

# User Adoption: Ensuring systems are enjoyed not endured



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50 - 80%

Of systems implementations are  
perceived to be failures





Project Team

End User



# Why is change so difficult within a Law Firm?



## *Change Fatigue*

“Not another new system”

“What’s in it for me?”

## *Bad experience*

“I liked the old way”

“Same old promises”

## *Fears*

Efficiency = Redundancy

The Robots are coming....

## Why are you here?

**I think we  
need a new  
brand**

**I think we  
need a new  
website**

**I know I want to  
get more people  
to our website**

**Something  
else?**




**THE AI ROBOTS  
THAT WANT  
YOUR JOB**

**Bloomberg**

# Effective change management





We forgot to tell them  
what we were doing!

Develop a communications strategy

**iTrain**  
Legal



# Preparation

*How do we prepare for the change?*




# Communicate!



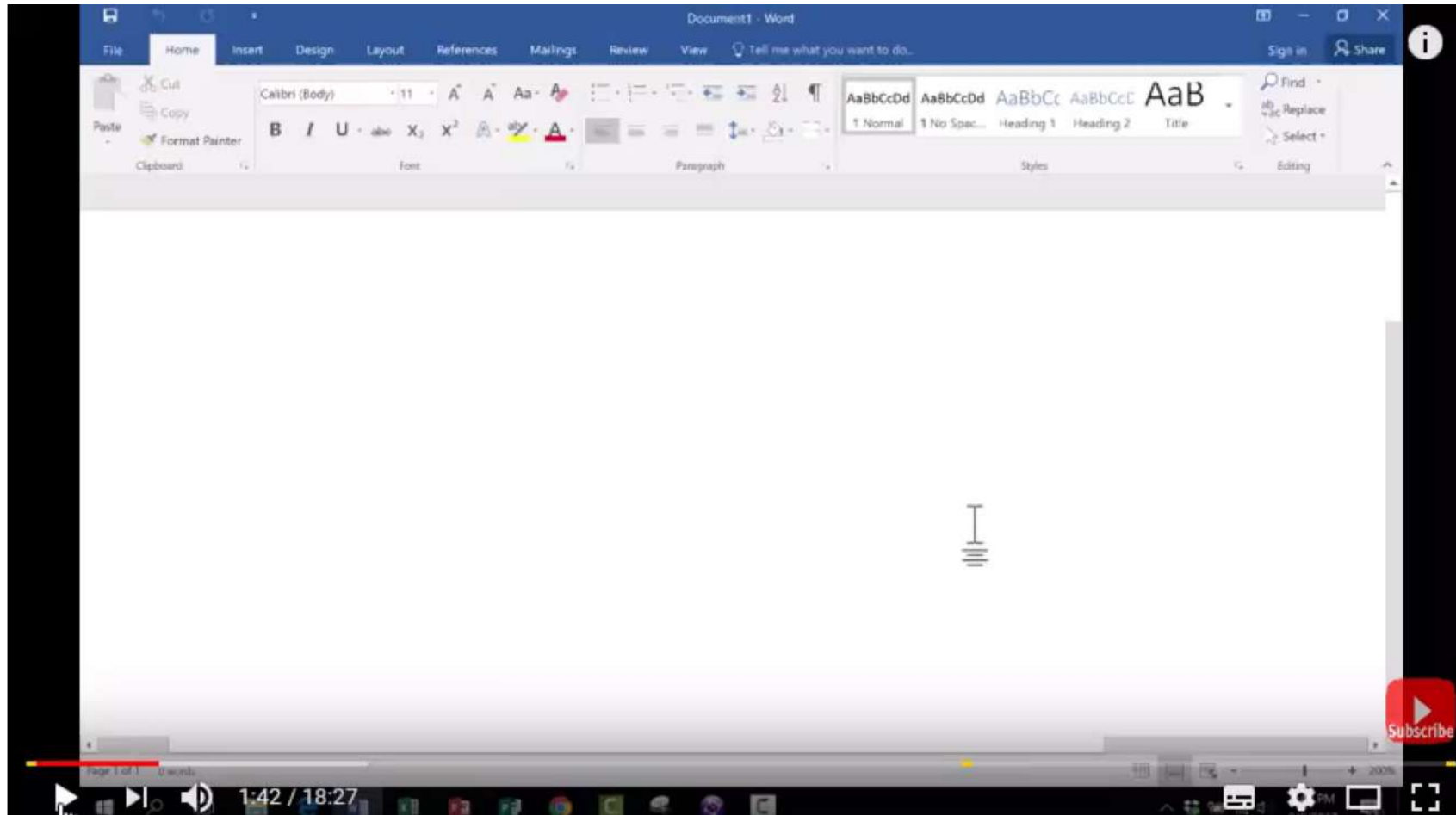
**iTrain**  
Legal



# Role Based training

Role	Goals and Need to Know
<p data-bbox="547 439 828 482">Mobile Lawyer</p>  <p data-bbox="522 1042 853 1078">Associated Roles</p> <p data-bbox="458 1106 917 1149">Sr. Associate, Associate</p>	<p data-bbox="1090 445 1217 482">Goals:</p> <ul data-bbox="1126 511 2135 802" style="list-style-type: none"><li data-bbox="1126 511 2076 554">• File, retrieve and edit key documents and email</li><li data-bbox="1126 578 1803 621">• Collaborate with my project team</li><li data-bbox="1126 645 2135 688">• Easily preview engagement files regardless of size</li><li data-bbox="1126 712 2114 802">• Rapidly respond to client or internal requests with up to date relevant information</li></ul> <p data-bbox="1090 853 1381 891">Needs to know:</p> <p data-bbox="1141 919 1974 962">Mobility applications (iPhone/Android/Tablet)</p> <p data-bbox="1141 986 1516 1029">Offline/online usage</p> <p data-bbox="1141 1053 1865 1096">Synchronise cases (when back online)</p> <p data-bbox="1141 1120 1294 1158">Security</p>

# Task Based training



# Different learning styles





2. What's the best way for you to learn about how something works?

A: Get someone to show you

B: Read about it or listen to someone explain it

C: Figure it out on your own

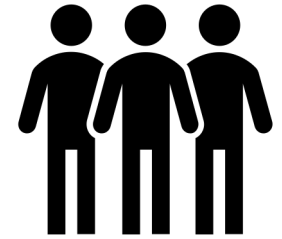
4. What do you like to do to relax?



A: Read

B: Listen to music

C: Exercise (walk, run, play sports, etc.)



5. What are you most likely to remember about the people you meet?

A: Their face but not their name

B: Their name but not their face

C: What you talked about with them

Your learning style

iTrain  
Legal



# Blended approach



Training



Floor Support



YouTube Videos



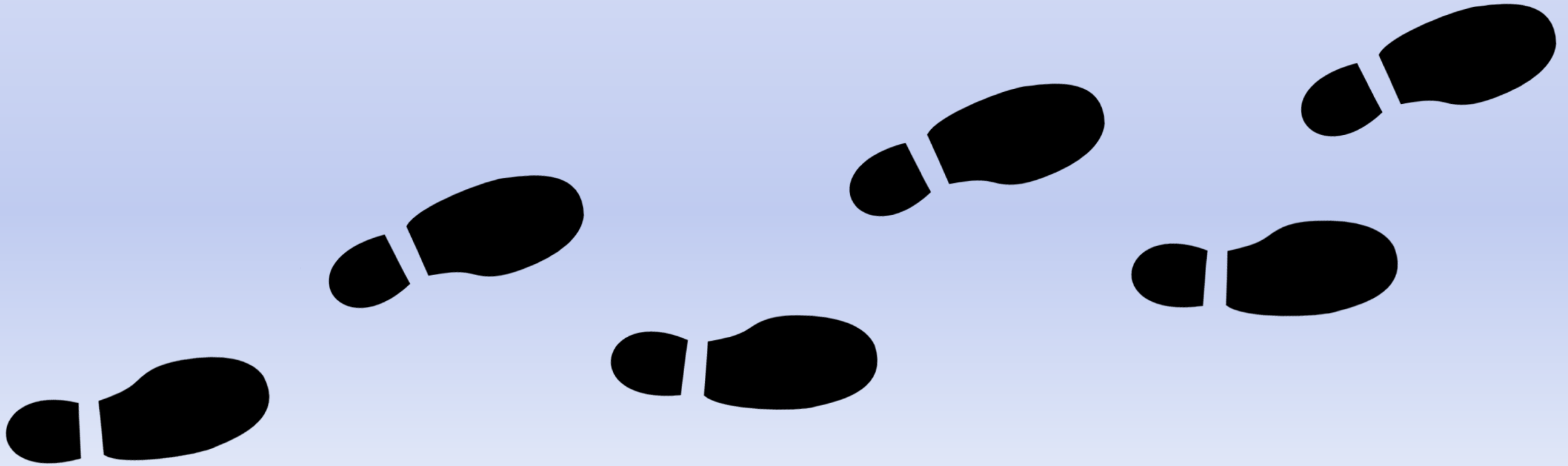
Elearning



Quick Start Guides



# Floor Walking



# Reinforcement

*How do we ensure adoption and efficient use?*



Proactive Floor Support



Reference guides



“How do I” videos



“How do I” trainer helpdesk



Refresh knowledge

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# Thank you for your time



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