effectively run my business?

When I edit a draft of the most punitive looking employee handbook, I wonder if the law firm drafting this actually had a conversation with their business client about what message they want to send to their employees, does that handbook align with the culture they are looking to set, and does it even apply to their employee base?

Often, I see cutting/pasting template policies to CYA the business. Covering the business is most definitely a key role of your counsel, but shouldn't it also be about setting your company up for success? Shouldn't they take the time to talk with you about what the company is all about, your culture strategy, and your company's growth mindset as part of a complementary no charge service so they can best set you up for success the first time and not waste your money by having to redo work to realign it with your real world business needs?

To be able to grow and be successful, companies need people. Technology doesn't replace motivated and engaged people. The people strategy must be aligned with the business strategy to successfully scale. Companies won't achieve building themselves as an employer brand of choice using a 23 page non-compete for every single employee.

The next time you consider putting policies in place (you really should have them) and/or an Employee Handbook or Culture Guide (yup, you should have that too), think about who is the thought partner working with you on this. Your thought partner should be offering legal strategies tailored to each of their clients' unique circumstances. They should consider each HR need and legal issue in the context of your overriding business objectives, as well as your risk tolerance and your all-important bottom line.