

# SO, WHAT IS IT THAT YOU DO HERE? (AS AN LPI)

Thursday, June 18, 2021  
12pm EST/ 9am PST/ 5pm GMT

## HOW WOULD YOU DESCRIBE WHAT YOU DO IN 280 CHARACTERS?

*"We use business design and process optimization tools and techniques to build new business models or redesign existing ones to increase competitive advantage and value to the organization for law firms and corporate law departments."*

*"I try to make sense of complex legal process to play it back in a more workflow format."*

*"My work focuses on creating practice KM resources, support solutions for regulatory investigations matters, assessing financial performance, packaging and delivering business information for client check-ins, and ensuring actionable information is shared internally."*

## HOW DO YOU MARKET TO INTERNAL FOLKS?

Marketing internally varies amongst companies. The function is pretty well known within. Marketing methods vary from presentations, word of mouth and "consulting time".

As teams start having more success and wins, word of mouth naturally creates a lot of interest. Resistance tends to fade with wins. It helps to track and quantify the success as well, even just as a personal reminder.

*"I started by knocking on doors and some walls but eventually a wonderful partner opened the door and now people are knocking on our teams door which is a great feeling"*

## HOW MUCH OF WHAT YOU DO IS DRIVEN BY A PARTNER ASKING FOR SOMETHING BESPOKE FOR A CLIENT?

Sometimes it starts off like that. It is important to build on the opportunity and show value in what you do. In return, you're more likely to gain new clients based on success.

*"We have a few templated plans but almost everything we do is custom, and that's why we start with a design session with the client then a build out followed by a demo to the client with an additional build out."*

## QUOTE OF THE DAY

*"Clients are not coming to law firms for just legal work anymore."*

## DO YOU PITCH YOUR SERVICES EXTERNALLY? IF SO ARE YOU BILLABLE?

Yes, some companies have client care departments that promote services externally. Others have consulting arms for both internal and external clients. Through the consulting arm, it is possible to record the work to a billable amount or sum. Some companies provide the services as value added service, not billable attorney time.

*"At some point the bespoke projects either would be a flat fee situation or hourly fee but depends on how the market moves."*

## HOW DOES A PARTNER PITCH YOUR SERVICES TO A CLIENT?

*"...Open conversation has worked for me where we have looked at the priorities and offered to support on a project if I can get a change champion from the area. This way both side are committed and you have trained process experts in each areas."*

*"I think it is time we all pulled together to collectively drive change and get our voice heard. We should focus on "experience" of everyone involved in the legal ecosystem to make real change not just one or two parties."*

## FINAL THOUGHT:

*"Client demand is really starting to change firm perspective on these initiatives."*