

► How LawWithoutWalls Can Help You Unlock Client Solutions

We asked Leah Cooper, founder and CEO of Leah Cooper Consulting and a LWOW sponsor this year, to tell you all about it: because it's cool, not because we're getting paid.

Innovation, collaboration, transformation—our clients want it, but how do we deliver it? How do we change the way we practice law to provide holistic business solutions rather than giving only technical legal advice? How do we shift the mindset in our firms and our in-house legal teams to embrace technology and change the way we deliver legal service?

These questions are being asked every day by senior law firm leaders and GCs but most don't know where to begin.

Answer: LawWithoutWalls(LWOW).

What is LWOW?

The marketing blurb: LWOW is a part-virtual experiential learning programme designed for practicing and aspiring lawyers that brings a human-centered design perspective to law. Its mission is threefold: First, to create innovations at the intersection of law, business and technology that solve real problems and fill real needs; second, to hone skills in these areas; and, third to change how lawyers and clients collaborate.

Reality: I learned about LWOW about a year ago and was immediately intrigued by the concept and decided to jump in with two feet and sponsor a team earlier this year. I had no idea what I was getting into but I strongly believe that the only way we shift the legal profession is to start with the students - exactly what LWOW does. By creating a community of some of the world's brightest law and MBA students and partnering them with legal leaders from law firms and corporate legal teams, real issues are solved in ways I never imagined.

LWOW is designed to spur new business ideas by combining the law and tech. Law firms and corporations sponsor a "challenge" and it is up to the LWOW team to solve it in a manner that delivers a tangible product or solution that the firm or corporate can actually implement. This is not a drill! LWOW calls them Projects of Worth, a name fitting when you see what comes out of the minds of our future legal leaders.

How does LWOW work?

As a sponsor, I created my challenge based upon a real client need focussing on the relationships

between in-house legal teams and law firms. Other projects ranged from access to justice, AI in legal project management, managing GDPR, aviation regulatory compliance, access to insurance in micro economic conditions and more. All real business and legal issues that needed practical business solutions.

I was assigned a team of students with support from former LWOW participants as mentors and had access to a network of experts ranging from tech developers, venture capitalists, judges, marketing executives and even an improv coach!

We began our 16-week journey in person at a KickOff at the University of St Gallen (St Gallen, Switzerland), where everyone, from students to managing partners, were all on equal footing - no hierarchy in the room. For two solid days, we worked together to learn *how* to work together. I always thought I knew how to collaborate, but in those two days I was shown a set of tools I would have never used but for this experience and now use every day with my own clients.

After KickOff, the team met virtually using the 3-4-5 Method of Innovation designed by Professor Michele DeStefano, specifically for lawyers and a variety of tech tools (e.g., Skype, FaceTime, email, WhatsApp, Adobe Connect, etc.) to define and solve our problem. Working the problem through the eyes of the students and learning new ways to think, collaborate and build solutions was beyond rewarding. Ultimately, we created a product that we presented at the ConPosium in Miami and was judged along with all the other teams. Win or lose, every team in the room came out on a high.

Snippets of what we learned:

1. True collaboration between people, disciplines, the law and tech
2. How to apply business solutions to legal issues
3. How to create a business case and proper financial plan
4. Marketing and pitch skills
5. Presentation skills - including creating a commercial

A handful of reasons why your firm should participate in and sponsor LWOW:

1. It's a great way to partner with a client to solve a client issue in a unique way
2. Lawyers learn new skills that truly aid in client collaboration and innovation
3. You build lasting relationships within the LWOW community, including your target clients
4. You will be part of the new practice of law
5. You will change the way you approach a client or firm problem

I keep in touch with my LWOW team and I feel invested in each of them as they start their legal

careers. I got as much out of the experience and learned as much as the students did. For example, one of my key take-aways was learning how to properly define a client issue rather than jumping to a solution. Being a "seasoned" (aka grey haired) lawyer, I remarkably learned new ways to use tech to work with my team while my students learned what a pencil was. Approaching a challenge with a group of differing mindsets and skillsets was the key to true legal innovation. Each team created viable products that firms and clients could use and technology experts wanted to invest in.

The 2019 LWOW class will be even better as each year the program grows with new experts and thought leaders and a stellar team of motivated law students.

2019 Team Sponsors confirmed as of 20 September 2018 are all here - <http://lawwithoutwalls.org/2019-sponsors/> - and include Leah Cooper Consulting (obviously); Accenture; Microsoft; iManage and law firms such as Pinsent Masons and White & Case.

Deadline for Sponsorship is October 31, 2018. www.lawwithoutwalls.org

► It's all about the CRM, CRM, CRM

Following the announcement that respected sales manager Gareth Thomas is leaving iManage RAVN for CRM challenger OnePlace, the comments have flooded in, and things in that market are starting to look very interesting.

Before joining RAVN, Thomas was sales director at former iManage partner Tikit and, among those commenting on his move was iManage's general manager EMEA, Geoff Hornsby, who said on LinkedIn: "I am sad that Gareth is going as he is both a great friend and also one of the best salespeople I have worked with. But I am also delighted for him to step up to the next stage in his career."

Also commenting on LinkedIn was former Allens (and before that Mayer Brown) CIO Philip Scorgie, who said: "Good move Gareth. I think the OnePlace architecture where it leverages the Salesforce platform is a compelling model. The reduction in deployment complexity, built-in resilience, flexibility and global presence leave the legacy client-server legal applications in the dust."

Adding further comment, this time on the legaltechnology.com website, [slicedbread's](http://slicedbread.com) David Thorpe said: "This is a great hire for OnePlace. Gareth is one of the elites of this market (no pun intended) and OnePlace's gain is iManage RAVN's loss."

At ILTA we picked up on some nervousness around the Salesforce platform but, speaking to Legal

IT Insider, former sales director Guy Phillips, who is now at NetDocuments, told us: "Salesforce is aimed at high volume, low value producers of widgets but OnePlace has stripped it out so that it's more akin to what law firms need. Native Salesforce is not suited to law firms and they would have to do too much to get it to the point they can use it but OnePlace has done all of that for them. It's a good platform."

He adds: "The cloud platform is so powerful and way more advanced than Interaction. The only downside is that Salesforce is not in the law firm tech stack."

With law firms so wedded to Microsoft that last observation is key. However, OnePlace has been winning some big mandates including Reed Smith and Bird & Bird to name just two.

With business development now firmly at the forefront of law firm priorities the CRM market has never looked so interesting, and more competition for Lexis Interaction is a good thing.

Things could be about to get crowded, though after Intapp in August bought cloud-based CRM DealCloud, which is big in the financial sector. Intapp plans to plug it in to its cradle-to-grave legal offering. Intapp president Dan Tacone told us: "Business development is now front and centre of law firm priorities" - we agree: take a look at our exclusive BD report if you missed it first time round.

With Thomas involved, OnePlace is in a strong position and 2twenty4 business tech consultant Tim Hyman said: "Great hire for OnePlace. If LexisNexis InterAction weren't looking over their shoulder already, then they should now."

► Neota brings in customer success head from Intapp

Neota Logic continues to bolster its UK presence with the arrival of Will Richardson, who this month joined from Intapp as head of customer success, EMEA. At Intapp, Richardson was customer success director and before that he worked at BigHand as client solutions director, UK healthcare.

Rick Seabrook, MD Europe told Legal IT Insider: "We're happy to have Will on board with us in what is a very exciting period of growth for Neota."