

LPM Connect – Law Practice Management Connect

Laurie, Chief Admin. Denver CO (4 yrs in college)

Patty, Chief Admin. 2 yrs

Katie, Legal Recruiter (new inductee)

Bill, COO of law firm (7 yrs)

Linda LaBrie, consultant specializing in client feedback and bd coaching (new inductee).
Was a CMO

Jude Bix, Holland & Hart (new inductee)

Patrick Johansen, practice mgt at Seyfarth Shaw (newest inductee)

Tom Grilla, North Carolina, McGuire Wood & Bissip, Mgmt. Committee, active ABA (8-9 yrs)

Connie, NetApp, CLOC (Corporate Legal Op. Consultants), Bay Area (new inductee)

Total # of years in the college in this group: 18-20 years

- **Name:** LPM Connect – Law Practice Management Connect
- **Purpose:** Vetted volunteer LPM fellows providing mentors and resources in the area of legal practice management.
- **Problem:** Brain Drain, operational needs. Lack of access to legal management expertise. College needs to be the forerunner of capturing the savvy of the fellows.
- **Solution:** dB of LPM Fellows for online connections
- **Market Size:** BIG
- **Why Now:** human capital walking out the door, how do we map and utilize critical expertise. Calls back to the presentation from yesterday.
- **Competition: NONE.**
 - We want ALA, ILTA, ABA, LMA the consultants (Hildebrand, Altman Wild) to come to us as a first step for them to become leaders in their firms. They need to be connected with the other organizations who MIGHT think they're in competition, but in fact they are supported by what we do.
 - We are different because we provide mentors and resources. We're not giving free advice, we're just connecting people. (If people are already in this group, then they've already got connections).
 - We are different The difference between us and the other groups is that rather than anyone belonging if they pay a fee, our mentors are vetted; will only be accepted if they make a contribution to the legal practice management.
- **Why Now?** Industry changing so quickly, it's time to collaborate and capture critical expertise. Lots of people retiring that have this knowledge that future attorneys, future law firm managers will need.
- **Business Model:** SCORE (Service Core of Retired Executives), more personal touch than Angie's List. Can be a mentorship, our acronym (on top of LPM Connect) could be COVE (Core of Vetted Expertise).

- **Product Details:** We make online database from the nomination forms of the college so people can find the experts they're looking for. Once those people are connected to the COVE, then we give them "X" amount of time to provide mentor. After max mentor hours reached (as determined by each mentor), then the College suggests to inquirer they should employ the consultant/fellow/mentor. If mentor's max hours have been reached for the month/term, can be a thing saying "available/not available."
 - We also provide a bank of general resources for law practice: marketing, tech, finance. We have existing members, we can provide the same database information as we do for the new members. Need to update and capture that info.
 - Coordination of the different conferences (general calendar) when people let the college know they are running volunteer events.
 - And then possibly we get information from the people getting advice about how to score the COVE. Also, the volunteer mentors should be calling back to the college so that we can track the data about how many people are using the program.
 - Partnership with C-Kent, could be paid for by advertisements by consultants, any legal organization, like sponsors of the program.
- **Team or Partnership Entity:** We have 240-260 people in the college, involved in just about every area of law practice management. Corporate legal dept. could take advantage of the college's services as well.
 - We could have stage 2 where we also give legal advice, but there's more concerns with CYA if we do that.

All Bullets for the Project

Name

Purpose

Problem

Solution

Market Size

Competition

Why Now?

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Product Details

Team or Partner Entity

Business Model

Information Gathering/Brainstorming Stage

- 87% of people don't go after the legal work that they need – more consumer side, less B2B
- Biglaw can't solve that, solos need to solve that.
- App: gives you code and also precedents for your jx.
 - What is the definition of "X" that is in the statute.
 - Is this already covered by Access to Justice (A2J)
- Marketers challenge – as a large group of talent is retiring, how to we knowledge capture that know-how.
- App that allows people to fill in the information they had as needed in the legal field.
 - Similar to Angie's list: a lawyer's coach list.
 - Could store stock forms, with cites and comments on their common uses:
 - Can create automated forms but with the know-how component attached to it
 - Need sharing of information from Snr. Partner to Lieutenant ("succession planning" by another name)
 - Capture institutional knowledge
 - Would require: statutory change that would protect these advisors
 - Could we rank the attorneys (like a CEO score), ranked across the field, but even *within a single law firm*
 - Would prevent the squirreling away of information (e.g., lobbying reports example, want to know what needs to be done).
 - Who is our audience? Would it be small-to-mid-size firms who don't have the internal resources to farm all the knowledge?
- Consumer guides for technology – tech rating for each of the different categories.
- The College could have its members submit to a score, and people could call the members of the college to get expertise on a particular area. Like a clearinghouse.
 - Would be a way for the fellows to give back,
 - Payback could be something like group insurance
 - Would provide a place for the *elders* of the law to be part of a group (broader than just the fellows of the college).
 - Purpose would be similar to mentoring
 - Should be a legal service
 - Could be housed at Kent or some other place (resource sharing)
 - Could get new inductee Oz to help categorize the different fellows' expertise
 - Internal or External? External
 - Who is our audience? Small-to-medium, though a large firm could call in for advice. Could even just be for consumers. Could be for other members of law firms, more like a peer group. More than just

legal advice, looking for a deep dive or a quick general understanding of the field from fellows.

- Who are we focusing on? We're focusing on management, possibly legal mgmt., are we legal advice? Use the college as the basis for law practice management, that it doesn't just need to be lawyers. Let's be the best practices for the industry (the knowledge capture center).
- Consumer App: delivers legal and non-legal services in an innovative way. We'd have to rank the firms/there is some screening that has to exist (it's how Angie's list is so effective—the people are pre-screened). We could start with AVVO on the ranking, but then after people use the services, they could rank the services. Hopefully through experience, people's ratings go up.
 - Could be pitching to corporations.
 - Sounds like we are moving away from lawyers, from businesses.
 - More than a contact list
 - Issue when we begin to give guidance/advice/mentorship outside our state
 - State-bounds more an issue for lawyers than non-lawyers, but we all CYA with getting the right form, disclaimers that this is not legal advice.
 - Need to be aware that college would be cutting into the consultants within the college's business.
 - Wouldn't have to be free: some mentoring, but could refer people out to the consultants depending upon the topic needed.
 - If it is unpaid, then there's an internal maximum: "Have you ever worked on such-and-such?" Consultants, once screened, could pay for the service, the marketing of their services. Similar to Angie's List model for general contractors.
 - College as a non-profit, doesn't want to be involved with the promotion of one consultant over another. Non-profits do however have for-profit affiliates.
 - We keep it very simple if we only offer law practice mgmt.: Marketing, Management, Finance and Technology. There are information tech. experts in this group could help with "E.g., should we have our documents in the cloud?"
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- Business Model: SCORE (Service Core of Retired Executives). Volunteer biz people help small biz people solve biz problems. We are a resource; we lead people to consultants. We vet people and get paid for that work by the groups providing BLT (business, law and technology).
 - We have a long application, college can put that raw data into a database. Allows us to categorize specialists by the areas they list (then when person searches a specialty, the college fellow name comes up)

- We would practically need a group of people within the college to provide an action plan, what needs to be done.
- Market/Market Size: Law Firms, small-to-mid-size that need a resource, but also large firms for a specific resource need; also managed service providers, corporate legal (MSPs, corporate legal & consultants could be providers as well as audience)
- Presenter: Tom nominated by Linda.
- Name notes: BLT (business of law and technology); paying it forward;
 - Resource
 - Connection
 - Law Practice Management
 - Online
 - Expertise
 - Vetted
 - Elf – Evolutionary Legal Fellows
 - LMF - Law Mentor Fellows
 - BLT – Business of Law and Technology
 - LFRC – Law Fellow Resource Connection
 - LCF – Law Connection Fellows
- Purpose Notes: connecting legal professionals to enhance/inform/support the legal field. with the resources they need. Provide a place for knowledge capture of exiting attorneys. To vet legal services in a standard way.
- Other Notes: Easy access to lawyer mentorship. “Succession planning” under another name. Instead of brain drain, we’re getting a brain gain. Legal Fellows: online legal mentoring website (connecting people to a potential mentor; answer to quick questions). Not limited to lawyers, would give access to consultants who would also be rated. Would also provide a bank of different resources that would help in common kinds of law firm questions people run into.
 - Angie’s list vetting score is a different product from the Brain Gain idea.
 - Website or App – can be either (“legal entity or app”)