

Making Sure The Technology Matters

Gary Berger, Director of Technology
Ogletree, Deakins, Nash, Smoak & Stewart, P.C.

#SPEC1



Introduction

We've all heard it at one point or another...

- Tech is a cost center
- Tech is a utility
- Tech costs too much
- Tech is a pain in the...
- Tech doesn't deliver
- Tech is never there when I need it

In short...

Tech doesn't matter!

But...

We also know that there are many things we do well

- We're responsive
- We work hard
- We're creative
- We “get it”
- We're there in a pinch

What can we do?

How can we further leverage our strengths and address our weaknesses so we can ensure that technology matters to our firms?

- Are the good things the right things?
- What are the complaints telling us?

SWOT on the fly!

Suggestions

- Have the right tools
 - Framework for analysis
 - Strategic statements from your firm
- Be honest with yourself
- Be honest with others
- Ask
- Listen
- Trust your gut (you already know what the issues are)
- Be open to learn
- Act and

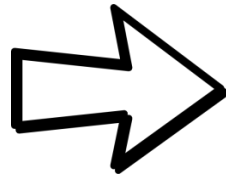
...Be A Catalyst!

Session Format

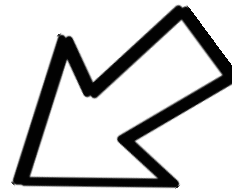
- Group Discussions leading to concrete suggestions for
 - improving what IT **does well** and
 - solving IT **problems**
- Each facilitated topic discussion takes place in one area
- Takeaways include a quick report back to full session and a Mindmap of each discussion
- Hashtag **#spec1**

Session Flow

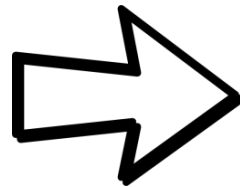
brainstorm
issue



organize
causes



suggest
actions



report
findings

Full Table / Topic List

Table	Short Name	Facilitator
1	“IT Understands Business”	David Hobbie
2	“IT Responds”	Neal Murphy
3	Usability & Prohibition	Phil Townsend
4	“IT Takes Too Long To Get There”	Betsy Parker
5	“IT Provides Solutions”	Tim Golden

Table 1:

“IT Understands the Business”

IT Does Well	IT Problem
<ul style="list-style-type: none">• IT hears me• IT understands my business, goals, and strategy• IT gets what clients want	<ul style="list-style-type: none">• IT doesn't understand what attorneys do• Attorneys & IT don't talk• IT doesn't understand what our clients need

Table 2:

“IT Responds”

IT Does Well	IT Problem
<ul style="list-style-type: none">• IT provides technology 24/7• IT systematically and effectively responds to specific problems• IT supports its solutions	<ul style="list-style-type: none">• IT has no sense of urgency• In most organizations, IT is a big ship that turns slowly

Table 3:

Usability & Prohibition

IT Does Well	IT Problem
<ul style="list-style-type: none">• IT is easier & easier to use• IT makes lawyers more productive• Some IT solutions fit lawyers needs very well• IT training is available all the time	<ul style="list-style-type: none">• IT is burdensome• IT expects attorneys to go outside their workflow• IT doesn't fully explain why a technology isn't appropriate inside the firm

Table 4:

“IT Takes Too Long To Get There”

IT Does Well	IT Problem
<ul style="list-style-type: none">• Provides applications to legal industry that work way more often than counterparts in business world• Accommodates lawyers' need to avoid risk	<ul style="list-style-type: none">• Takes too long to get there• Fails to innovate• Falls behind rest of business world and personal technology in available technology• “What are other firms doing?”

Table 5:

“IT Provides Solutions”

IT Does Well	IT Problem
<ul style="list-style-type: none">• Provides effective solution to specific business needs• Has problem-solving, service orientation• Meets changing needs of legal industry	<ul style="list-style-type: none">• Focused on surface “wants” rather than deeper “needs”• Too much effort on the “squeaky wheels” rather than representative attorneys & staff

Recaps and Mind Maps

Table	Short Name	Facilitator
1	“IT Understands Business”	David Hobbie
2	“IT Responds”	Neal Murphy
3	Usability & Prohibition	Phil Townsend
4	“IT Takes Too Long To Get There”	Betsy Parker
5	“IT Provides Solutions”	Tim Golden