



CPR

# Resources for Navigating Business Disputes

A Continuum of ADR Best Practices

*With litigation costing companies billions of dollars each year, the creative prevention and effective management of conflict is essential to reduce costs, lower risks and improve business relationships.*

As the only independent think tank in the field, CPR assists practitioners in engaging in preventative and early dispute resolution, lowering litigation risks and achieving better, more efficient results from using ADR methods. Mediation, arbitration and other consensual processes offer a low-cost and high-return option for corporations and their outside counsel. Emphasizing your skills in building a culture of dispute prevention and learning techniques to close matters earlier and more efficiently can be the strongest business strategy for lasting success.

For Corporations, the value of CPR membership is measured in gaining access to tools, best practices and dispute resolution services that help you reduce the cost of conflict. With litigation costs rising, being the one who reduces costs for your business is becoming just as important as being the one who “wins.” CPR’s members understand how ADR processes can offer a low-risk, low-cost and high return that can positively affect your company’s bottom line and contribute to shareholder profit. For law firms, the value of CPR membership is measured by your enhanced credibility as an innovator in dispute resolution and the opportunity to work alongside corporate stakeholders on CPR committees and task forces to create better tools and processes.

CPR is committed to improving how disputes are resolved by driving a more effective partnership between law firms and corporations. That is one of the reasons so many law firms are involved with CPR, and it is that understanding - about how law firms and corporations can collaborate effectively to resolve disputes – that makes CPR so special.

**Inside you will find the full scope of CPR’s offerings. Refined over four decades in partnership with top general counsel, their outside lawyers, distinguished neutrals and leading academics, these resources and services are provided free or at a substantial discount to members.**



“While the use of mediation and arbitration are on the rise as an effective alternative to the drawn-out and excessively burdensome court litigation, these opportunities are undoubtedly followed by significant challenges, all the more so in Brazil, such as preparing the professionals and building a robust ADR culture among legal practitioners. This is where an organization like CPR can have, and is in fact having, a particular impact. CPR is to be commended for taking the lead on this extremely relevant discussion in our Country.”

*Shirley Meschke  
Legal Director  
Pfizer*




































“I always look forward to CPR’s meetings and events where I can learn and discuss the newest developments in ADR and dispute management.”

*PD Villarreal  
SVP, Global Litigation  
GlaxoSmithKline*



# EDUCATION PHASE

CPR is focused on instilling an enduring commitment to dispute prevention, management, and resolution among businesses, institutions, and citizens around the world. We lead the way by providing tools, venues, and training to expand commercial ADR use across industries.

Education & Research	CLE Training	Collaboration & Best Practices	Public Policy
<ul style="list-style-type: none"> <li> <i>Alternatives</i> ADR Newsletter</li> <li> Webinars</li> <li> International Dispute Negotiation Podcast Series</li> <li> In-Depth Web Coverage of Recent Legislation and Cases</li> <li> CPR's Recommended ADR Library List</li> <li> Articles in Business &amp; Legal Publications</li> <li> ADR Glossary</li> <li> CPR Awards Program</li> <li> ADR Hotline and <a href="mailto:info@cpradr.org">info@cpradr.org</a></li> <li> ADR Article Archives, including: "The Master Mediator" "International Practice"</li> <li> Promoting ADR Use through Speaking Engagements</li> <li> CPR's ADR Diversity Survey</li> </ul>	<ul style="list-style-type: none"> <li> Arbitrator Skills Training</li> <li> Mediator Skills Training</li> <li><i>In Collaboration with:</i></li> <li> CEDR               <ul style="list-style-type: none"> <li>• CPR/CEDR Advanced Mediation Skills Training leading to CEDR international accreditation:</li> <li>• Course 1: Mediator Skills Training</li> <li>• Course 2: Employment &amp; Workplace Mediator Skills Training</li> </ul> </li> <li> College of Commercial Arbitrators ("CCA")               <ul style="list-style-type: none"> <li>• Customized Arbitration Training for Corporate Legal Departments</li> <li>• CPR's Rules and Panels of Distinguished Neutrals</li> </ul> </li> <li> Training for Corporate Law Departments</li> <li> Industry-specific ADR Training</li> <li> Ethics Training</li> <li> Customized Training, including:               <ul style="list-style-type: none"> <li>• Conflict Management</li> <li>• Drafting Dispute Resolution</li> <li>• Clauses</li> <li>• Employment</li> <li>• Dispute Resolution</li> <li>• Mediation Advocacy</li> <li>• Negotiation Skills</li> <li>• e-Discovery</li> <li>• Ethics</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li> CPR's Annual Meeting</li> <li> Regional Seminars &amp; Congresses</li> <li> Y-ADR Events</li> <li> Conference Partnerships and Co-Sponsorships</li> <li> Social Networking through Twitter, Facebook and LinkedIn</li> <li> ADR Surveys</li> <li> Convening Area-Specific Committees:               <ul style="list-style-type: none"> <li>• Arbitration Committee</li> <li>• Asia-Pacific Advisory Council</li> <li>• Banking and Financial Services Committee</li> <li>• Brazil Advisory Board</li> <li>• Canada Advisory Board</li> <li>• Construction Advisory Committee</li> <li>• Diversity in ADR Task Force</li> <li>• Employment Disputes Committee</li> <li>• Energy, Oil and Gas Committee</li> <li>• Environmental Committee</li> <li>• European Advisory Board</li> <li>• Healthcare and Life Sciences Committee</li> <li>• Intellectual Property Disputes Committee</li> <li>• Insurance Committee</li> <li>• Mediation Committee</li> <li>• Y-ADR Steering Committee</li> <li>• Transactional Dispute Prevention and Solutions Committee</li> <li>• Other Industries &amp; Practice Areas</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li> CPR Academic Project</li> <li> ADR Intern and Fellows Program</li> <li> Government/International Delegation Training</li> <li> Commission on Facilities for the Resolution of Mass Claims</li> <li> National Task Force on Diversity in ADR</li> <li> Commentary on Legislation</li> <li> Participation in Public Rulemaking</li> <li> Court Programs and Training</li> </ul>



## PLANNING PHASE

We believe in the value of exchanging best practices in the prevention, management, and resolution of commercial disputes. By spearheading innovation, CPR connects practitioners to advancements in the field of ADR.

Drafting	Systems Design & Prevention
<ul style="list-style-type: none"> <li>Corporate Counsel Manual for Cross-Border Dispute Resolution</li> </ul>	<ul style="list-style-type: none"> <li>CPR's Early Case Assessment Toolkit</li> </ul>
<ul style="list-style-type: none"> <li>Master Guide Series: "Drafting Dispute Resolution Clauses" and 2008 Supplement</li> </ul>	<ul style="list-style-type: none"> <li>"Early Case Assessment"</li> <li>"Building ADR into the Corporate Law Department: ADR Systems Design"</li> </ul>
<ul style="list-style-type: none"> <li>Dispute Resolution Drafting Checklist</li> </ul>	<ul style="list-style-type: none"> <li>"Building ADR into the Law Firm: ADR Systems Design"</li> </ul>
<ul style="list-style-type: none"> <li>Model Master Dispute Resolution Agreements</li> </ul>	<ul style="list-style-type: none"> <li>ADR Suitability Guide</li> </ul>
<ul style="list-style-type: none"> <li>Submission Agreement Drafting Assistance</li> </ul>	<ul style="list-style-type: none"> <li>Construction Industry Tools:                             <ul style="list-style-type: none"> <li>Partnering: A Management Best Practice</li> <li>Realistic Allocation of Risks: The First Step in Dispute Prevention</li> <li>Dispute Review Boards: A Management Best Practice</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>Pre-dispute ADR Contract Clause Drafting Assistance via CPR's ADR Hotline</li> </ul>	
<ul style="list-style-type: none"> <li>CPR Model Dispute Resolution Clauses</li> </ul>	<ul style="list-style-type: none"> <li>Master Guide Series: "Avoiding and Resolving Information Technology Disputes"</li> </ul>
<ul style="list-style-type: none"> <li>International Clauses for Multi-Step ADR Procedures</li> </ul>	<ul style="list-style-type: none"> <li>CPR's Conflict Prevention Initiative, including:                             <ul style="list-style-type: none"> <li>Reducing Disputes Through Wise Prevention Processes</li> <li>Prevention Practice Materials</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>Online Clause Selection Tool</li> </ul>	<ul style="list-style-type: none"> <li>ADR Systems Design</li> </ul>
<ul style="list-style-type: none"> <li>Online The Complete Clause Tool</li> </ul>	<ul style="list-style-type: none"> <li>Master Guide Series: Cutting Edge Advances in Resolving Workplace Disputes</li> </ul>
<ul style="list-style-type: none"> <li>Protocol on Disclosure of Documents &amp; Presentation of Witnesses in Commercial Arbitration</li> </ul>	<ul style="list-style-type: none"> <li>How Companies Manage Employment Disputes: A Compendium of Leading Corporate Employment Programs</li> </ul>
<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li>Managing Employment Disputes</li> </ul>

## PROCESS PHASE

CPR maintains a leadership role in providing objective tools and services to improve dispute resolution efforts. Through access to its wealth of intellectual property and published material, we connect practitioners to valuable expertise in conflict management.


































ADR Protocols, Tools & Services	
<ul style="list-style-type: none"> <li>The CPR 21st Century Pledge©</li> </ul>	<ul style="list-style-type: none"> <li>International Agreements:                             <ul style="list-style-type: none"> <li>Centre de Médiation et d'Arbitrage de Paris (CMAP)</li> <li>Irish Commercial Mediation Association (ICMA)</li> <li>Camera Arbitrale di Milano/ The Milan Chamber of Arbitration (CAM)</li> <li>Centre for Effective Dispute Resolution (CEDR)</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>The CPR Corporate ADR Pledge©</li> </ul>	<ul style="list-style-type: none"> <li>Model Rule of Professional Conduct for the Lawyer as Third Party Neutral</li> </ul>
<ul style="list-style-type: none"> <li>The CPR Law Firm ADR Pledge©</li> </ul>	<ul style="list-style-type: none"> <li>Principles for ADR Provider Organizations</li> </ul>
<ul style="list-style-type: none"> <li>Industry Pledges and ADR Commitments, including:                             <ul style="list-style-type: none"> <li>Banking</li> <li>Chemical</li> <li>Insurer California Construction Defect Dispute Resolution Protocol</li> <li>Insurance Industry Environmental Dispute Resolution Protocol</li> <li>Food</li> <li>Franchise</li> <li>Global E-Commerce ADR Commitment</li> <li>Information Technology Industry Dispute Resolution Commitment</li> <li>Insurance Industry Dispute Resolution Commitment</li> <li>Insurance ADR Pledge – Future Major Disasters</li> <li>International Reinsurance Industry Dispute Resolution Protocol</li> <li>Nevada Construction Defect Protocol</li> <li>Non-Prescription Drugs/ OTC</li> <li>Wellington Agreement</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>"Rebuilding the World Trade Center Site: An Exercise in Multi-Party Negotiation"</li> <li>"Managing Claims of Personal Injury"</li> </ul>
<ul style="list-style-type: none"> <li>ADR in Trademark &amp; Unfair Practices Disputes: A Practitioner's Guide</li> </ul>	<ul style="list-style-type: none"> <li>CPR International Reinsurance Industry Dispute Resolution Protocol</li> </ul>
<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li>Dispute Review Boards: A Management Best Practice</li> </ul>
<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li>Coalescing and Convening Parties/Disputants for Matters</li> </ul>
<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li>Early Neutral Evaluation</li> </ul>
<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li>"Resource Book for Managing Employment Disputes"</li> </ul>



















































# RESOLUTION PHASE

As an advocate for self-administered arbitration and mediation processes, CPR believes in equipping and empowering our constituents to address and resolve business disputes without the help of an administering body.

Mediation		Arbitration	
<ul style="list-style-type: none"> <li> CPR's Mediation Procedure (for Business Disputes)</li> <li> CPR's International Mediation Procedure</li> <li> European Mediation &amp; ADR Guide                             <ul style="list-style-type: none"> <li>• English</li> <li>• Italian</li> <li>• Polish</li> <li>• Russian</li> <li>• Spanish</li> </ul> </li> <li> "Resolution Through Mediation"                             <ul style="list-style-type: none"> <li>• English</li> <li>• Arabic</li> <li>• Chinese</li> <li>• Polish</li> <li>• Russian</li> <li>• Spanish</li> </ul> </li> <li> "Mediation in Action" Video and Study Guide</li> <li> "Mediation in Action" English                             <ul style="list-style-type: none"> <li>• English</li> <li>• Arabic</li> <li>• French</li> <li>• Portuguese</li> </ul> </li> <li> "Mediating Disputes Between Chinese &amp; American Businesses"</li> <li> Master Guide Series: "Patent Mediation"</li> <li> Master Guide Series: "Commercial Mediation in Europe"</li> </ul>	<ul style="list-style-type: none"> <li> "Mediation: Approaches and Insights"</li> <li> "Mediator's Deskbook" Mediation Procedure</li> <li> Master Guide Series: "Mediating Franchise Relationships Through Mediation"</li> <li> Mediation Procedure for Disputes Submitted to the U.S.-China Business Mediation Center</li> <li> CPR's Franchise Mediation Procedure</li> <li> CPR's Mediation Principles for Insurer-Insured Disputes</li> <li> Industry Pledges and ADR Commitments, including:                             <ul style="list-style-type: none"> <li>• Banking</li> <li>• Chemical</li> <li>• Food</li> <li>• Franchise</li> <li>• Global e-Commerce ADR Commitment</li> <li>• Non Prescription Drugs/ OTC</li> </ul> </li> </ul>	<p><b>Domestic:</b></p> <ul style="list-style-type: none"> <li> CPR's Administered Arbitration Rules</li> <li> CPR's Rules for Expedited Arbitration of Construction Disputes</li> <li> CPR's Global Rules for Accelerated Commercial Arbitration</li> <li> CPR's Rules for Non-Administered Arbitration</li> <li> "Commercial Arbitration at its Best"</li> <li> CPR's Rules for Non-Administered Arbitration of Patent &amp; Trade Secret Disputes</li> <li> CPR Arbitration Appeal Procedure</li> <li> CPR Challenge Protocol</li> <li> Fast Track Rules of Procedure</li> <li> CPR Arbitration</li> </ul> <p><b>International:</b></p> <ul style="list-style-type: none"> <li> CPR Rules for Administered Arbitration of International Disputes</li> <li> CPR's Rules for Non-Administered Arbitration of International Disputes</li> <li> CPR International Arbitration</li> </ul>	<ul style="list-style-type: none"> <li> Guidelines for Arbitrators Conducting Complex Arbitrations</li> <li> Guidelines on Early Disposition of Issues in Arbitration</li> <li> Protocol on Determination of Damages in Arbitration</li> <li> Protocol on Disclosure of Documents &amp; Presentation of Witnesses in Commercial Arbitration</li> </ul>



Mini-Trial	Panels of Distinguished Neutrals	Economical Litigation Agreements	Dispute Resolution Services										
<ul style="list-style-type: none"> <li> CPR Mini-Trial Procedure</li> <li> “Out of Court: The Mini-Trial”</li> <li> CPR Mini-Trial</li> <li> CPR European Mini-Trial</li> </ul>	<ul style="list-style-type: none"> <li> Exclusive Roster of Arbitrators and Mediators Pre-Qualified to Resolve Business Disputes or serve as Mock Arbitrators</li> <li> Self-search Website (Members Only)</li> <li> 20+ Specialized Panels of Neutrals <ul style="list-style-type: none"> <li>• Arbitration Appeals</li> <li>• Banking, Accounting &amp; Financial Services</li> <li>• Biotech</li> <li>• Certified Public Accountants</li> <li>• Construction</li> <li>• Cyber</li> <li>• Deal Facilitation</li> <li>• e-Discovery</li> <li>• Employment</li> <li>• Energy, Oil &amp; Gas</li> <li>• Entertainment</li> <li>• Environmental</li> <li>• Franchise</li> <li>• General Counsel</li> <li>• Global/International</li> <li>• Healthcare &amp; Life Sciences</li> <li>• Hedge Funds</li> <li>• Insurance</li> <li>• Insurer-Policy Holder Coverage</li> <li>• Judicial</li> <li>• Sports Law</li> <li>• Taxation</li> <li>• Technology/IP</li> <li>• Trademark</li> <li>• U.S.-China Business Mediation</li> </ul> </li> <li> Third-Party Neutral Evaluators</li> <li> Multi-Party Facilitations</li> </ul>	<ul style="list-style-type: none"> <li> Model Civil Litigation “Pre-nup”</li> <li> Model Contract Language</li> <li> Economical Litigation Agreement Arbitrator Training</li> </ul>	<p><b>Assisted Arbitration:</b></p> <ul style="list-style-type: none"> <li> Serving Non-responding Respondents</li> <li> Holding Funds</li> <li> Award Review</li> <li> Challenge of Arbitrator Post-selection</li> <li> Venue Rental</li> </ul> <p><b>Neutral Selection Services:</b></p> <ul style="list-style-type: none"> <li> Vetted Queries of Neutral Candidates and Disclosure of Conflicts Up-Front</li> <li> Established Lists Pursuant to Party Selection Criteria</li> <li> Screened Selection of Party-Appointed Arbitrators</li> <li> Direct Appointments</li> <li> Customized Selection Procedures</li> </ul>										
<table border="1"> <thead> <tr> <th colspan="2" data-bbox="990 1396 1453 1459">Legend</th> </tr> </thead> <tbody> <tr> <td data-bbox="990 1470 1169 1533"> Tools</td> <td data-bbox="1185 1470 1453 1533"> Convening Activities</td> </tr> <tr> <td data-bbox="990 1543 1169 1606"> CLE</td> <td data-bbox="1185 1543 1453 1606"> DVD</td> </tr> <tr> <td data-bbox="990 1617 1169 1680"> Services</td> <td data-bbox="1185 1617 1453 1680"> Web/Podcasts</td> </tr> <tr> <td data-bbox="990 1690 1169 1753"> Publications</td> <td data-bbox="1185 1690 1453 1753"> Model ADR Procedures &amp; Practices</td> </tr> </tbody> </table>				Legend		 Tools	 Convening Activities	 CLE	 DVD	 Services	 Web/Podcasts	 Publications	 Model ADR Procedures & Practices
Legend													
 Tools	 Convening Activities												
 CLE	 DVD												
 Services	 Web/Podcasts												
 Publications	 Model ADR Procedures & Practices												



*By harnessing the expertise of leading minds in ADR and benchmarking best practices, CPR is the resource of choice for the world's most influential corporations and their outside counsel.*

CPR's multi-faceted approach leverages academic research and practical application to produce a broad spectrum of industry-specific ADR tools and services, including:

**Rules, Clauses & Methodology**

CPR convenes its members, academics and neutrals to study trends, define best practices, publish tools, and propose industry protocols for use by attorneys and business executives around the world.

**Practical Consulting**

For guidance on practical, ethical and legal ADR issues – including drafting provisions, systems design, and practice development – CPR is your gateway to instilling ADR within your corporate legal department or firm.

**Exceptional Networking**

CPR is renowned for providing an executive-level networking and professional development platform for the sophisticated analysis of ADR theory and the most practical take-away learning in the field.

**Elite Neutrals & Industry Panels**

Focusing on more than 20 practice areas, CPR's Panels of Distinguished Neutrals comprise the most highly qualified mediators and arbitrators in the world. CPR's neutrals have provided resolutions in thousands of cases, with billions of dollars at issue.

From ADR education and public policy to neutrals selection and assisted arbitration, CPR connects you to the practical skills and resources needed to successfully navigate all of your business disputes.



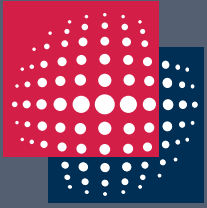
"CPR connects me to global litigation and ADR developments through informative speakers, written materials, international programs, and practical pointers that help me to do my job better."

*Carla Herron  
Former Group Counsel, Litigation  
Shell*

"We had a brewing multimillion dollar commercial dispute with an important business partner. The matter was headed to litigation, until we realized that the counterparty had signed the CPR Pledge and was a member of CPR. We had the "ice-breaker" we needed. We were able to reach an agreement to mediate the dispute, and quickly selected a neutral from the CPR list. Our mediation occurred just six weeks later, and enabled the parties to reach a settlement. The dispute was resolved efficiently, without having to engage outside counsel, and the constructive tone and non-adversarial proceeding also saved the commercial relationship. Without the parties' separate, preexisting connections to CPR, I don't think we would have resolved the case without litigation."

*Steven Greenspan  
VP and Chief Litigation Counsel  
United Technologies*





# CPR

## Become a Member

CPR's elite membership includes General Counsel from global corporations, attorneys from the top law firms in the world, retired judges, neutrals and ADR trailblazers, and highly-respected academics. These organizations and individuals become members of CPR, and support its work, because they want their clients, disputants, counterparties, and business partners to understand the benefits of ADR and its role in bringing enhanced value to their business operations and relationships.

Through membership in CPR, you will demonstrate your commitment to the application of ADR strategies to prevent and mitigate the risks and high costs of litigation. More importantly, you will have access to objective and innovative education, research, tools, and services to improve your own dispute resolution efforts.

To join CPR, contact CPR's Membership Department at +1.646.753.8225 or [membership@cpradr.org](mailto:membership@cpradr.org). You may also visit the membership section of our website at [www.cpradr.org](http://www.cpradr.org).

International Institute for  
Conflict Prevention & Resolution  
30 E 33rd Street, 6th Floor  
New York, NY 10016  
+1.212.949.6490  
[www.cpradr.org](http://www.cpradr.org)  
[info@cpradr.org](mailto:info@cpradr.org)