

# InnovAction

## 2012 InnovAction Award Submissions

**A**s a part of the InnovAction Award application, we asked applicants to provide a summary that we could make public, motivated in part by our interest in sharing with the legal profession some of exciting things happening today and providing innovation inspiration.

The text below was submitted by the named organization as a part of its InnovAction Award application with the understanding that it would be made public. Other than copy edits and adding links, the text appears as submitted.

**[Baker Donelson, BakerManage](#)** In 2010, following the lead of the ACC's Value Challenge, Baker Donelson identified a need for a project oriented workflow for legal engagements to promote efficiency, to provide more transparency, and to achieve quality legal services at a predictable cost. At that time, there was no project management process designed specifically for use in the legal industry. Baker Donelson pressed forward by developing a unique legal project management (LPM) system for use within the Firm. Baker Donelson attorneys with project management expertise and experience spent over four (4) months designing the LPM process. The designers then worked with the Firm's technology groups to engineer SharePoint based tools to support the process. The resulting solution was BakerManage, a patent pending system that compliments the legal expertise of our attorneys by providing them with the tools to be better project managers. BakerManage's LPM process draws upon traditional project management principles to empower legal teams with the tools to develop project plans, create reliable budgets, regularly monitor team performance, communicate meaningful performance metrics to clients in real time and capture best practices. The process is integrated into the SharePoint 2010 environment in order to ease adoption and encourage collaboration with both legal teams and clients.

**[Fish & Richardson, P.C., OutLaw 2.0](#)** Outlaw 2.0 is an enterprise mashup application that is built into Outlook 2010. OutLaw allows our attorneys to view relevant matter information while reading their email. OutLaw aggregates information from ProLaw, Elite, Patsy, APS, Lit Server, CRM and SharePoint solutions. OutLaw is a custom application written by the internal IT Development team in collaboration with various legal teams in the firm.

### **[Hinshaw & Culbertson LLP/Project Leadership Associates - Risk Management System](#)**

Client intake management is the single most critical element of every law firm's risk management systems. Consistently making wise choices enables firms to serve clients effectively and maintain profitability; making poor choices leads to claims, collections problems and challenges to profitability. The first *challenge* was to develop a client intake system that would be sufficiently malleable to work in Hinshaw's own environment. The second *challenge* was to make the system transferable for use in as wide and diverse an array of law firms as possible, while at the same time having the core strength to perform

the two critical functions of good client intake systems – *gathering adequate information* and *enabling real-time decision-making by the designated approvers* within each firm. “Going it alone” to automate new business intake procedures involves a huge investment in time, effort and money. By starting with a tested and proven solution within Hinshaw, Hinshaw and PLA have created a solution, built on top of established technologies, that enables law firms with diverse needs and structures to create their own customized comprehensive client intake management systems at a fraction of the time and cost it would take them to build such systems on their own, from scratch.

### **Lawyer Metrics LLC - Biographical Inventory - A Data-Driven Lawyer Hiring Method**

Research shows that the most popular hiring tool in law firms—the one-on-one interview—ranks only slightly above a coin-toss in its ability to separate good from poor prospects. Simply hiring someone because of a shared favorite sports team works just as well. Using a data-driven, scientific method called a Biographical Inventory, Lawyer Metrics increases a law firm’s ability to identify high performers and weed out low performers during the interview process. Also known as a “Moneyball” analysis, this methodology examines the pre-hire traits such as grades, clerkships, and pre-law work that can be used to predict a candidate’s likelihood of success at a particular law firm. Other industries have proven similar hiring methods to be three times more effective than one-on-one interviews. By adapting the methodology to the legal industry, Lawyer Metrics has helped several law firms increase their probability of identifying A players by 10-33% and eliminating C players by 50-60%. By leveraging a law firm’s own talent data, Lawyer Metrics enables the firm’s leadership to hire and retain the lawyers who are best suited to service the needs of their clients. To remain competitive in this everchanging and demanding environment, a law firm’s ability to thrive depends on it.

**Littler - Littler CaseSmart™** Littler developed an innovative legal technology solution to reduce client legal costs and streamline the delivery of legal services. In response to a client challenge, Littler Mendelson developed Littler CaseSmart™, a solution that combines a re-engineered legal process (deployed in a client-dedicated, team-based model) that is built on a technology platform that allows for the strategic management of a high -volume of administrative agency charges (such as federal, state, and local charges of discrimination), at a fixed, per-charge fee. Littler CaseSmart™ provides transparent, privileged, and real-time online access to the status of the client’s legal matters, as well as a dashboard of key performance indicators, visual graphics, and reports. Littler CaseSmart™ can help clients reduce legal spend and risk, while providing greater confidence in the quality of legal work performed. For the firm, this solution internally streamlines our processes, and supports Littler’s focus on transforming the efficient delivery of legal services to its clients. The Littler CaseSmart™ approach completely re-engineers the way in which matters are handled, maximizing the use of technology to anticipate attorney needs as they conduct research, prepare responsive documentation and perform legal and risk analysis in order to enhance efficiency while maintaining firm profitability.

**McAngus Goudelock and Courie - Virtual Receptionist** Developing a virtual receptionist helped cut costs and produce a cutting edge appearance for the law firm of McAngus Goudelock & Courie. MG&C’s Charleston, SC, office was moving to a new location and the firm wanted see how technology could make things more efficient. The idea was to utilize a receptionist from a larger office to support this smaller office. We wanted to maintain a personal touch as much as possible, so video had to part of the solution. In addition, the result had to look professional and be very easy for visitors to use. We shopped around for some products and found many expensive systems that required dedicated equipment.

Realizing that our phone system from ShoreTel included a video option, we called our partner, CNP, and worked with them to find a way to use the built-in ShoreTel Communicator video software. MG&C then partnered with Palitto Consulting Services to create a touch interface. The response has been great. Visitors to the Charleston office love the look and feel of the interface and have found it to be user-friendly and effective.

**New Family** -- **The Biological Will** The Biological Will is legal testament documenting the intended use or disposal of any individual's gametes or ova in case of premature death or fertility loss. The Biological Will is distinct as the first and only biological insurance legal product and the world's only legal product of its kind. As the industry pioneer, the Biological Will is the ultimate trend-setter in biological insurance. It overcame unique challenges, since a decade ago, the Biological Will was medically and legally inconceivable, and an entirely new market had to be created. Since the Biological Will aroused misunderstanding and opposition, public opinion needed to be informed and changed. In a trailblazing legal campaign, the inventor, *New Family's* founder and CEO Irit Rosenblum, transformed it from an abstract concept to a legally recognized and marketable product with proven results within a decade. The Biological Will concept was proven by the global precedent she achieved in 2011, when the world's first baby to be born two years after his mother's death came into the world by surrogate mother, who carried the embryo created by both parents.

**Seyfarth Shaw LLP** - **SeyfarthLean** - Well before the fall of the financial markets, Seyfarth leadership anticipated the need for better ways for a law firm to meet its clients' rapidly evolving needs for value, efficiency and continued high quality of legal services. Based on that simple goal, we have become the only large law firm to build a distinctive client service model – called *SeyfarthLean* – that combines the core principles of Lean Six Sigma with robust technology, knowledge management, process management techniques, alternative fee structures and practical tools. The broad, systemic use of such a model across multiple practice areas is unique to the legal profession and reflects a fundamentally different way of thinking about how to deliver legal services.

**Sutherland Asbill & Brennan LLP** - **Legal Project Management** Sutherland's Legal Project Management (LPM) program provides training and implementation tools for lawyers and clients to more efficiently and effectively deliver legal services. In response to market research gathered through Client Feedback Interviews, in early 2010, Sutherland set out to evaluate existing LPM practices, design LPM training, and develop software for LPM execution. Our goal: create a relevant and practical LPM program that resonates with clients and our attorneys by providing easy-to-use tools that enhance client service, create efficiencies and add value, demonstrating that Sutherland is a market leader in adopting customized, client-focused approaches to legal service delivery. The end result is completely customized training, technology and templates that make project management relevant and practical and is delivered directly to clients. Joint training for clients and attorneys has delivered immediate results, enhancing client service, improving efficiency, and strengthening existing client relationships.

**Ulmer & Berne LLP** - **Client Relationship Console** Sam Shipley, as CIO of Ulmer & Berne, has designed and implemented an integrated desktop tool for the lawyers to help them collect past due receivables, share relevant ContactEase CRM data and keep up to date on current AR and WIP balances. Staying on top of collections is an area that many firms desire a solution and Sam had the vision to design an easy to use system that didn't require the lawyers to do anything but pick up the phone each day.

