

Counsellors Not Lawyers

The Next Law Vision

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2014

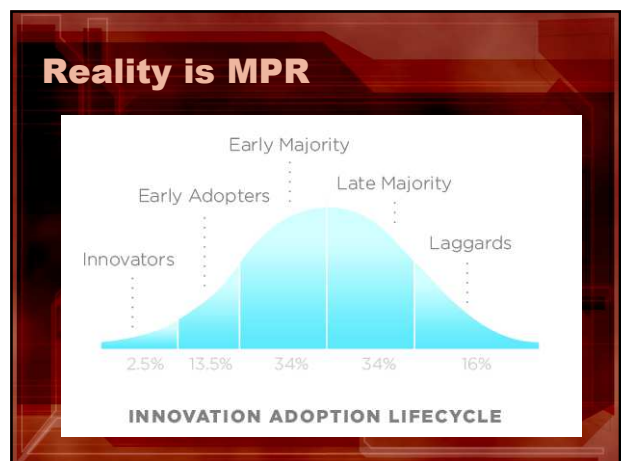
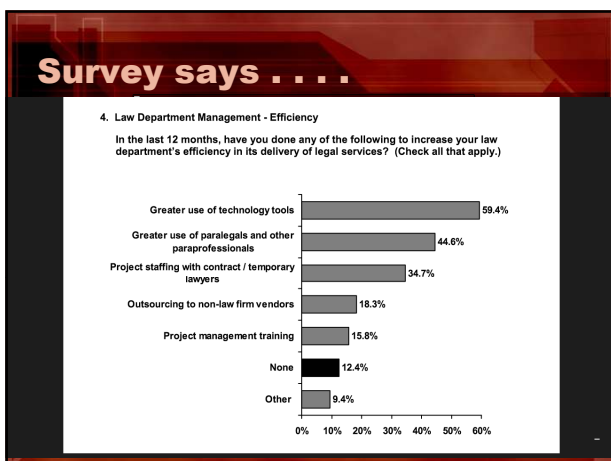
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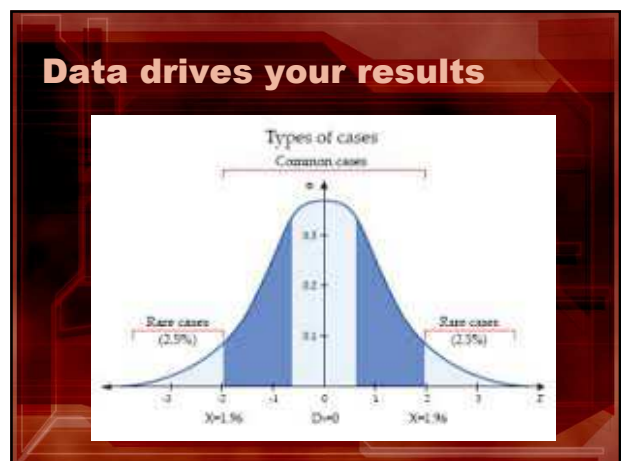
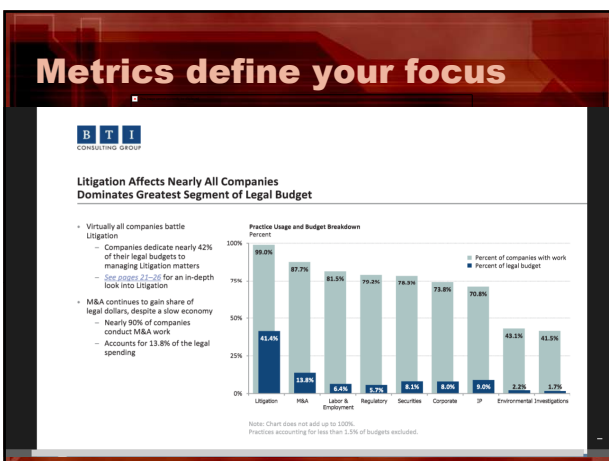



Three Questions

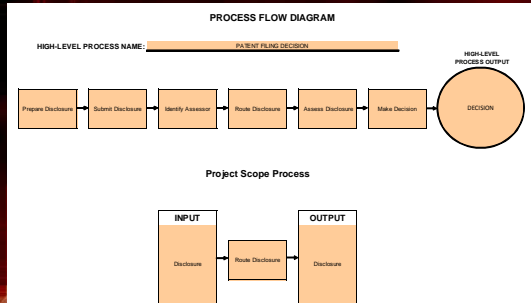
IN-HOUSE VIEW OF LEGAL INNOVATION?
IMPACT OF DATA & PROCESS ON IN-HOUSE?
WHERE WILL IN-HOUSE GO?

1-The In-House View





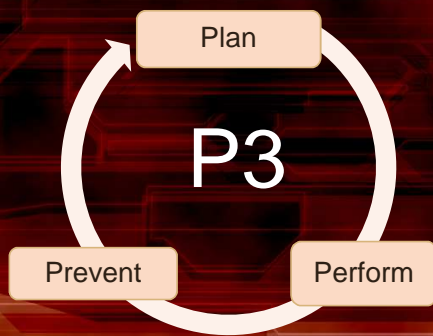
Process defines your path



Project Management 3 Step



The Trinity of Counselling



The solution is simple

But difficult . . .

**FOR THOSE WITH THE
POWER TO SOLVE IT**

Old Law

**FOCUSES ON BILLING HOURS
TO SOLVE LEGAL PROBLEMS**

New Law

**FOCUSES ON BILLING
LOWER COST HOURS TO
SOLVE LEGAL PROBLEMS**

Emerging Law

**FOCUSES ON SOLVING LEGAL
PROBLEMS EFFECTIVELY &
EFFICIENTLY**

Next Law

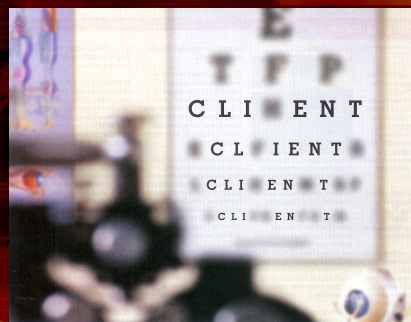
**FOCUSES ON PREVENTING
HIGH COST LEGAL
PROBLEMS**

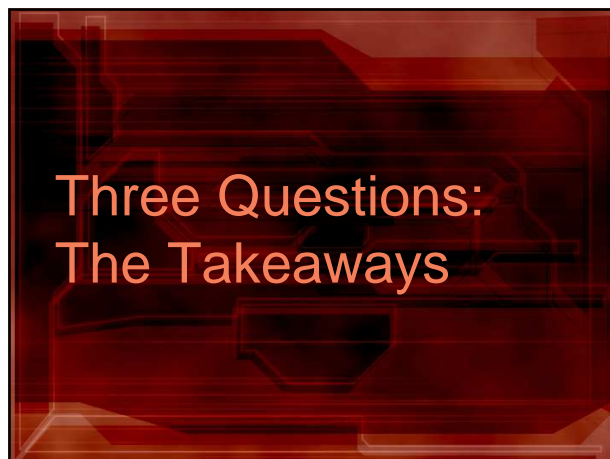
3-The In-House Direction



THE WRONG APPROACH CAN PUT YOU AT RISK.

Focus on Customer Needs





The Takeaways

- Focus on the customer's needs
- Have the courage to change
- Embrace prevention of legal issues

Theory vs. Practice

IT CAN'T BE DONE

It already has been

FMCTI Law - 2002	FMCTI-Law – 2013
• \$1.8B total sales	• \$7.1B total sales
• 8 Lawyers	• 12 Lawyers
• \$14.3M Legal Spend	• \$9.5M Legal Spend
– \$ 2.8M Internal	– \$ 3.1M Internal
– \$11.5M External	– \$ 6.4M External
• 20% spend in AFAs	• 95% spend in AFAs
• 2.8 avg firm evaluation	• 3.3 avg firm evaluation
	• 7% avg bonus to firms

Counsellors not Lawyers

- Counselling leverages judgment
- Counselling prevents problems
- Counselling reduces costs
- Counselling adds value