

Michael Pogue Highlights Why Better Contracts Create Better Business Relationships

Sun Valley attorney Michael Pogue encourages businesses to view contracts as tools for building trust, setting expectations, and preventing disputes before they arise.



Twin Falls, Idaho Jul 9, 2026 ([IssueWire.com](https://www.issuewire.com)) - Contracts are often viewed as documents that only become important when something goes wrong. Attorney Michael Pogue believes that perspective misses their greatest value.

With nearly 30 years of experience in commercial law and litigation, Pogue is encouraging business owners and professionals to think differently about contracts. Rather than treating them as paperwork intended to fuel future disagreements, he believes that well-crafted agreements can strengthen communication, establish clear expectations, and support long-term business relationships.

"A good contract is not simply about preparing for a dispute," says Pogue. "It's about helping people avoid one in the first place. When expectations are clear from the beginning, everyone is in a better position to succeed."

Research continues to show that unclear agreements can create significant challenges for businesses. According to the World Commerce & Contracting Association, organizations lose an average of 8.6% of annual contract value because of poor contract management, unclear language, and avoidable

misunderstandings. Many business disputes begin not with bad intentions, but with different interpretations of responsibilities, timelines, or expectations.

Pogue says that is where thoughtful legal drafting becomes valuable.

"People often assume contracts are written because two parties don't trust each other," he explains. "I see them differently. A well-written agreement creates a shared understanding. It gives both sides confidence because everyone knows what they've agreed to."

Throughout his career, Pogue has advised clients on commercial disputes, business transactions, technology agreements, intellectual property matters, and trade secrets. That experience has shown him that many conflicts could have been reduced—or avoided altogether—through better planning at the outset.

"The strongest business relationships are built on communication," he says. "A contract should reflect that communication, not replace it."

Pogue also believes contracts should be practical rather than unnecessarily complicated. While legal precision is important, agreements should still be understandable to the people signing them.

"If a contract is so complicated that the parties don't understand what it says, that's a missed opportunity," he says. "Clear language encourages better conversations and better decisions."

As businesses increasingly collaborate across industries, states, and even countries, Pogue says contracts play an even greater role in creating stability.

"They establish expectations before pressure enters the picture," he explains. "When challenges arise later, you're not trying to figure out what everyone intended months earlier. You've already had those conversations."

Beyond reducing legal risk, Pogue believes strong agreements help preserve professional relationships by encouraging transparency from the beginning.

"Most people enter a business relationship hoping it will be successful," he says. "A thoughtful contract supports that goal. It provides a framework for working together rather than simply preparing for the possibility that things may go wrong."

What Business Owners Can Do

Pogue encourages business owners and professionals to take a proactive approach to contracts by:

- Clearly defining responsibilities and expectations.
- Reviewing agreements before work begins, not after problems arise.
- Using language that is precise but easy for all parties to understand.
- Revisiting contracts as business relationships evolve.
- Treating contracts as communication tools rather than documents of last resort.

"Good contracts don't eliminate every challenge," says Pogue. "But they do create a stronger foundation for trust, communication, and long-term partnerships."

About Michael Pogue

Michael Pogue is an attorney based in Sun Valley, Idaho, with nearly 30 years of experience in commercial law and litigation. His practice focuses on business disputes, real estate matters, technology agreements, intellectual property, and trade secrets. A graduate of UCLA and the University of San Francisco School of Law, where he graduated *magna cum laude*, Michael has appeared before state and federal courts, the United States Trademark Trial and Appeal Board, and the World Intellectual Property Organization. He is also active in professional education and community leadership and is known for his practical approach to solving complex legal and business challenges.

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