Addressing the elephant!

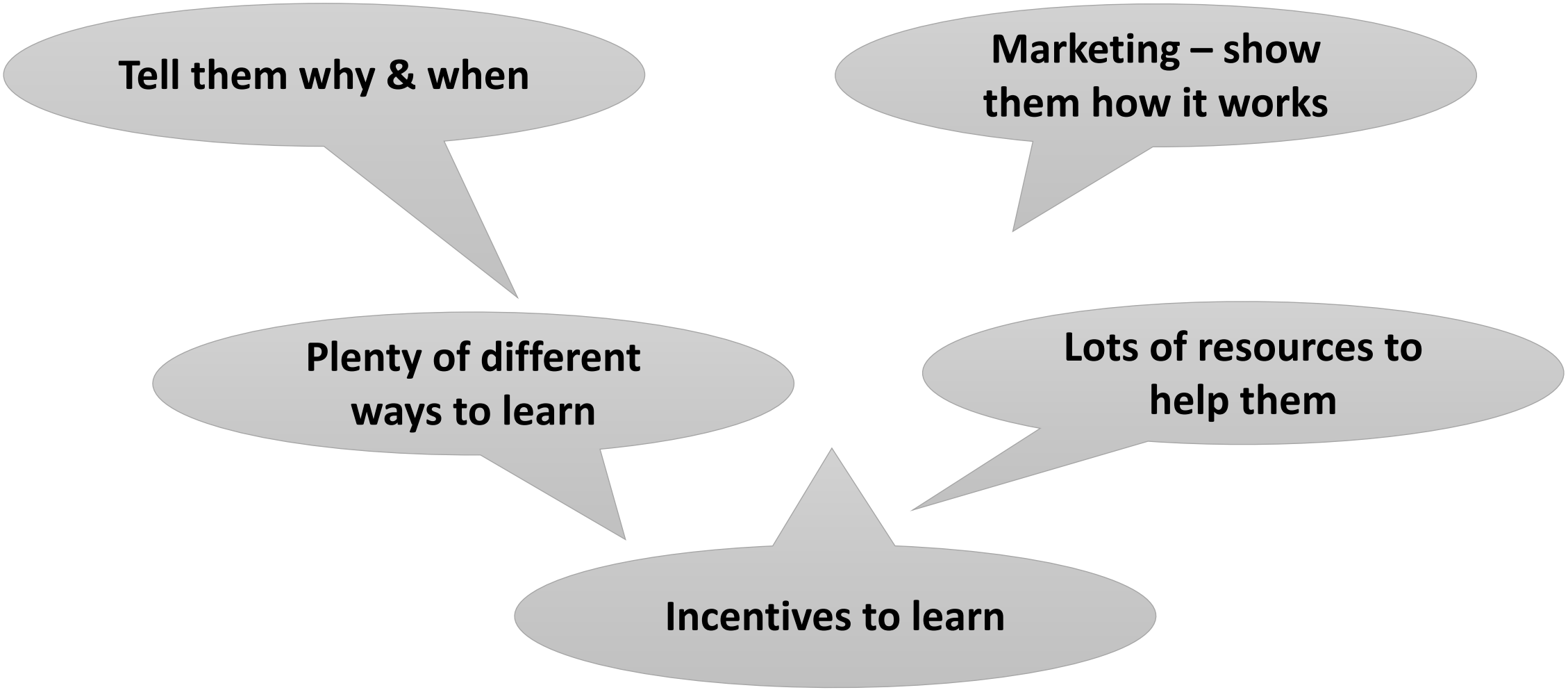
Why do lawyers resist change?

Because they are….

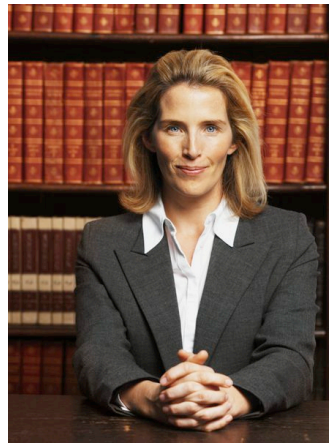
What's in it for me?

- I can do my work - why change?
- I don't have time to learn this
- Someone else can do it for me
- I am a lawyer not a typist
- Whose idea was this?
- Not another new system!
- I suppose there will be robots next….!!

The simple answer -communication



Know your audience



- Understand how they work – different personas – even in the same team:
  - **Lawyer A** – works remotely, very competent, deals with everything immediately, tech savvy
  - **Lawyer B** – office based, bit of a dinosaur, needs lots of help, afraid of change & looking incompetent

Workflow not features

Saving Documents	The Firm policy is to save every client-related document in the matter's DMS workspace. You've just created a brand new document in Word that you need to save in the client's matter workspace. You'd also like to know how to save the document copy as a new document or as a new version of the original document.	Saving a brand new document
		Copying as a new document
		Copying as a new version

Example of an LTC4 workflow

Skills required

LTC4™ | Legal Technology Core Competencies Certification Coalition

It’s not just about IT, remember….

- Key stakeholders – partners
- Steering group
- Support staff
- Trainers
- HR/L&D

Blended approach

- Marketing communications
- Intranet updates
- Trainer-led sessions
- Floor support
- Online content – videos
- E-learning snippets
- Quick Guides
- Webinars
- Drop-in sessions

Your reward?

- Happier users
- Happier clients
- Industry recognition
- More recommendations
- Painless renewals!!

Thank you for listening…any questions?