



Keyhouse

Crisis, Danger & Opportunity Webinar Series

How To Promote Sustainability Within Your Firm



RULES

- 1 Keep your microphone muted throughout
- 2 Please email any questions you may have to Michelle at mmcinerney@keyhouse.ie
- 3 Take off your shoes, kick back and relax



Poll Everywhere

1. What's going on

During the webinar we're going to ask a series of questions which we'd like you to answer.

You'll use your phone, tablet, or laptop to respond. Please get your device ready as we want you to participate!

You don't need to download anything – just simply type the below into your web browser;

pollev.com/Keyhouse1

2. Lets try one

We are going to do a quick poll now to get the hang of it.

Everyone take out your device and wait for the poll/question to pop up on your screen, respond with your answer and select **Submit**

🖥️ When poll is active, respond at **PollEv.com/keyhouse1**

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Did you attend our webinar - Where Are We Now? back in July?



A top-down view of a workspace. In the center is a silver laptop with a white keyboard. To its right is a white smartphone. To the left of the laptop is a white cup of coffee on a saucer. Above the coffee cup is a small green flower-shaped object. In the top left corner is a blue pen. In the bottom right corner is a silver pen. On the right side, partially visible, is a calendar for January 2017, showing days 2 (Montag), 3 (Dienstag), 4 (Mittwoch), and 5 (Donnerstag).

What we will cover today

1. Having a clear vision/mission
2. Your business model
3. Modern work practices
4. Getting LEAN



- 1st Webinar focused on “Where we are now” and what steps we need to take next.
- Today's Webinar - discussions on “Promoting Sustainability within your firm” through efficient work practices.
- 3rd Webinar will cover the topic – “The Future Law Firm is here” and What does it look like.



- It's up to law firm leadership to make the case for sustainable change.
- Change must be well-planned.
- Change needs to be actively managed.

Vision Statement

"A vision statement is a picture of what your firm wants to be three to five or 10 years down the road. It describes the future you want to create for your firm. The vision helps you think beyond the day-to-day activity." - Hong Dao



Example Statement

We want to be a legal services business that our clients choose for outstanding people, legal expertise and our ability to connect. This vision guides everything we do.

Mission Statement

"A mission statement helps determine your firm's direction in relation to its vision. The firm's mission has three components: purpose, business, and value." - Hong Dao

Example Statement

Our Mission is to provide our clients with a network of innovative legal solutions, excellent legal representation and a dedication to quality customer service.



Is the Partnership Business Model dead?

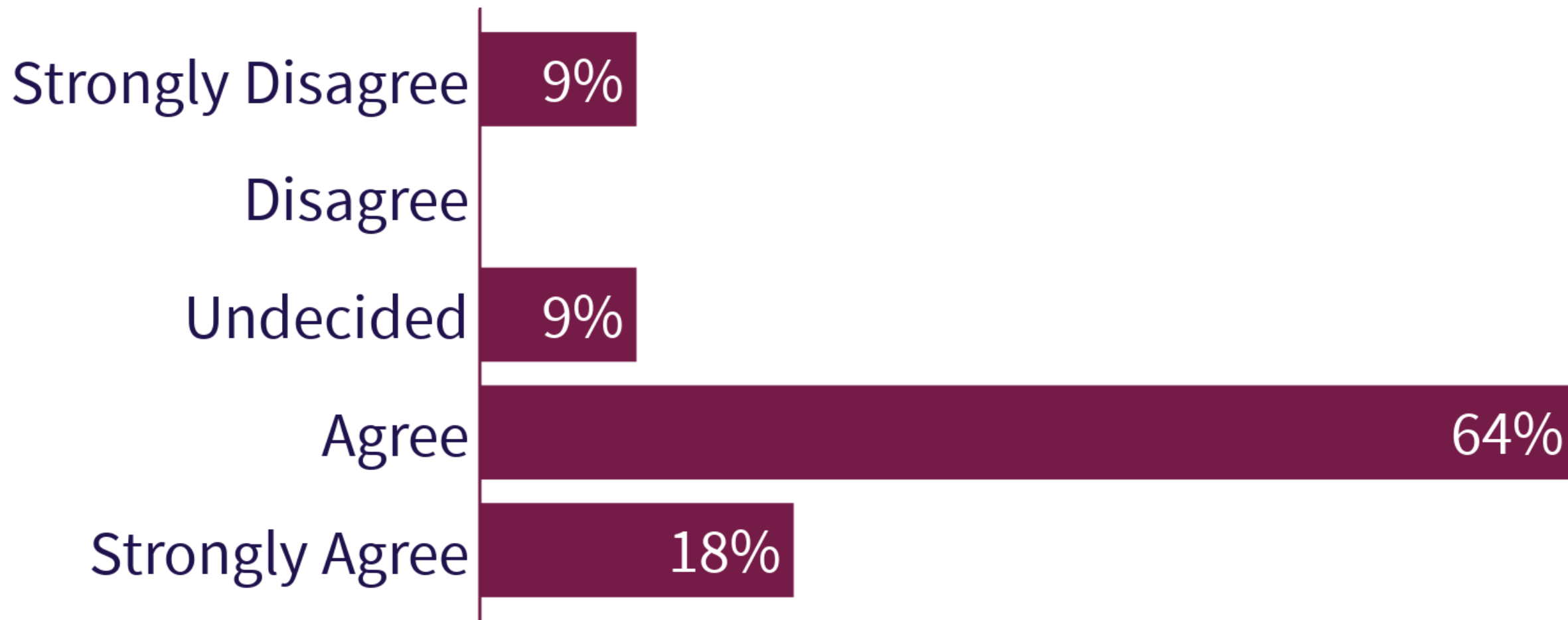
“The law firm partnership is a poor institutional choice for the delivery of legal services in today’s legal market. Its structure fails to serve virtually all of its stakeholders.” – Jonathan Molot

“The traditional law firm partnership business model is being significantly impacted by a combination of competitive alternative legal service providers, the expanding reach of technology, and the changing behaviour of consumers” - Eric Sigurdson

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Are these accurate reflections of the legal business model?



Alternative Business Structures

ABS is a structure which allows non-lawyers to have a financial stake in a law firm.

This means existing firms can get non-legal staff in on the game and new businesses can be set up based on shared ownership between (non-legally-trained) managers and lawyers.

Current Position as outlined by the LSRA

In November 2019 the *Legal Services Regulatory Authority (LSRA)* introduced the framework that will allow existing solicitor partnerships to apply to the LSRA for authorisation to operate as LLPs.

This is intended to put Ireland on a par with other jurisdictions that have operated LLPs for a number of years.

The concept is to increase competition in the legal services market, reduce professional indemnity insurance costs for LLPs and to consequently lower legal costs.

The LSRA is now considering whether Multi Disciplinary Practices would be a viable and positive model for legal services delivery.

Change Processes

Changes affect people, processes and/or tools.

- People-related changes include job duty redefinition, responsibility shifts, retraining, replacements or staff reduction.
- Process-related changes entail eliminating, redefining or adding procedures and workflows.
- Tool-related changes includes the increased use of technology.

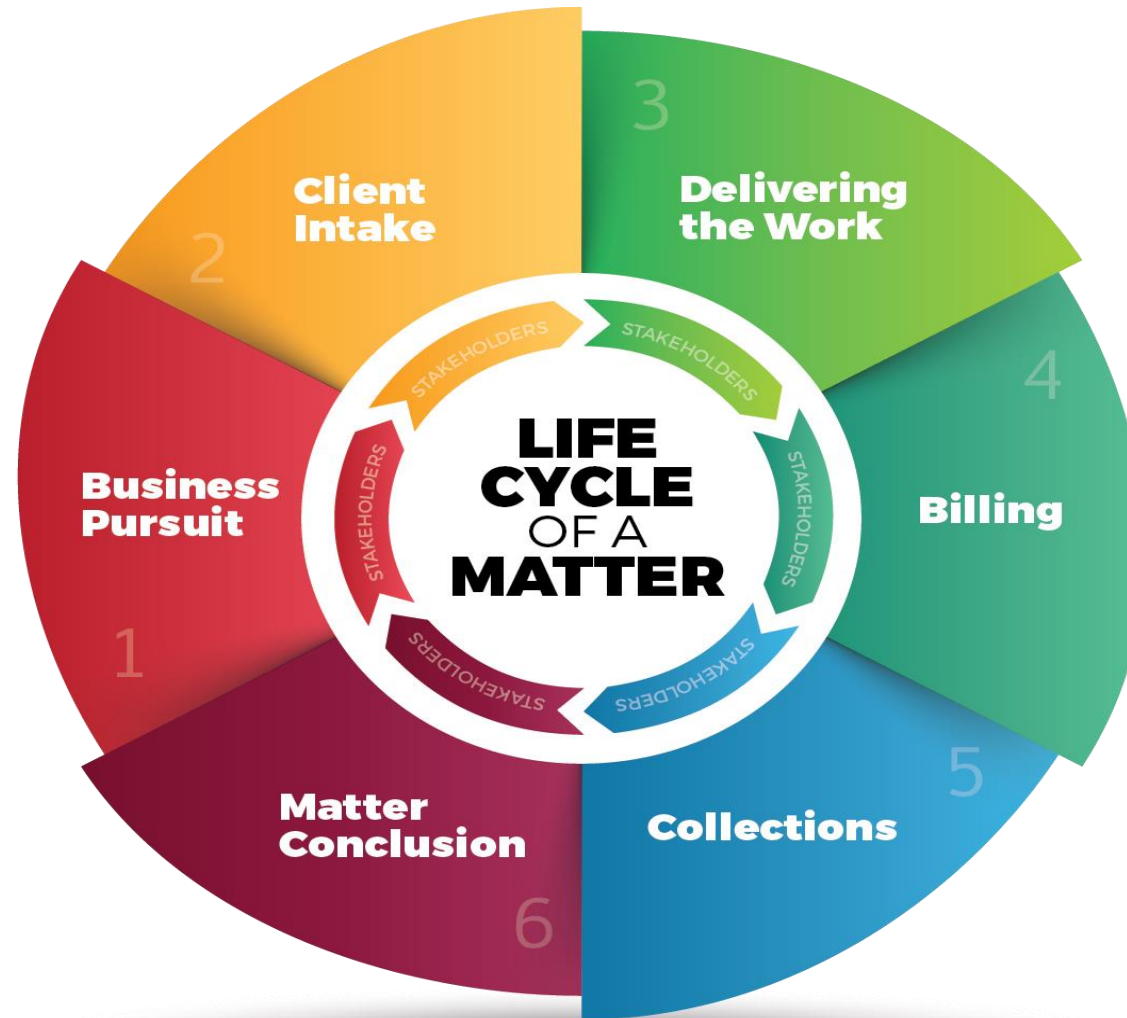
Lean – What it's all about:

Analysing a process to understand how it is currently carried out.

Searching for issues, problems, frustrations.

Finding the opportunities for improvement in the process.

Examples of Business Processes



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Are you aware that Lean is being used in legal services?



*"If you can't describe what you are doing
as a process,
you don't know what you are doing"*

– W. Edwards Deming

Lean Principles

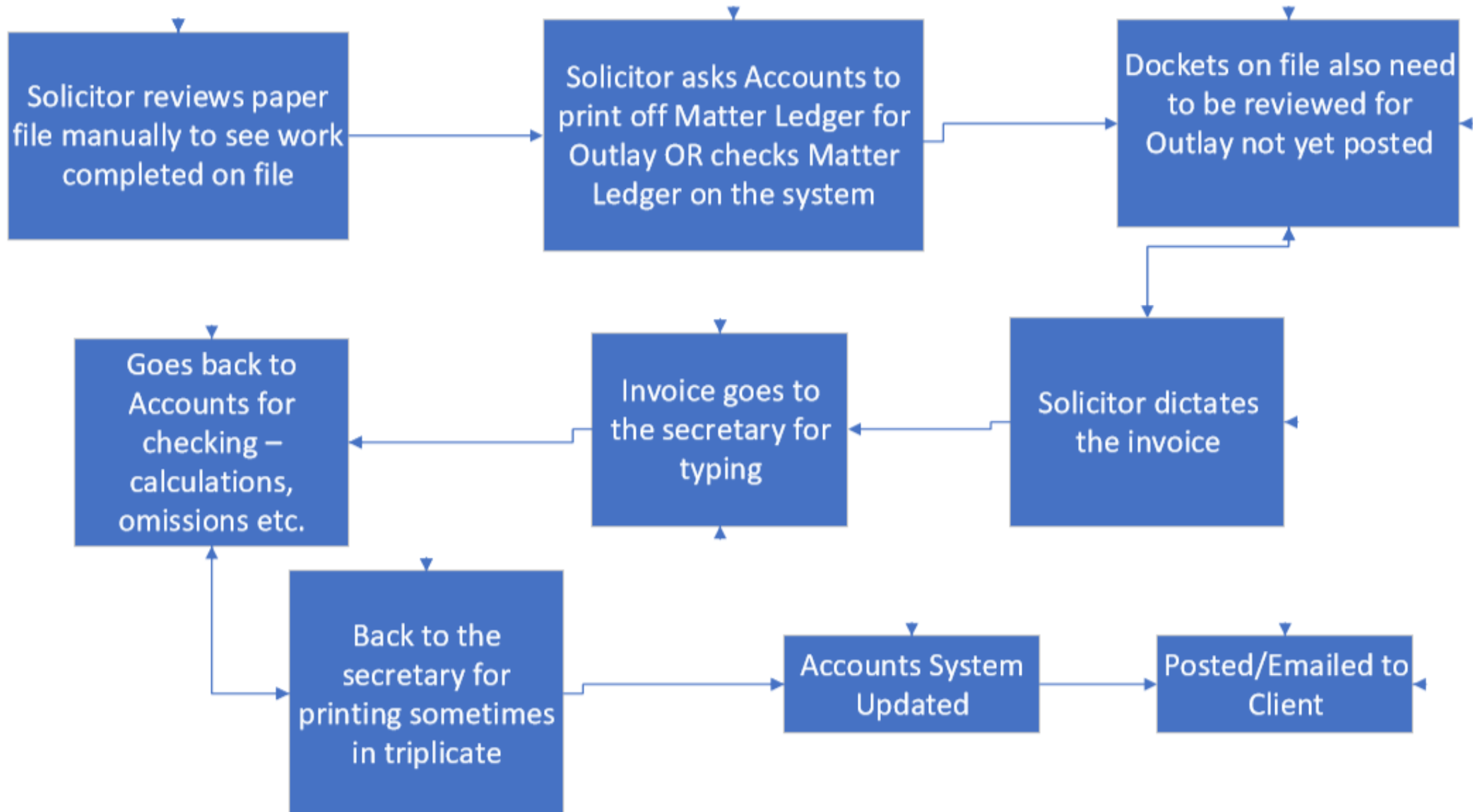
Lean is about eliminating WASTE and simplifying processes.






How?

- Identify WASTE.
- Reduce and/or automate steps to maximise process speed, and improve productivity.
- Focus is on ensuring resource efficiency is maximised.





Client is always at the centre

Manual Billing Process

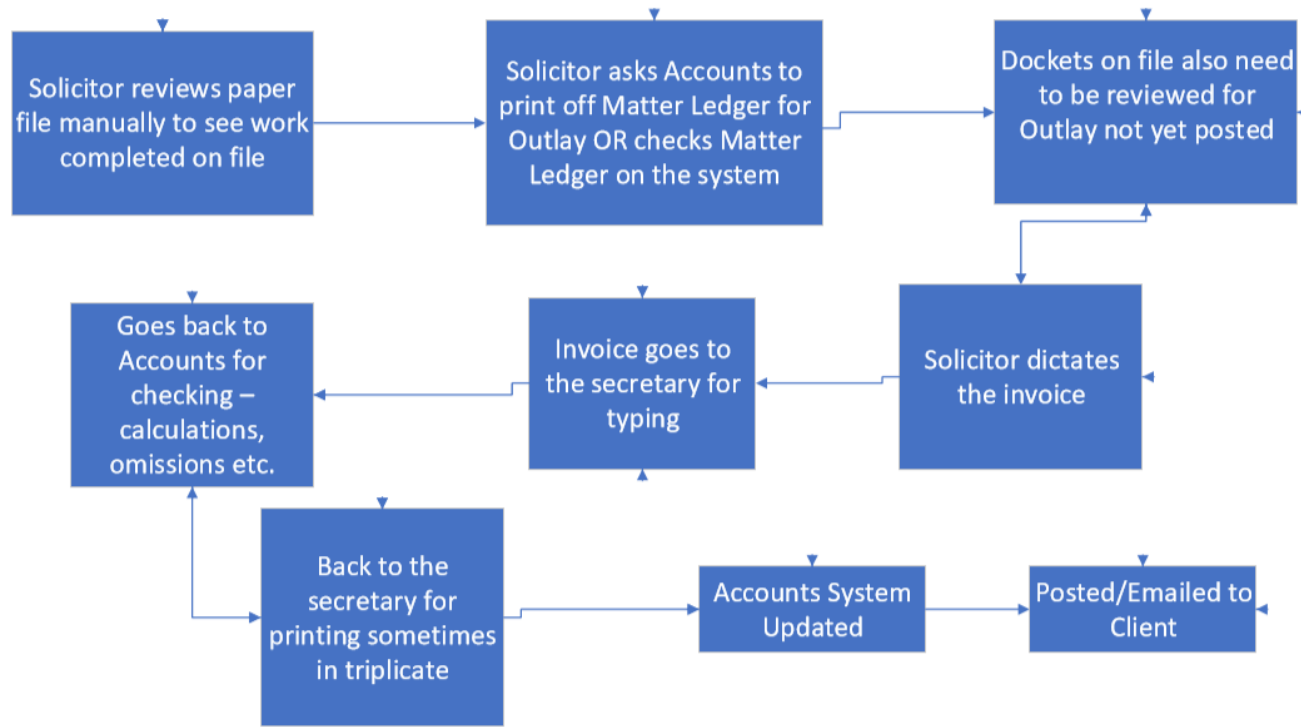


Type of Waste	Description	Examples in Legal Services 
Defects 	Rework, errors	<ul style="list-style-type: none"> • Missed deadline • Data entry errors • Incomplete Forms • Incomplete Drafts • Any omission on required processes or documents
Overproduction 	Processing more than what's required	<ul style="list-style-type: none"> • Producing too many copies of a document • Sending emails or reports more frequently than needed
Waiting 	Waiting for an employee or client's input before proceeding to the next step	<ul style="list-style-type: none"> • Waiting for client's or employee's response • Waiting on email replies • Waiting for document reviews • Slow computer processing
Non-utilized Talent 	Not maximizing staff to their full potential or capacity	<ul style="list-style-type: none"> • Idle team members due to limited authority and responsibility • Employee assigned to the wrong job

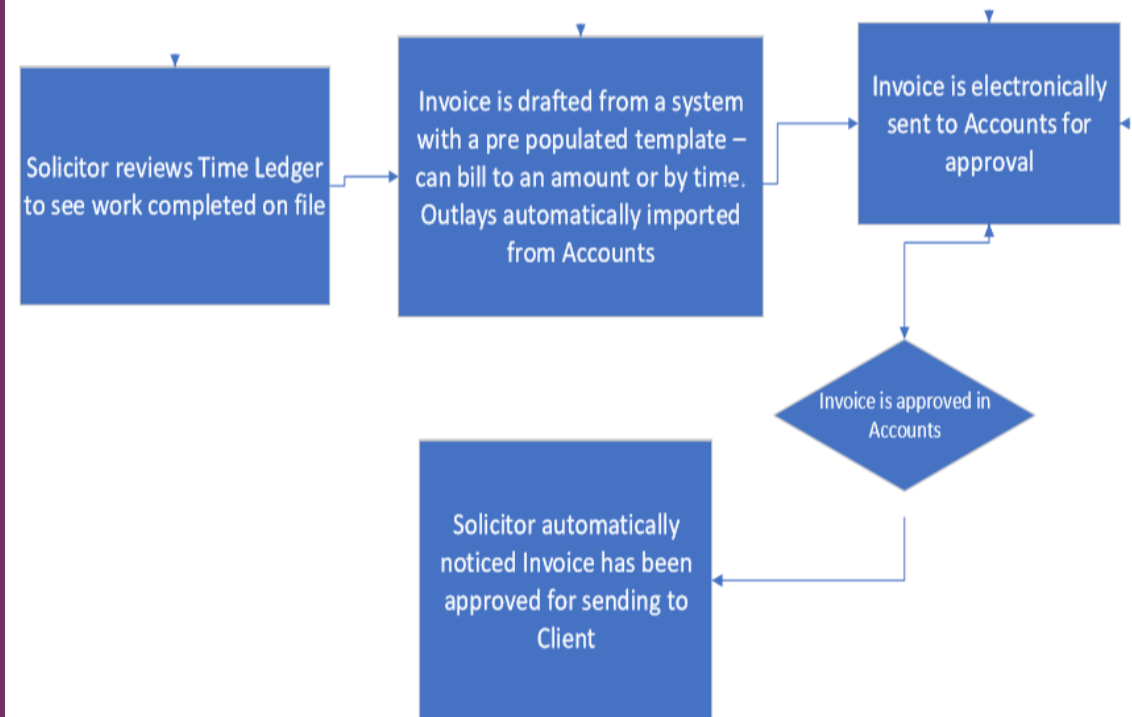


Type of Waste	Description	Examples in Legal Services
Transportation 	Unnecessary movement of items	<ul style="list-style-type: none">• Excessive document hand-offs• Unnecessary movement of documents from one department to another
Inventory 	Storing materials or resources more	<ul style="list-style-type: none">• Holding on to too many copies of documents• Files and documents waiting to be processed
Motion 	Unnecessary movement exerted by people	<ul style="list-style-type: none">• Unnecessary/too many steps in a process• Longer time to look for a file because of disorganization
Excess Processing 	Unnecessary movement exerted by people	<ul style="list-style-type: none">• Duplicating data• Using multiple systems to handle client data and documentation

Manual Billing Process



Automated Billing Process




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Has what we discussed enticed you to learn more about Lean in Legal Services?



 Respond at **PollEv.com/keyhouse1**

 Text **KEYHOUSE1** to **22333** once to join, then text your message

What 1 action will you take following this webinar?

“Restructure ”

“marketing on file closing; improving cloud and remote connections ”

“Talk to my team about change ”

“Improve billing processes and gain more tips ”

“Marketing Plan ”

“Review processes ”

“add new workflows ”

“Learn more about Lean ”

“Discuss this with Partners and see where we go ”

“Improving file closing process ”

“Have a coffee!! Seriously I am interested in this - my office is no doubt transforming - technology wise and downsizing of the office ”

“Already signed up for Lean ”

Take Away

- Is your business model fit for purpose?
- Do you have a vision and mission statement?
- Have you communicated the need for change to your firm?
- Are you reassessing the way you work?

Keyhouse are registered Consultants with Enterprise Ireland in the provision of LEAN Consultancy services.



Crisis, Danger & Opportunity... Continues...

Join us for the final webinar in the series;

The Future Law Firm is Here.

To register your interest follow us on LinkedIn.





Keyhouse

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