LEGAL BUSINESS DESIGN

TRAINING

One Day Immersive
Certificate Program
Expert-driven Instruction

BOLD DUCK
business design studio
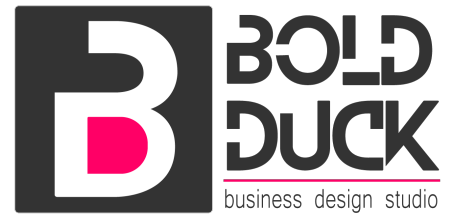
GET HUMAN & BUSINESS-CENTERED to
MAKE SHIFT HAPPEN

OVERVIEW & SYLLABUS

GAIN THE
DESIGN
ADVANTAGE

Execute better with
Legal Business Design

Traditional practice groups are transforming into new types of services. It is happening at a quickening pace throughout the profession. Responding to changing market conditions and client needs, these practice groups are integrating new types of talent, digital technology, process engineering, and user experiences to create completely new and different service models.

These new models can be a slight or significant departure from the traditional way a law firm and its practice groups interact and co-exist.
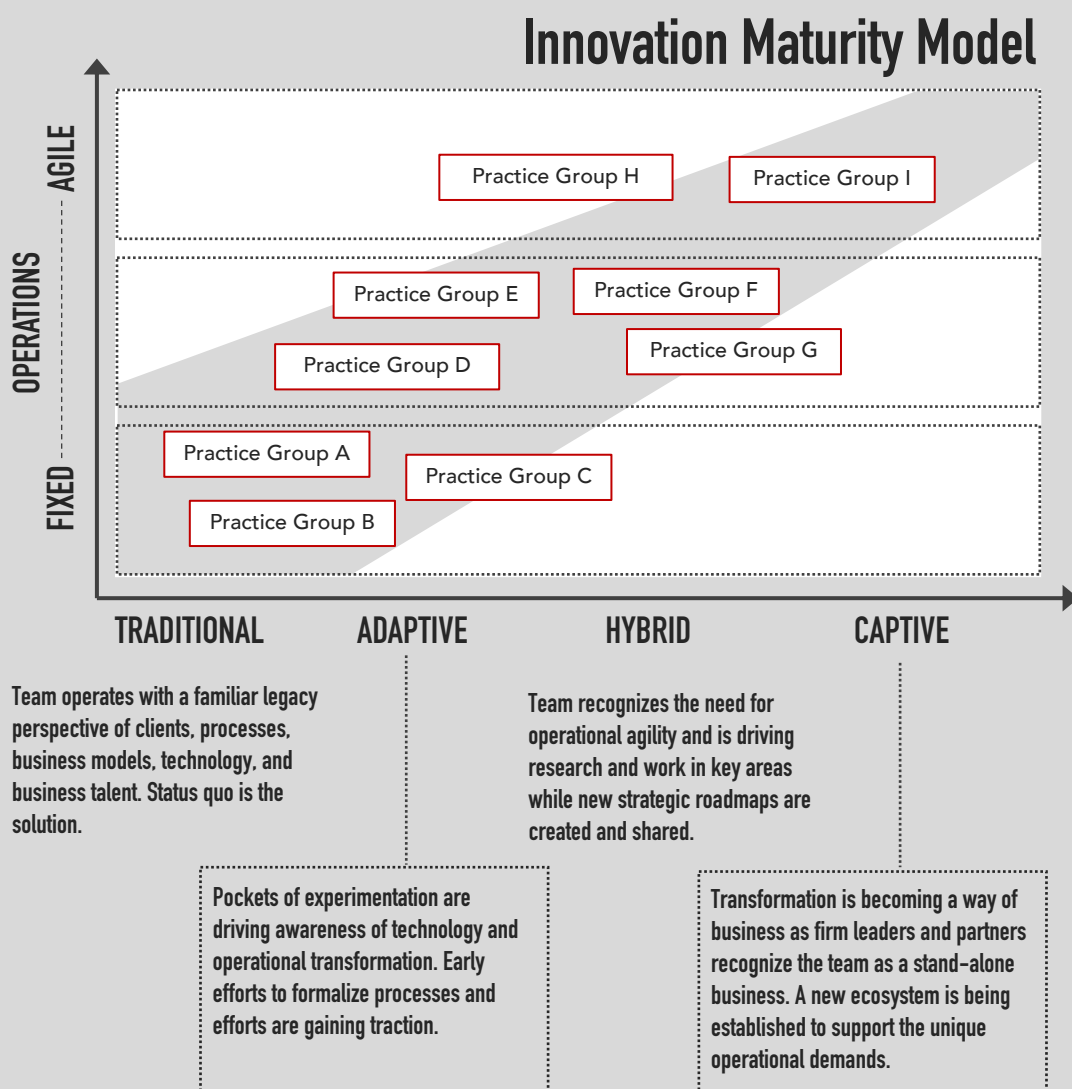
Business design examines all the vital components that could accelerate, block, or frustrate the innovation process. It gets beyond the idea itself and looks at the market, the culture, and the realities of what will impact your ability to "get off go," develop and refine, and ultimately scale and grow your idea.

Learn Where You Can Go
dial in your team's innovation maturity to craft critical paths to execution and accelerate innovation

We have interviewed and worked with hundreds of lawyers and business leaders on their efforts to change their services, survive (if not thrive) within their current organizations, and address barriers to change.

Through this we have derived best practices that have helped clients measurably improve their service performance and change management success rates. You will learn these as well as our expert methodologies through individual and group experiential learning.

Our research and work continue to discover clear patterns of behavior and investment that yield stronger success. Based on the market segment of a practice group, your firm's operating model, and the culture of the team itself, **you can measure your innovation capacity**. Knowing this, you can then calibrate strategy, actions, and goals with greater clarity and confidence.

Innovation Maturity Model

	AGILE			
OPERATIONS		Practice Group H	Practice Group I	
		Practice Group E	Practice Group F	
		Practice Group D	Practice Group G	
FIXED	Practice Group A	Practice Group C		
	Practice Group B			
	TRADITIONAL	ADAPTIVE	HYBRID	CAPTIVE

Team operates with a familiar legacy perspective of clients, processes, business models, technology, and business talent. Status quo is the solution.

Pockets of experimentation are driving awareness of technology and operational transformation. Early efforts to formalize processes and efforts are gaining traction.

Team recognizes the need for operational agility and is driving research and work in key areas while new strategic roadmaps are created and shared.

Transformation is becoming a way of business as firm leaders and partners recognize the team as a stand–alone business. A new ecosystem is being established to support the unique operational demands.

Legal Services Design Blueprint

When you can look at legal services this way, opportunities and constraints become obvious
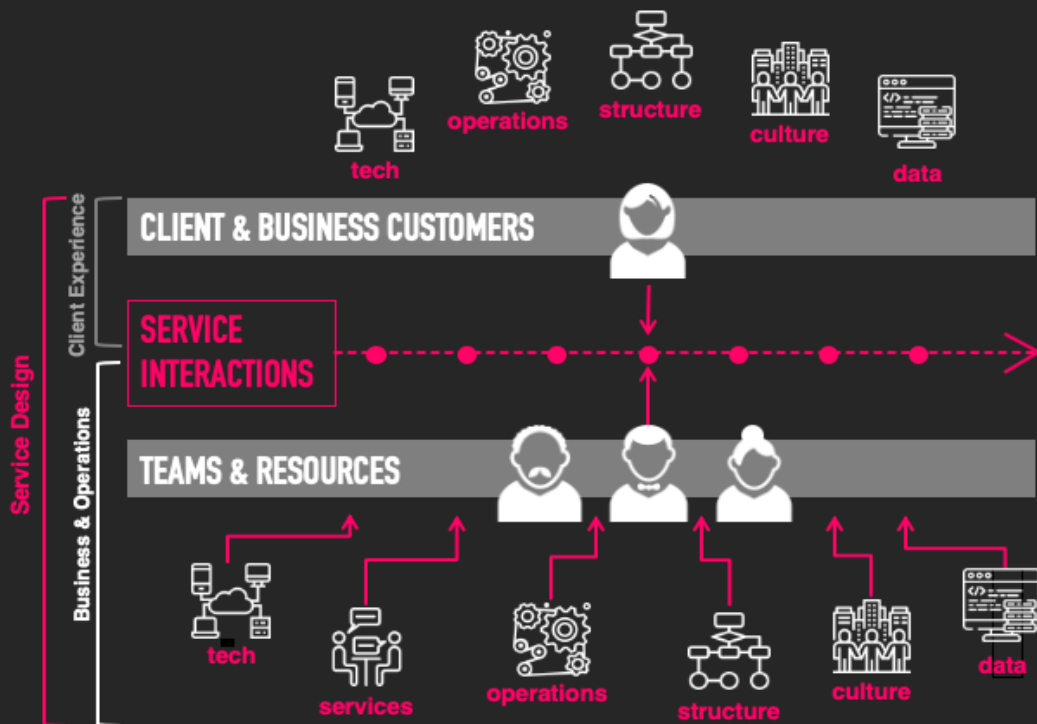
A blueprint is an operational tool that visualizes the components of a service in enough detail to analyze, test, implement, and sustain it. Blueprints show the orchestrations of people, touchpoints, processes, and technology both frontstage (what the client experiences) and backstage (what is behind the scenes). They can be used to describe the existing state of a service experience as well as to support defining and implementing new or improved services.

CONQUER
LEGAL
INNOVATION

Become a
Legal Business Design practitioner

When designing new services, it is imperative to do the necessary fact-finding and stress-testing of the current state of how the service works, operates and interacts with its clients and its firm. Avoiding this greatly decreases the likelihood of success and increases the risk to the group and firm in many ways.

While the revenue, realization, and relationships that new or "alternative practices" enjoy and provide the firm are clear benefits, there are also often new burdens. Without understanding these, they can mitigate and neutralize the benefits, creating low or even negative ROI.

To generate visibility into the benefits and the burdens of any emerging model, it is immensely valuable to understand and appreciate how the people, structures, business practices, systems, interactions, and resources of the firm must be orchestrated.

Legal Business Design teaches you how to do this. A key method is called **Service Blueprinting**.

COURSE SYLLABUS

*Master core competitive skills and build
your future-proofed team.*

" *We have partnered with Bold Duck Studio, the legal
industry leaders in business design.*
*We were struck by the promise and potential to use
the design process as a structure and vehicle to further
develop and accelerate our efforts to advance towards
sustainable innovation.* **"**

Jason Barnwell, Assistant GC
Microsoft Corporate, External, and Legal Affairs

Legal Business Design

Legal Business Design is about making legal services easier to use and deliver while creating financial benefits to the client and provider. It is about executing in the most effective and efficient manner, in the real world. It clarifies ideas. It de-risks experimentation. It amplifies outcomes. It applies design methods with business rigor to produce material and measurable impact.

The Business Design Imperative

Many traditional practice areas are experiencing more pressure to compete and remain profitable as competition increases. Price pressures are mounting. New providers are emerging. Clients intensify their demands. While some teams can operate as they always have, more and more are experiencing the pressure to respond to market changes by augmenting or completely overhauling certain aspects of their service and business models. Significant structural, cultural, and financial stress is accumulating in legal teams (in-house and firms) as they struggle to operate the existing business platform while also exploring, testing, and launching new models.

What You Will Learn

1 Assess Current Business Model

Articulate the current state model, including legal services workflow, operational support, client experience, and provider/employee experience.

2 Isolate & Size Challenges

Establish evidence-based insight into existing and future constraints & obstacles, opportunities for improvement, and investment need.

3 Shape Critical Paths to Execution

Create an action plan for any selected critical path – whether strategic, operational, cultural, technological, or interpersonal.

4 Communicate Opportunities & Needs

Increase innovation ROI by stress-testing your potential paths. Enable leadership to gain awareness and clarity of scope and process.

5 Blueprint Future–state Model

Maximize insight into your clients and market, discovering unmet needs and generating clear future-state options.

6 Pilot & Launch

Learn what matters and what are the common errors as you look to test and ultimately implement your new model.

Course Description

Our Legal Business Design course is a **one-day interactive** experience. This immersive workshop introduces business design and how it is being successfully applied within the legal domain – both in firms and in-house teams. You will learn how to deconstruct a legal team (e.g. practice or industry group) into the core components of an actual business. You will apply design tools and methods to map the entire service and business model.

Through this process you will also learn how to unpack and illuminate many of the obstacles and constraints to change management.

Course Format

This course strengthens your ability to deliver **distinctive advantages** in your sector-focused work using business-style case studies written specifically for legal teams and curates bespoke research and insights on the changing legal profession. Using the case studies as the foundation for learning, you will also experience lectures, classroom discussions, hands-on exercises, and small group activities focused on practical applications.

You will acquire a **design toolkit**, a practical collection of how-to's and templates designed to guide your work now and throughout your career.

Who Should Enroll

This program has been designed to meet the needs of firm leaders (legal and business) and directors (pricing, project and practice management, technology, and others). This course is an opportunity to gain a **foundation in practice innovation** skills or to reinforce existing skills while applying new rigor to ongoing initiatives.

Participants have found that participating in this program with several firm colleagues (both lawyers and business professionals) allowed them to develop a more reality-based and actionable cross-sector strategy.

Contact us at:
info@boldduckstudio.com

FACULTY OVERVIEW

Josh Kubicki

Josh is co-founder and Design Lead for Bold Duck Studio. He is a former Chief Strategy Officer for a global law firm, worked in Verizon's general counsel office, and has worked with numerous in-house teams, law firms, startups, and leading corporations – designing and launching new business models. At Michigan State University, he was an Adjunct Faculty member where he developed and taught the industry's first law school curriculum on Design Thinking. Licensed to practice law (DC).

Kim Craig

Kim is co-founder and Lean Lead for Bold Duck Studio. She is the former head of an AmLaw 100 Client Solutions Team comprised of 30+ legal project managers, legal solution architects, lean six sigma experts, and data analysts. She has worked with legal teams across the globe redesigning their service delivery models. She was Adjunct Faculty at Chicago Kent for Legal Project Management and Process Improvement. She is a certified Lean Six Sigma Black Belt (Dartmouth University) and Project Management Professional.

Kevin Colangelo

Kevin is a Principal at Bold Duck Studio. He was part of the founding leadership team for Pangea3, a successful venture capital-backed ALSP. He is a former GC and co-founded and led a practice group for an AmLaw 200 firm. Later held senior business leadership roles at AmLaw 100 firms. He is a Fellow at the College for Law Practice Management and has appeared in numerous media outlets. Licensed to practice law (NJ).

COMING IN 2020

Legal Business Design

ROUNDTABLES

The roundtables will be a gathering of the **early-adopters** and **rising masters** of business design. They will be a forum for exploration, dialogue, and insight gathering on the real challenges and impact that design-driven efforts are creating. You will be among peers and experts alike.

These are not podium-centric, bore you to tears lectures and talks. We will be digging into live case studies, pulling apart the challenges and opportunities each of us are facing in real time. We will learn through collective research and dialogue.

Interested?

To learn more on training, the roundtables, or to stay connected, please send a note and subscribe to our newsletter by dropping us a line at:

info@boldduckstudio.com

www.boldduckstudio.com