

Change Management: Getting Lawyers To Adopt LPM

Information Management - Event INFO 10 (Hashtag #INFO10)



Your speakers and moderator

Moderator: Nadia Choptain - Aikins

Speakers:

Scott Preston - ERM Legal Solutions

Andrew Terrett - Borden Ladner Gervais LLP

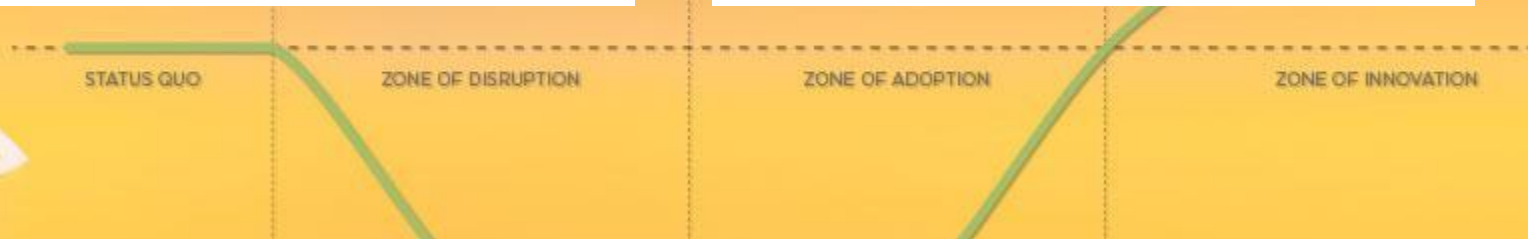
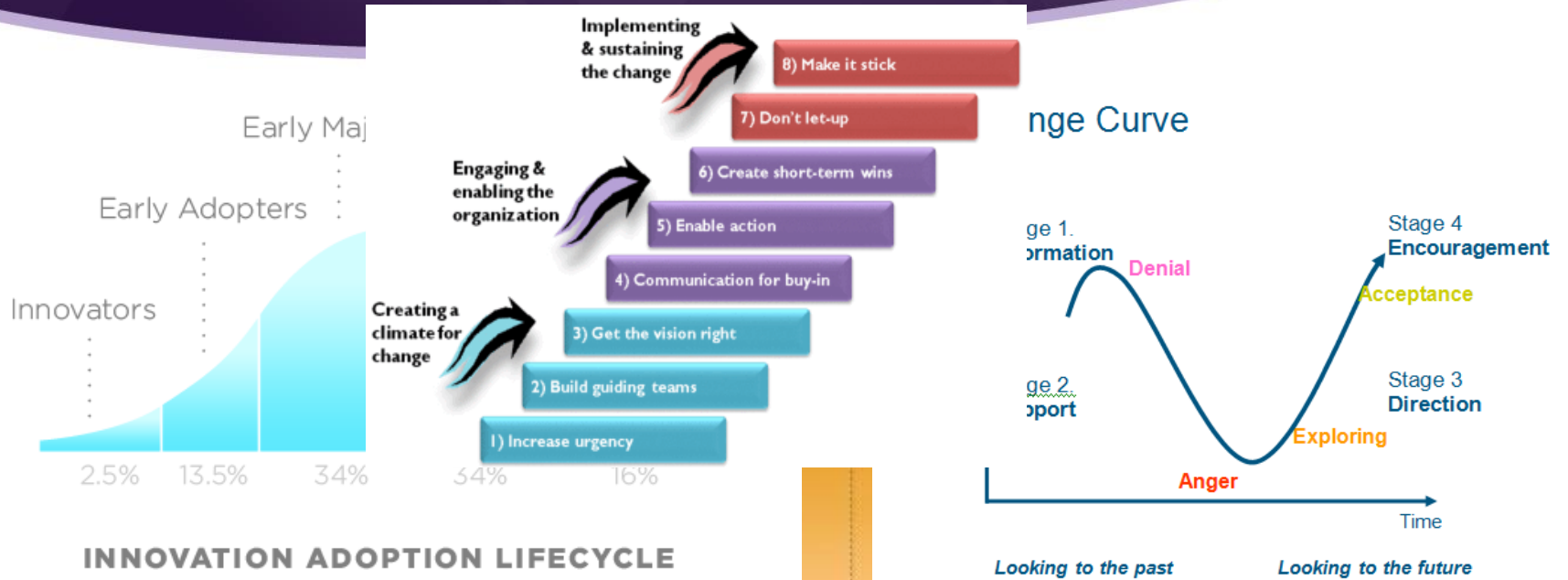
Joshua Fireman - Fireman & Company

Agenda

1. What is Change Management
2. What is LPM and why is Change Management so important?
3. Real world situations and tactics

Audience poll - <http://ilta.cnf.io/sessions/221>

Change Management - the literature is immense...

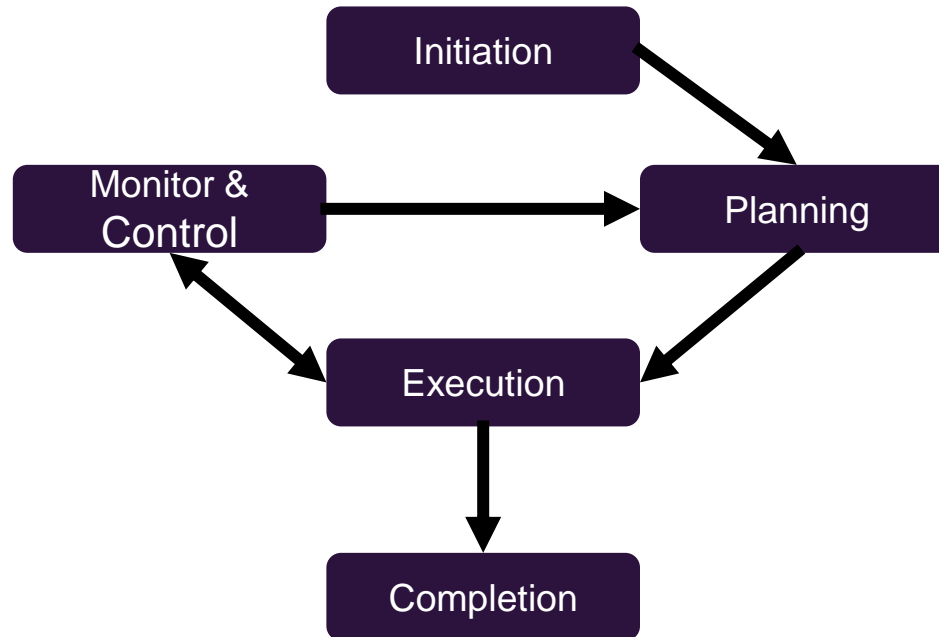


~~Legal~~ Project Management

Project management -

the **discipline** of planning, organizing, motivating and controlling resources to achieve specific goals

Legal Project Management



What Problems does LPM Address?

- Clients want:
 - Price Certainty / Predictability
 - Transparency
 - Communication / Involvement
 - Win / Win - they want to improve their profitability AND they want their law firm(s) to be profitable

What Problems does LPM Address?

- Lawyers want:
 - Retain and Return Business
 - Client Satisfaction
 - Limit Risk
 - Help with Pricing / Make a Profit

Who benefits from LPM?

- Client
- Rainmaker
- Performer
- Management

Why is Change Management important to the adoption of LPM?

LPM represents probably the biggest change to work methods - the actual practice of law in 50 years

LPM impacts both the firm and the individual

LPM when properly implemented, will lead to increased profits

How ready is your firm for change? (real change)

Audience poll time...here's the URL again...

<http://ilta.cnf.io/sessions/221>

Change Management Factors

	DM	Email	CRM	Time Entry	Matter Intake	LPM
Strategic value	Neutral	Neutral	High	Neutral	High	High
Senior management support	Low	Low	Neutral	High	Neutral	Neutral
Compensation impact	Tough luck!	Tough luck!	Tough luck!	High	High	Tough luck!
Workflow impact	Neutral	High	High	High	High	High
Metrics/measurability	Bad	Bad	Bad	High	High	High

Signs of Change

AFAs

Time

Profitability measures

Legal project managers

Margin pressure

\$\$\$ budget

Compensation alignment

Management commitment

Eyes Wide Open

1. Senior management support requires more than well-meaning bromides
2. Strategic value remains poorly defined by most firms
3. Compensation impact is hard to discuss with your head in the sand
4. High workflow impact change is rarely supported
5. Metrics are often unmoored and adrift

Are You an Optimist or a Pessimist?

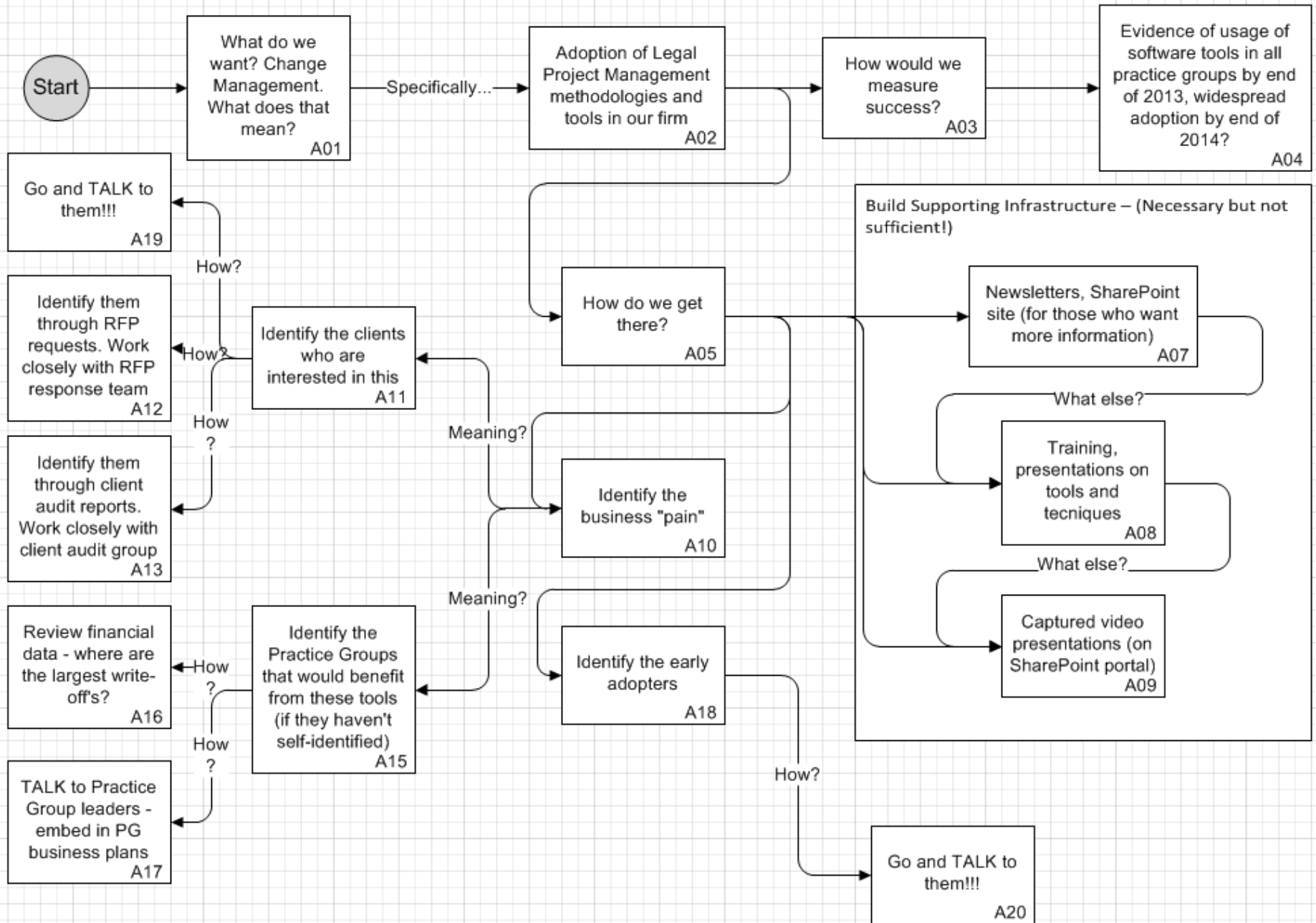
- Be realistic about what your firm can achieve in the short-, medium- and long-terms
- All firms have caps on their ability to change
- Look to practices, client teams and industry groups - and pick likely winners (like IP at BLG)

How much traction is your firm getting in LPM?

Audience poll time (again)

<http://ilta.cnf.io/sessions/221>

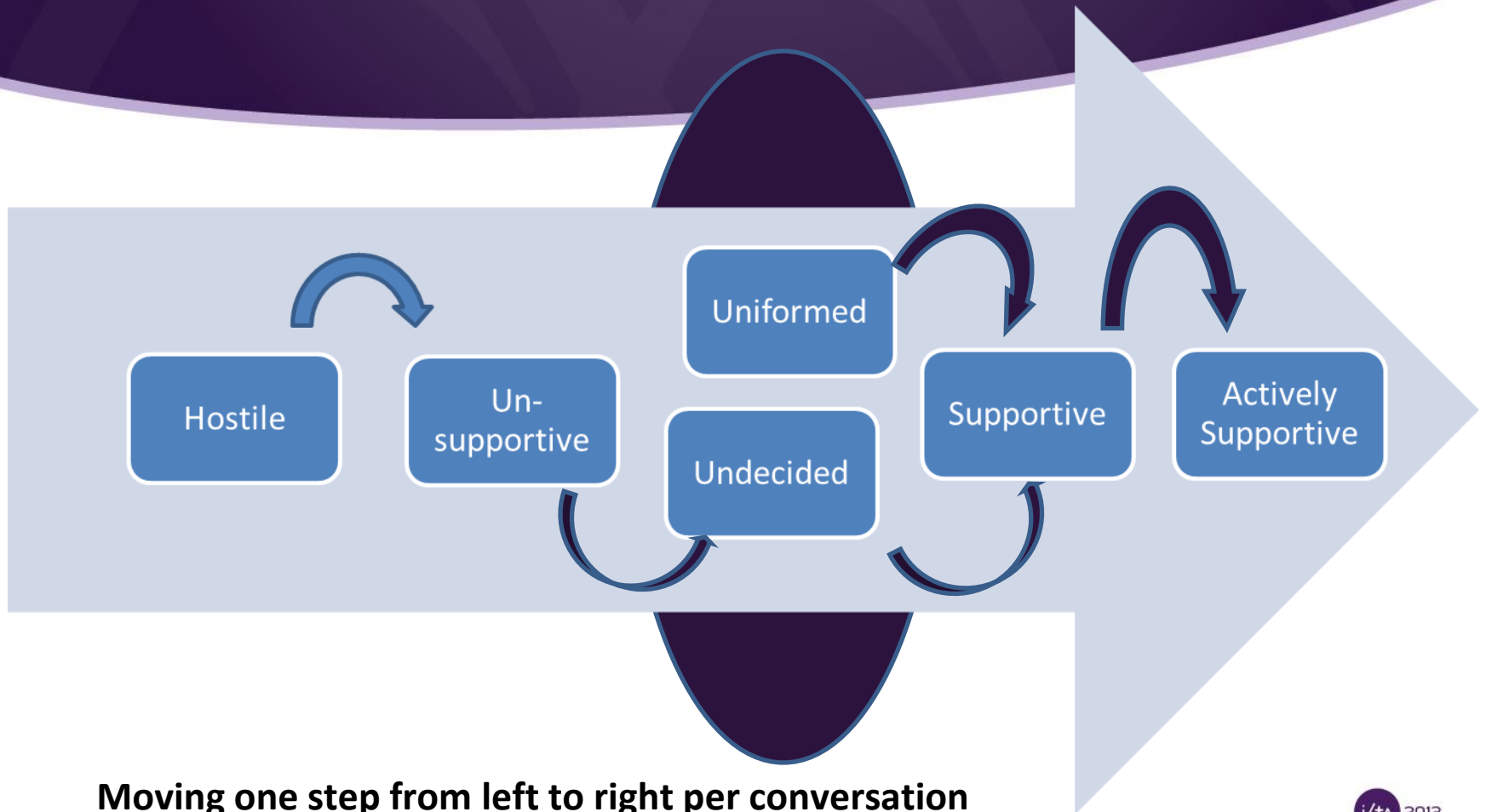
Legal Project Management – Change Management in a law firm



What does all that mean?

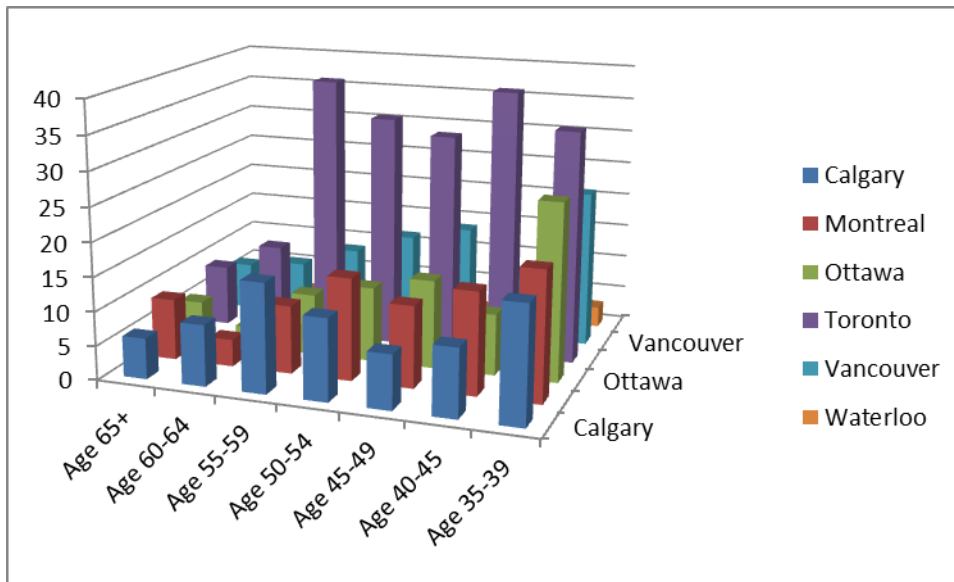


Transition through conversation



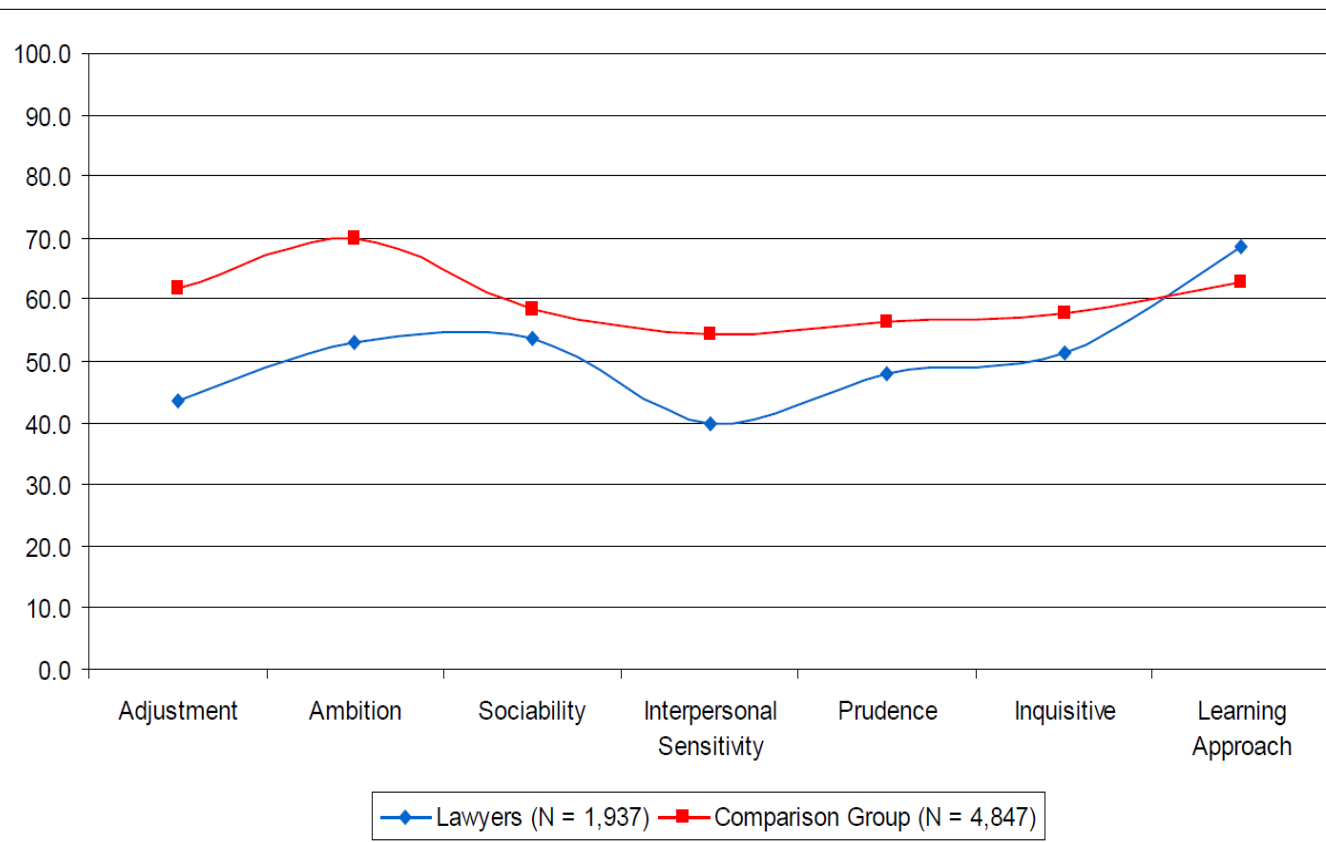
Moving one step from left to right per conversation should be considered success...

Consider your demographics



Lawyers aged 60+ are likely to be less motivated. Lawyers in the 35-55 age range are likely to be more motivated. But there are exceptions to every rule...

Understand lawyer personality types (Larry Richards)



According to the (Hogan Assessment) studies, lawyers are less sociable, Inquisitive, have less sensitivity but score higher on their learning approach.

Speaker contact information

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