

# Strategic Project Management for Attorneys

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# INDISPENSIBLE

- Opportunities

Work with Executive Mgt

High profile

Essential to firm's business  
model

At the table and the center  
of fundamental change



# INDISPENSIBLE

- Risks

Lose credibility

Not knowing the business

Just a technician

Trends to date



# What is Legal Project Management?

- Mindset of client service and efficiency
- Builds on what attorneys already do
- Communication is key



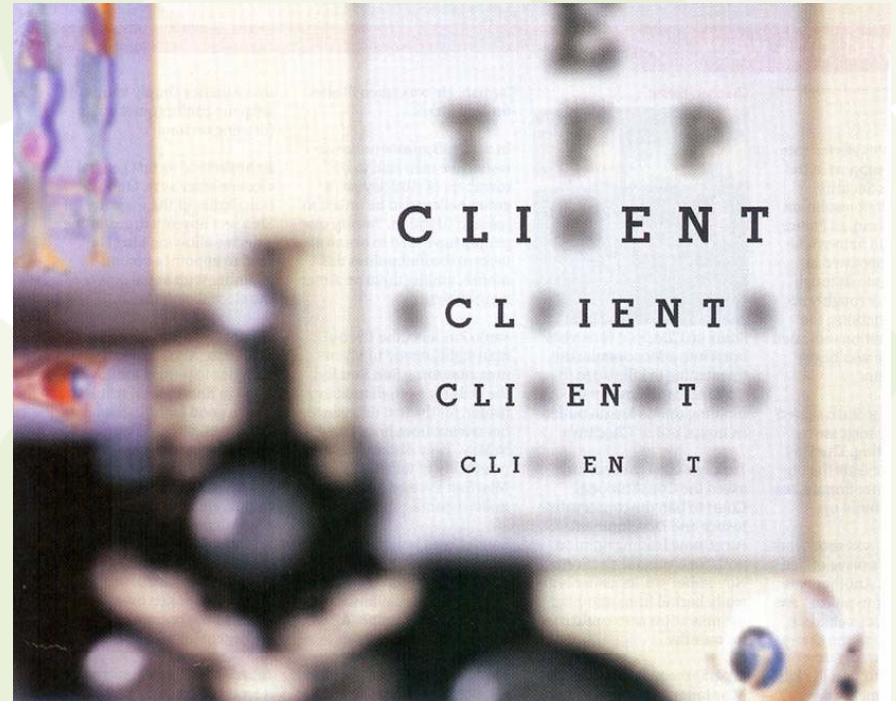
# LPM is a Different Animal

- Different from “IT Project Management” or “e-Discovery Project Management”
- Cautionary tale: Seyfarth
- $PM \neq LPM$



# Why This? Why Now?

- Clients
- Runaway fees
- Economy
- AFAs
- Competition for shrinking business



# What NOT to Do

- Think that LPM is a software issue
- Assume that your PM skills will translate



# UNLEARN

- **Role** – from authoritative to collaborative
- **Goal** – track way attys think and operate + discipline
- **Process** - project charter, project sponsor, repurposing





# Where to start?

- Where can I provide immediate value?
- Client team - both litigation & business
- Identify measurable objectives that can demonstrate 'evidence' for success



# Overcoming Partner Objections

## Common Objections

- This seems like more administrative work
- You can't 'routinize' my practice
- Who's supposed to do all this?

## Selling LPM

- Business development
- Competitive edge
- Fend off other firms



# What Are Firms Doing?



# Questions?



# Thanks!

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