

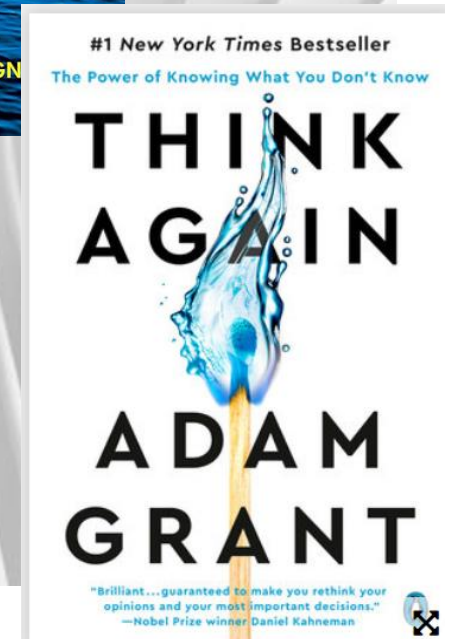
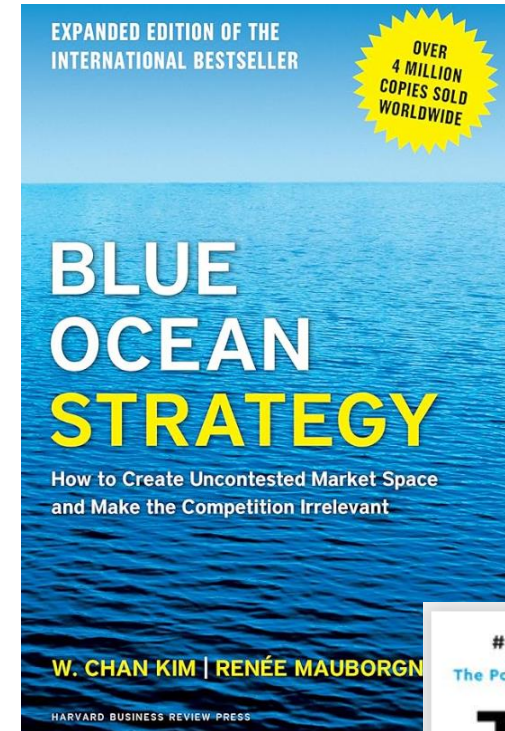
Thinking About the Impacts of **GENERATIVE AI** on Your Law Firm



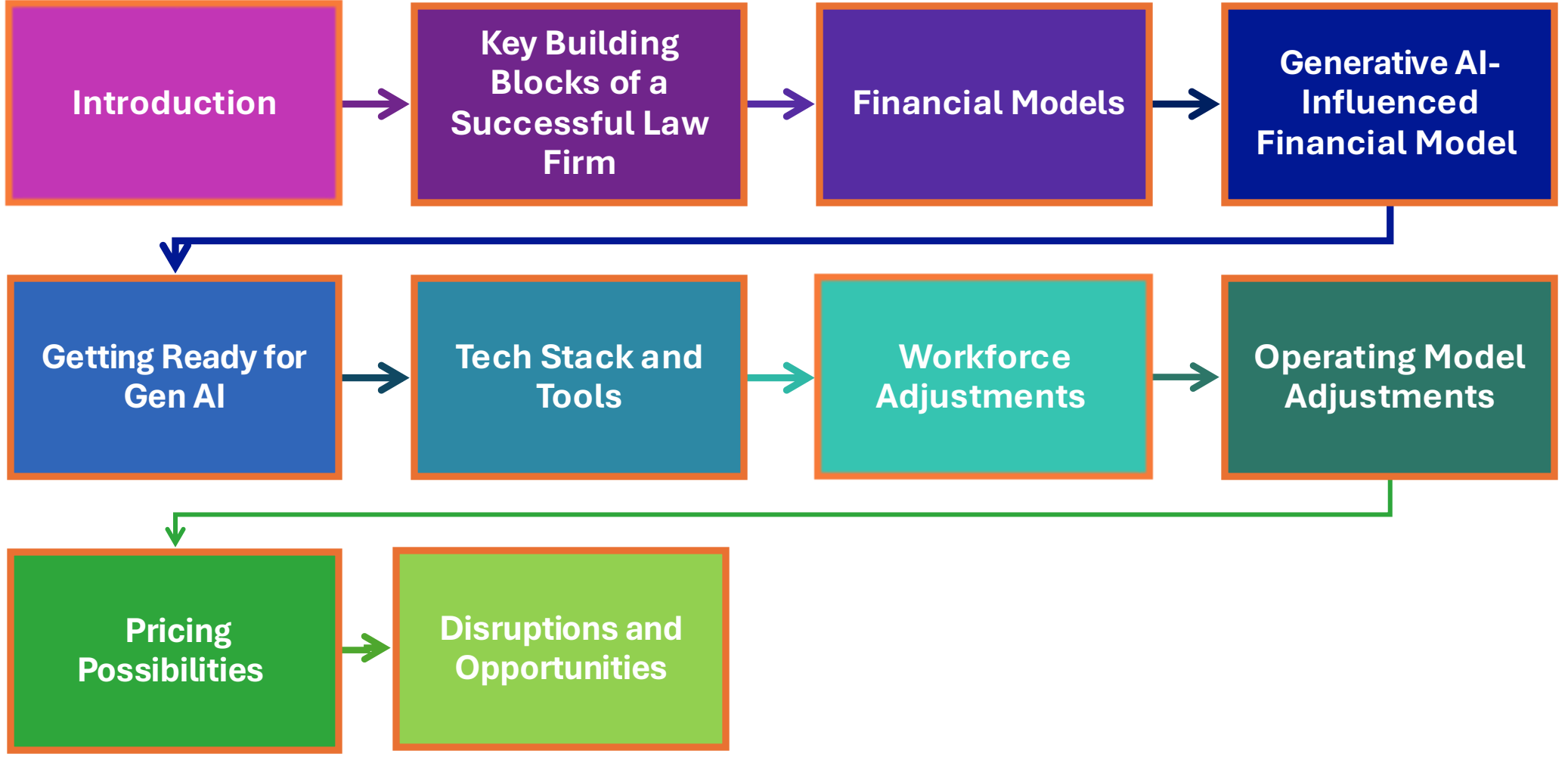
PerformLaw
Law Firm Performance Improvement Experts

Introduction

- The observable consensus is that Generative AI will impact our lives on the same or greater scale than the internet itself.
- What are the unique challenges and opportunities that exist for law firms?
- Two resources that have universal application to complex and rapidly changing environments include:
 - **Blue Ocean Strategy**
 - **Think Again**



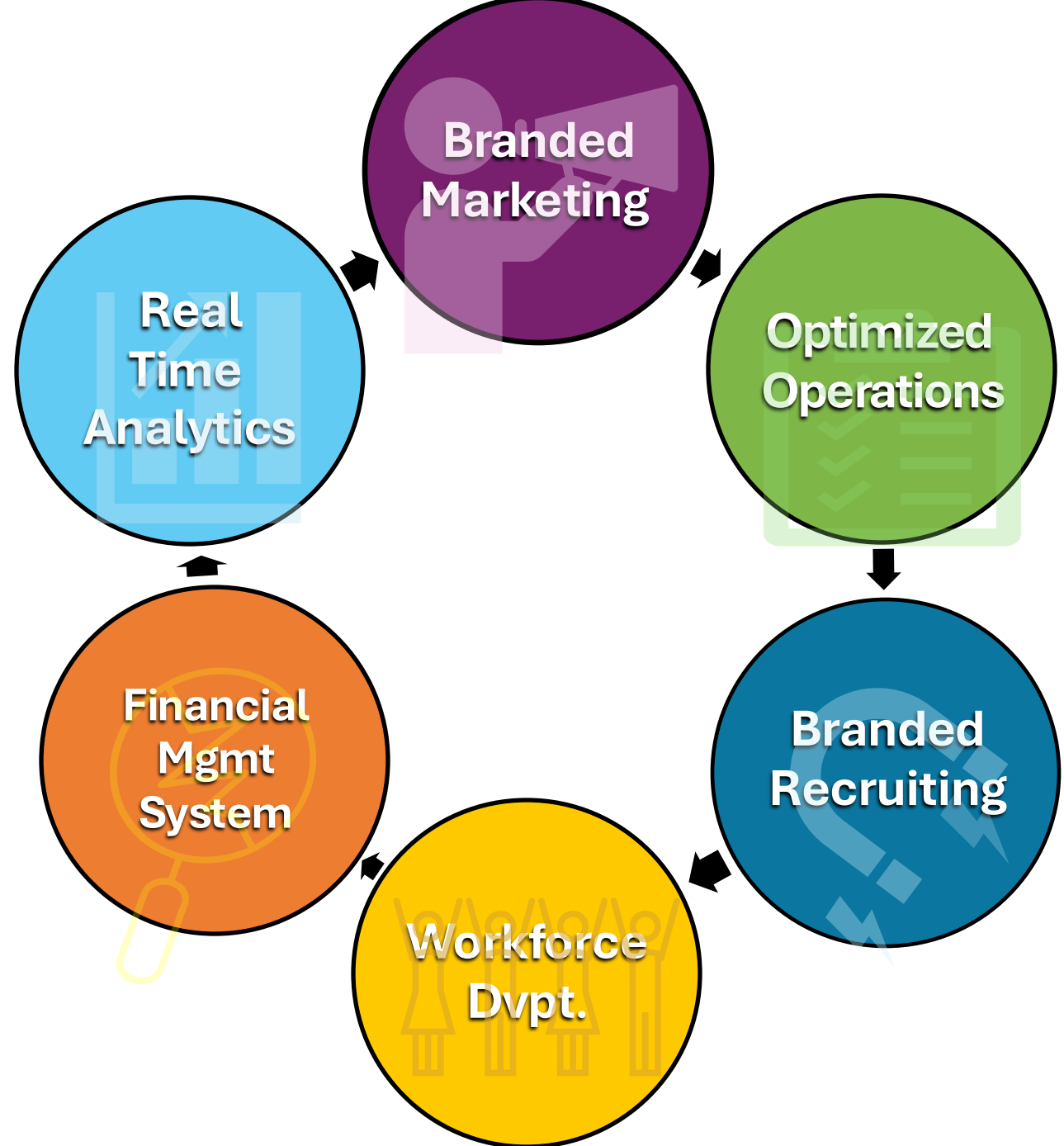
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**The Key Elements
of a Successful
Law Firm**

The Key Elements of a Successful Law Firm



KEY ELEMENT OF SUCCESS

Branded Marketing System

- Make it Intellectual Property
- Marketing Automation Software
- Key In-House Roles
- Real Time Reporting



KEY ELEMENT OF SUCCESS

Optimized Operations

- Task and Deliverable Oriented
- Project/Case Management Software
- Key In-House Roles
- Real Time Reporting





KEY ELEMENT OF SUCCESS

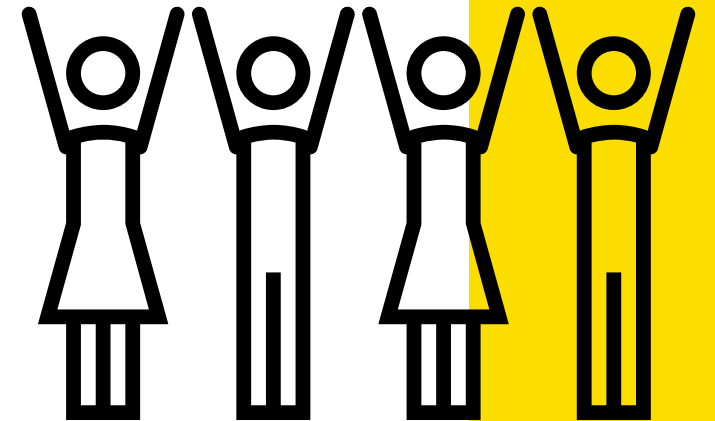
Branded Recruiting

- Build a Workforce Brand
- Piggyback the Marketing Automation System
- Key In-House Roles
- Real Time Reporting

KEY ELEMENT TO SUCCESS

Workforce Development

- Accelerate Minimum Viable Productivity
- Training and Evaluation Systems
- Refocused Performance Metrics and Pay
- Key In-House Roles
- Real Time Reporting





KEY ELEMENT OF SUCCESS

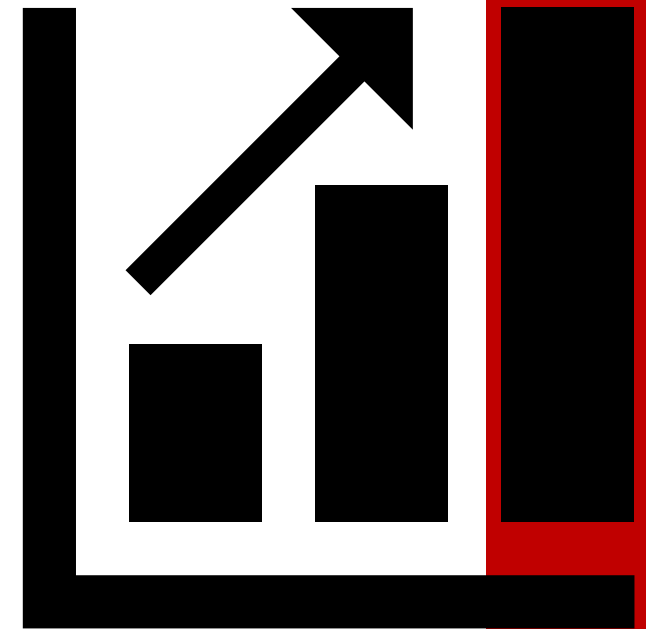
Financial Management System

- Refocused Financial Management System
- Expanded Data Capture
- Key In-House Roles
- Real Time Reporting

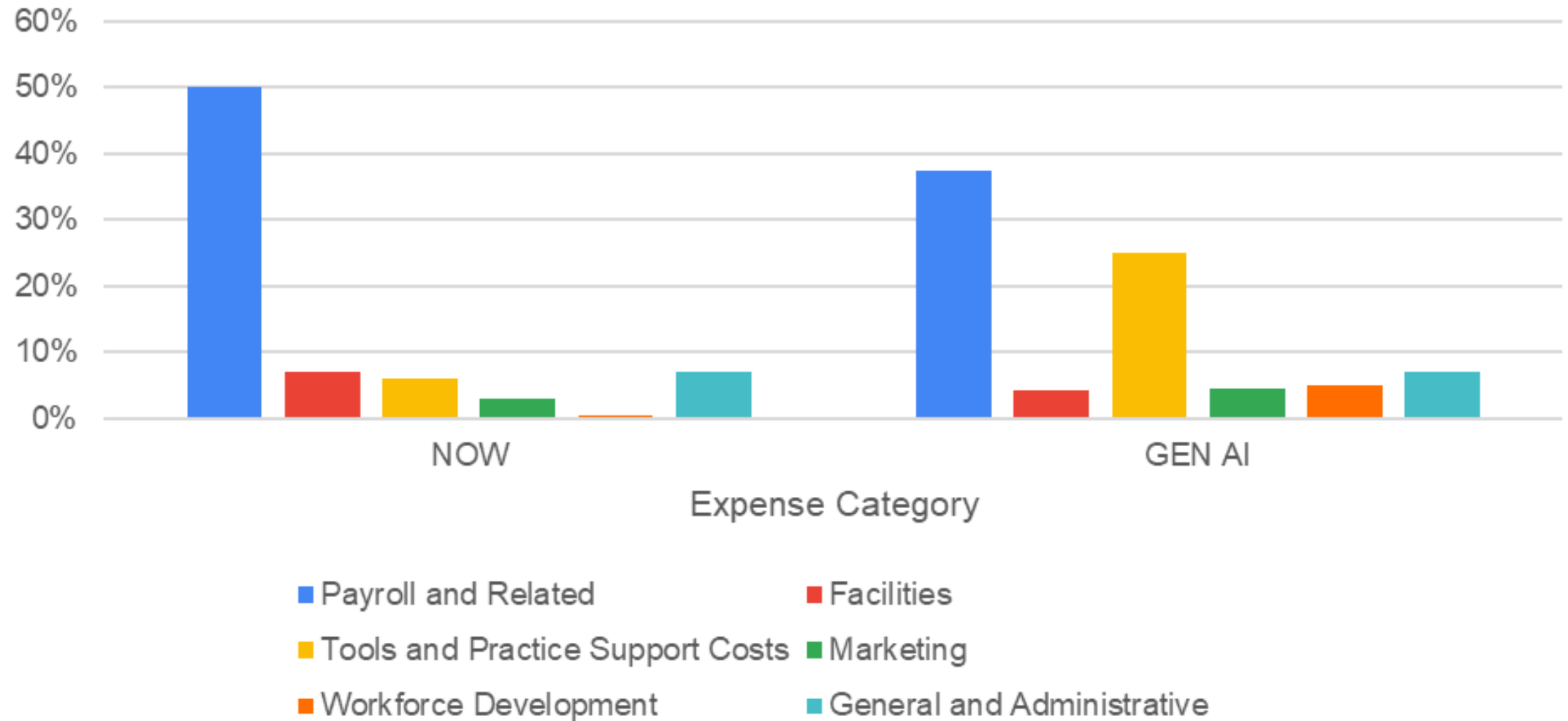
KEY ELEMENT TO SUCCESS

Real Time Analytics

- Updated KPIs
- Data Analytics Systems
- Key In-House Roles
- Real Time Reporting



Percent of Fees - Typical Defense Law Firm





**Getting
Ready for
Generative AI**

Getting Ready for Generative AI



Optimized Operations

- Task oriented process and workflows



Significantly Larger Technology Budget

- Technology overtaking facilities as a % of Fees
- Eventually could overtake payroll



Shift in Strategic Emphasis to a Very Different Workforce

- Adaptation to new skills and roles

Tech Stack Recap



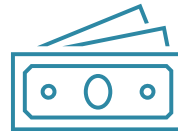
Integrated Case Management

- Robust Project Management Features
- Task Level Focused



Marketing Automation Software

- Owned Intellectual Property
- Stronger Emphasis on Brand



Updated Financial Management Systems

- Task and Deliverable Focused
- Robust Analytics



Generative AI Tools

- Advanced Data Stores
- Copilot, Gemini
- Vendor Specific

Workforce Adjustments



Workforce adjustments and operational KPIs

- More work shifting to non-lawyers
- Case counts per lawyer increasing
- More client/vendor influence on case management
- New KPIs to measure real productivity



Operating model adjustments

- Distributed workforce
- Processing centers
- Offshoring and client/vendor supplied work product
- Probability and statistics playing a larger role in case defense strategy

New Roles for a New Day



Branded Marketing System

Inbound Marketing Manager
Marketing Software Administrator
Content Strategist
Content Creator



Optimized Operations

Software Administrator
Operations Analyst



Branded Recruiting

Digital Recruiting Specialist
Workplace and Opportunity Branding Specialist



Workforce Development

Attorney Manager
Production Managers
Training Coordinator
Legal Technologists



Financial Management System

Financial Analyst



Real-Time Analytics

Data Analytics Manager
Data Analytics Positions
Tools Specialists



Pricing and Disruptions

Pricing in the New World

- Flat Fee
- Deliverable Based Pricing
- Task-Level Pricing
- Hybrid (Task plus hourly for trial work)
- Success Fees (beating the algo)



Disruptions and Opportunities



Office Space



Redefined Hiring Focus



Tech/Procedure Focus in Law Schools



Bill Review & Time Accounting



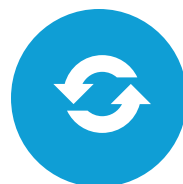
Client Reporting (Real Time)



Probability & Statistics in Case Management



Client-Dictated Matter Plans



Long Cycle AR and WIP



Creation of New Positions

**THANK
YOU**



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