

# Just Say Yes

BY MIKE EVERS

I was in college during Nancy Reagan's "Just Say No" to drugs campaign. No argument from me on the message, although back then the issue seemed a bit more complicated.

Twenty some years later, it seems to me that the word "no" has gained new popularity, but in less noble ways. Everywhere I go businesses seem to be saying "no" to good customer service in the name of cost savings. Stressed out lawyers are saying "no" to pro-bono work. And, most surprisingly, law departments and law firms have pretty much said "no" to any deviation from buying legal services by the hour.

I encourage you to reverse this trend and start saying "yes." Say "yes" to everything your client wants. Find a way to get it done. Say "yes" to at least one new upstart law firm or legal service provider. Shake up the status quo a little. Say "yes" to attending at least one national corporate counsel conference per year. Get out there. Saying "yes" leads to friendships, new opportunities and, eventually, the general counsel's chair.

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