



Success Stories in Legal Project Management: Increasing Efficiency and Innovation in Law Practices



LPM Institute



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Poll: 1. What do you see as the two biggest challenges law firms will likely face during 2023?

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Poll: 2. How would you consider your LPM role in your organization to be? (not your official title) (Pick all that apply)

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Poll: 3. How do you feel about the following statement? LPM is something that only big law firms/organizations with lots of resources can do.

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**Poll: 4. How do you use (or would like to use) LPM
in your organization?**



HERBERT
SMITH
FREEHILLS

- Herbert Smith Freehills
- Evolution of Legal Project Management

Chris Brocklehurst, Legal Operations Manager (chris.brocklehurst@hsf.com)



About HSF

- **Global capability**
- **5,000** professionals globally
- **450** Partners
- **25** Offices
- **90** Global Legal Operations & Transformation professionals

Band 1 – ESG

Chambers Global
2022

Band 1 -
Commercial and
Corporate
Litigation

Chambers
2022

Winner of 'Practice
of Law: Managing
Complexity'
Financial Times
Innovative Lawyers
Awards 2022

Band 1 - Dispute
Resolution –
Litigation

Chambers Global
2022



* Associated office

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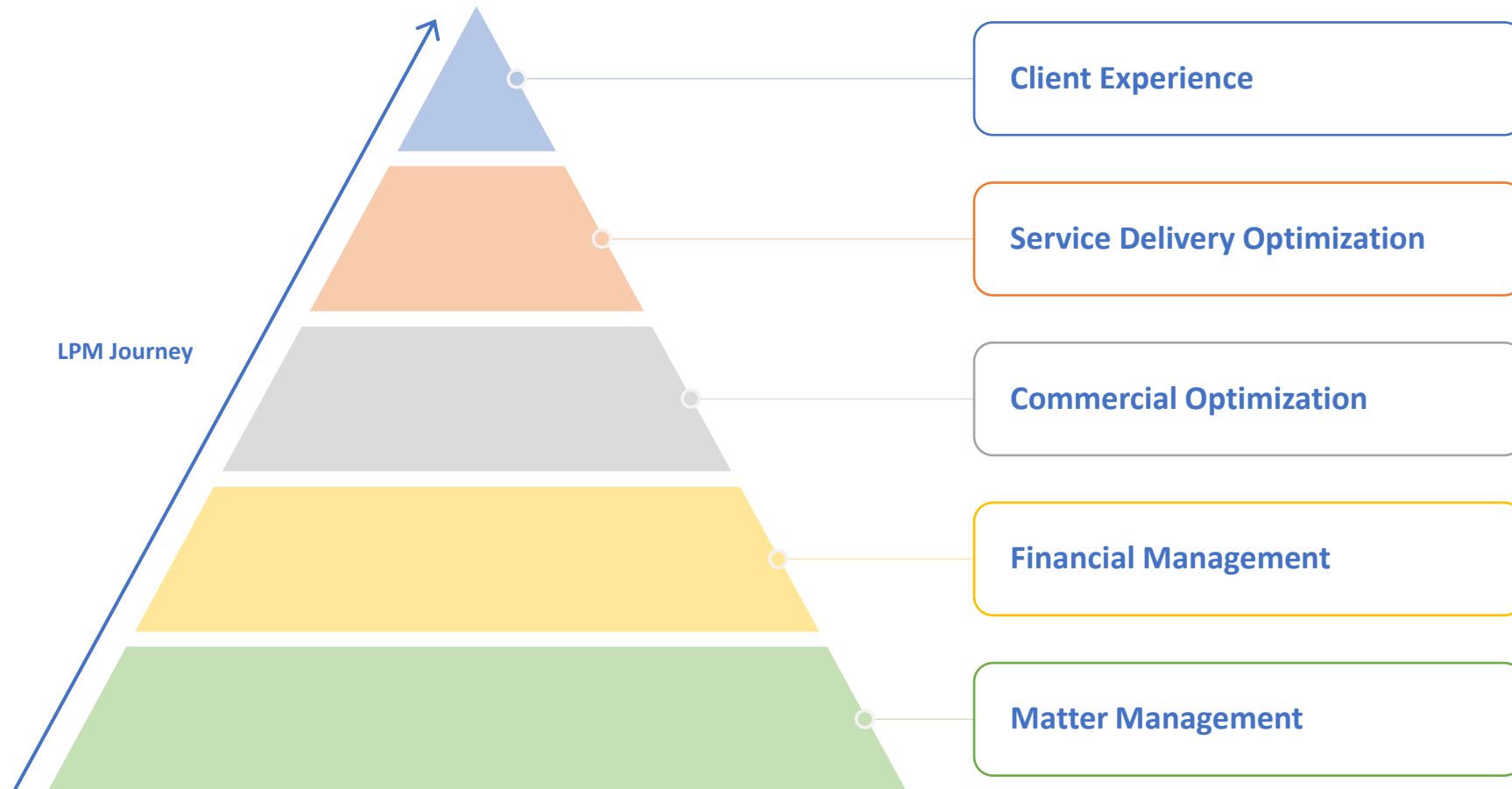
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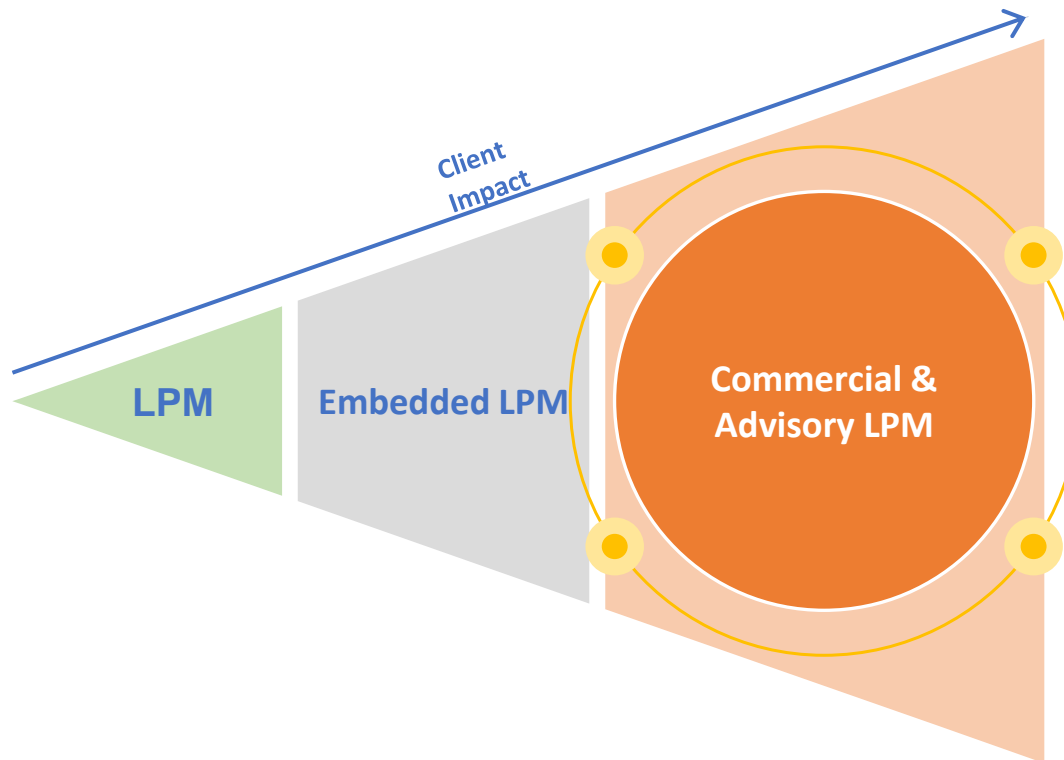
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UKRAINE

What is LPM?

“LPM is what the client needs it to be”



Evolution of Project Management in the Legal Sector



LPM Support

Managing financial aspects of the matter

- Streamlining PO to bill process
- Reporting on cost v's estimate
- Identify cost savings



LPM Leadership

Managing process and understanding legal journey

- Looking at scope/assumptions and managing risk
- Identify tech solutions and implement processes
- Identify cost avoids



LPM Partnership

Managing relationships and understanding client priorities

- Portfolio based approach, focused on value
- Commercial partners empowered to manage commercial outcome
- Identify opportunities

LPM Leadership - Embedded Legal Operations

What



How

Supporting the Practice Groups as one team across three areas:

Digital Solutions

- Understand lawyer challenges and **identify ways to improve process and efficiency**
- **Build PG tech adoption** strategy
- **Hands on support and guidance** on how and when to use digital solutions
- Continuous improvement approach to **embed new ways of working** and drive uptake of legal technology

Legal Project Management (LPM)

- **Dedicated LPM support** with operational running of legal matters
- Identifying opportunities to improve service delivery through **legal tech, process and tools**.
- **Enabling lawyers** through training to optimise delivery on "lawyer self-service" LPM support.

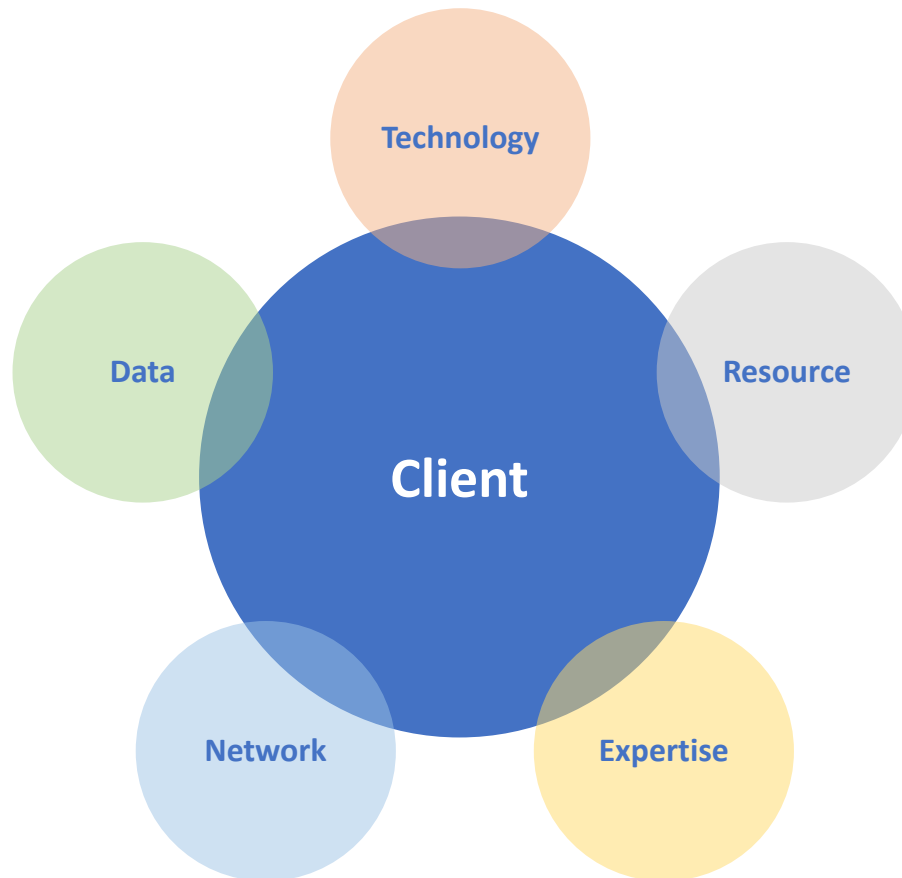
Matter Pricing

- Effective matter pricing through **commercial fee arrangements**
- **Build understanding** of pricing challenges and responses
- Helping lawyers to **enhance financial performance**
- Embed **pricing models, data and tools**
- **Capability development** and sharing best practice

Additional support where required

- Application expertise
- IT Support
- Training and Communication
- Knowledge, learning and development
- Legal Operations Advisory (client operations support)
- Litigation Funding & Legal Expense Insurance

LPM Partnership - challenges & opportunities



Technology

- Systems not designed for legal
- eBilling platforms incompatible



Resource

- Location strategies
- Uptick in panel management



Expertise

- Isolated experts
- Innovative sessions difficult



Network

- Market developments
- Sharing toolkits

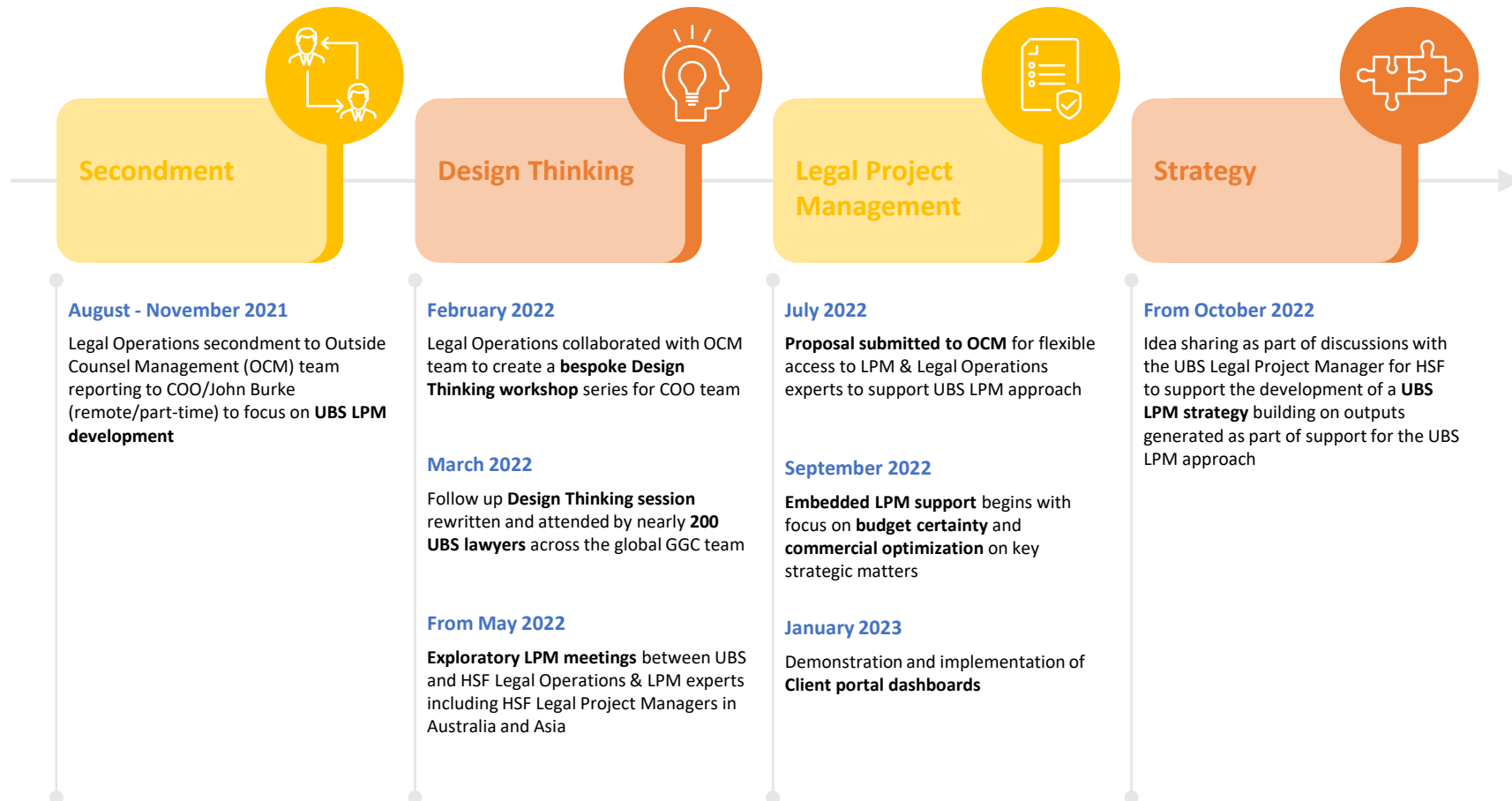


Data

- Lessons learned

UBS LPM Partnership with HSF

Advice on Legal Project Management & Legal Operations



Success Stories in Legal Project Management:

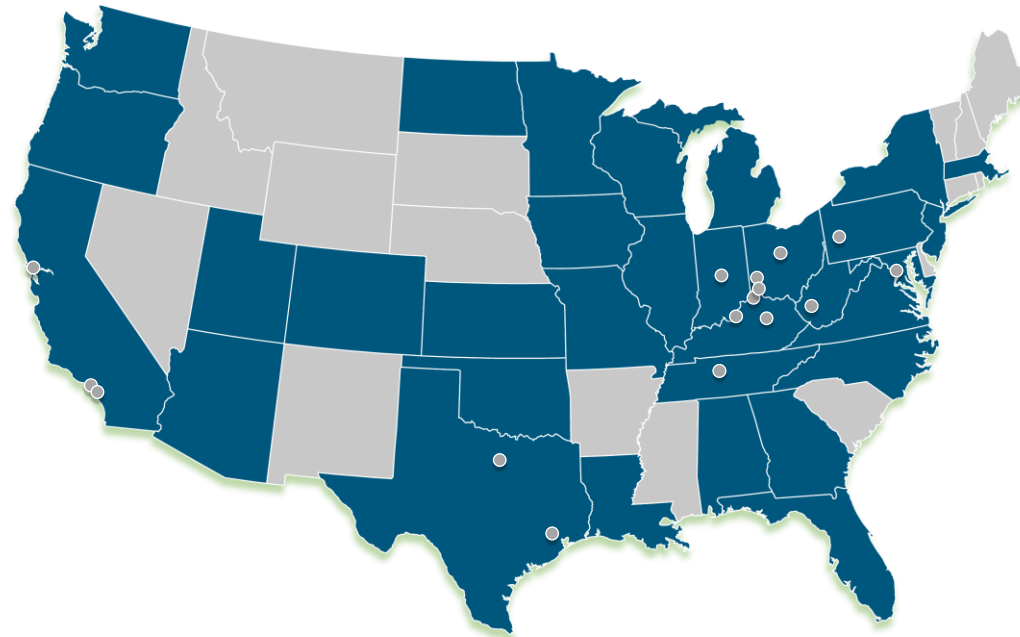
Increasing Efficiency and Innovation in Law Practices

Masako Hashimoto, Legal Project Manager

Frost Brown Todd

575+
LEGAL TEAM

400+
BUSINESS PROFESSIONALS



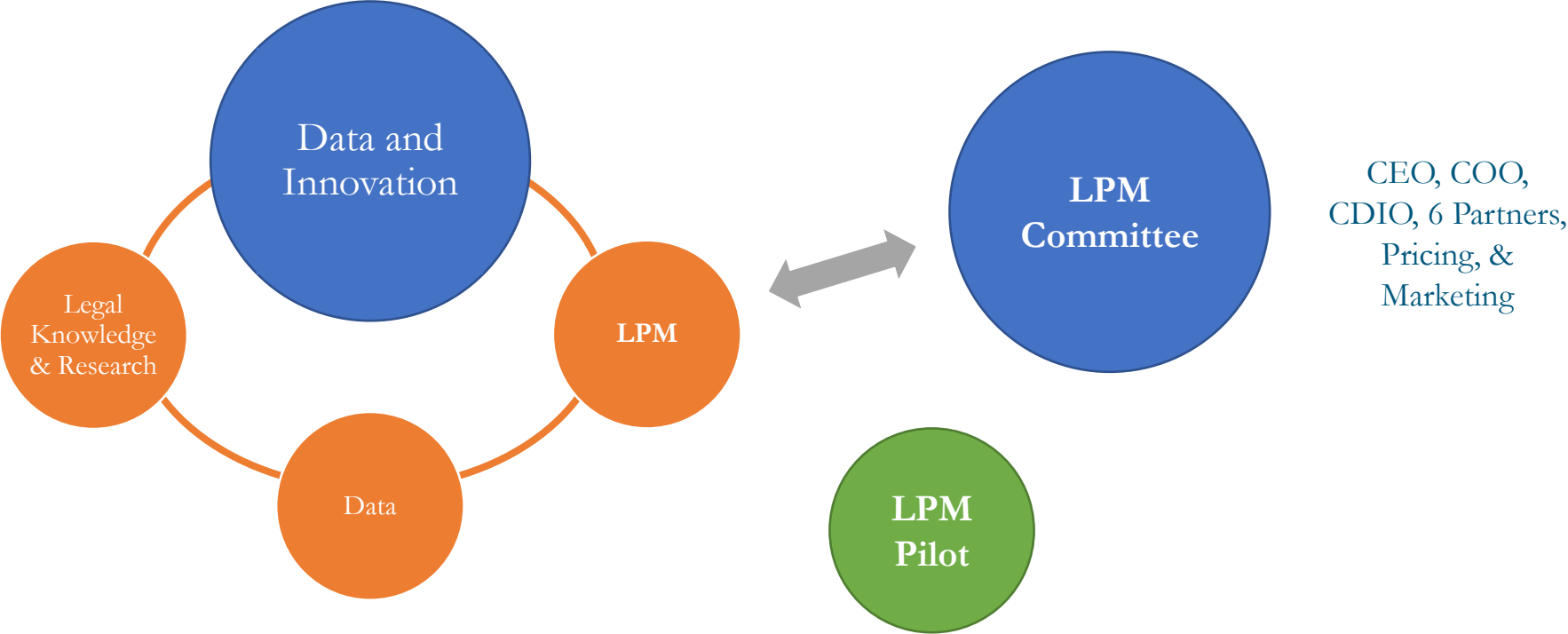
 Office Location
 Licensed to Practice State

16

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| Indianapolis | Washington, D.C. |
| Lexington | West Chester |

LPM Structure at Frost Brown Todd



LPM Implementation Snapshot



Buy-In

- Executive Committee
- Chairperson/CEO
- Directors
- Practice Group Leaders
- Industry Team Leaders
- IT
- Marketing
- Finance



Internal Marketing

- Practice Groups
- Industry Teams
- Other Firm meetings
- Intranet announcements
- Intranet LPM content
- Newsletters
- Lateral Attorney Orientation



Pilot

- Templates
- Checklists
- Flow maps
- MS Planner



Training

- Pilot Group
- All Practice Groups
- 1st Year Associates
- Lateral Attorneys



Special Projects

- Case Management System
- Process Improvement
- Knowledge Management
- Technical Marketing
- Technical Liaison

Planting and growing seeds

Lessons Learned

- Trail run, not a marathon
- Be ready to wear many hats
- Get continued and increased buy-in
- Collaborate cross-functionally
- Be visible
- Pivot multiple times

Practical Tips

- Customize to the audience
- Engage LPM champions
- Include examples from pilot program
- Make sure to align LPM with your organization's strategies
- Get LPM included in your organization's projects
- Network with other LPM professionals
- Enjoy the journey



Success Stories in Legal Project Management: Increasing Efficiency and Innovation in Law Practices

Baker McKenzie Transactional Practice Group Focus Initiative | February 8, 2023

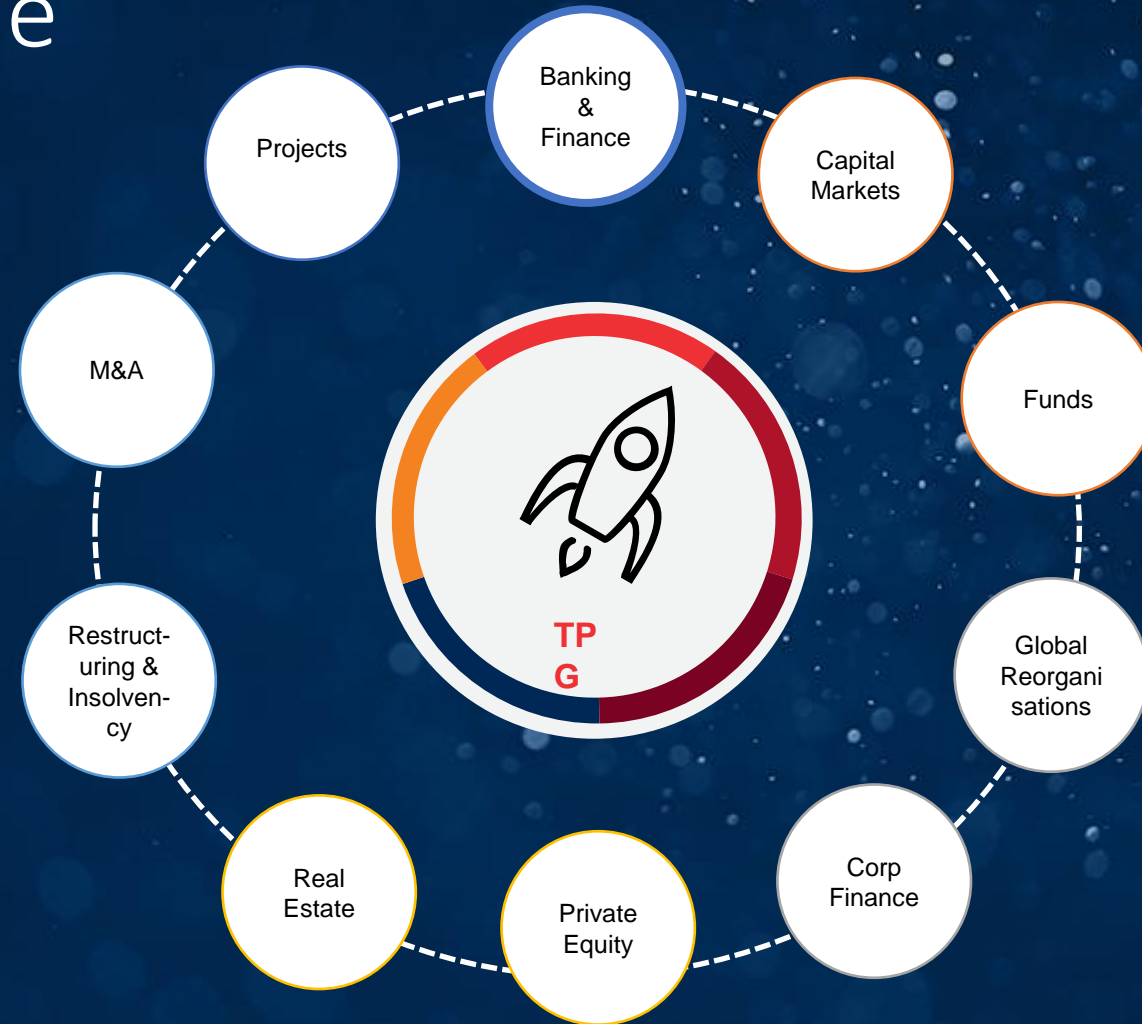


Legal Project Managers at Baker McKenzie

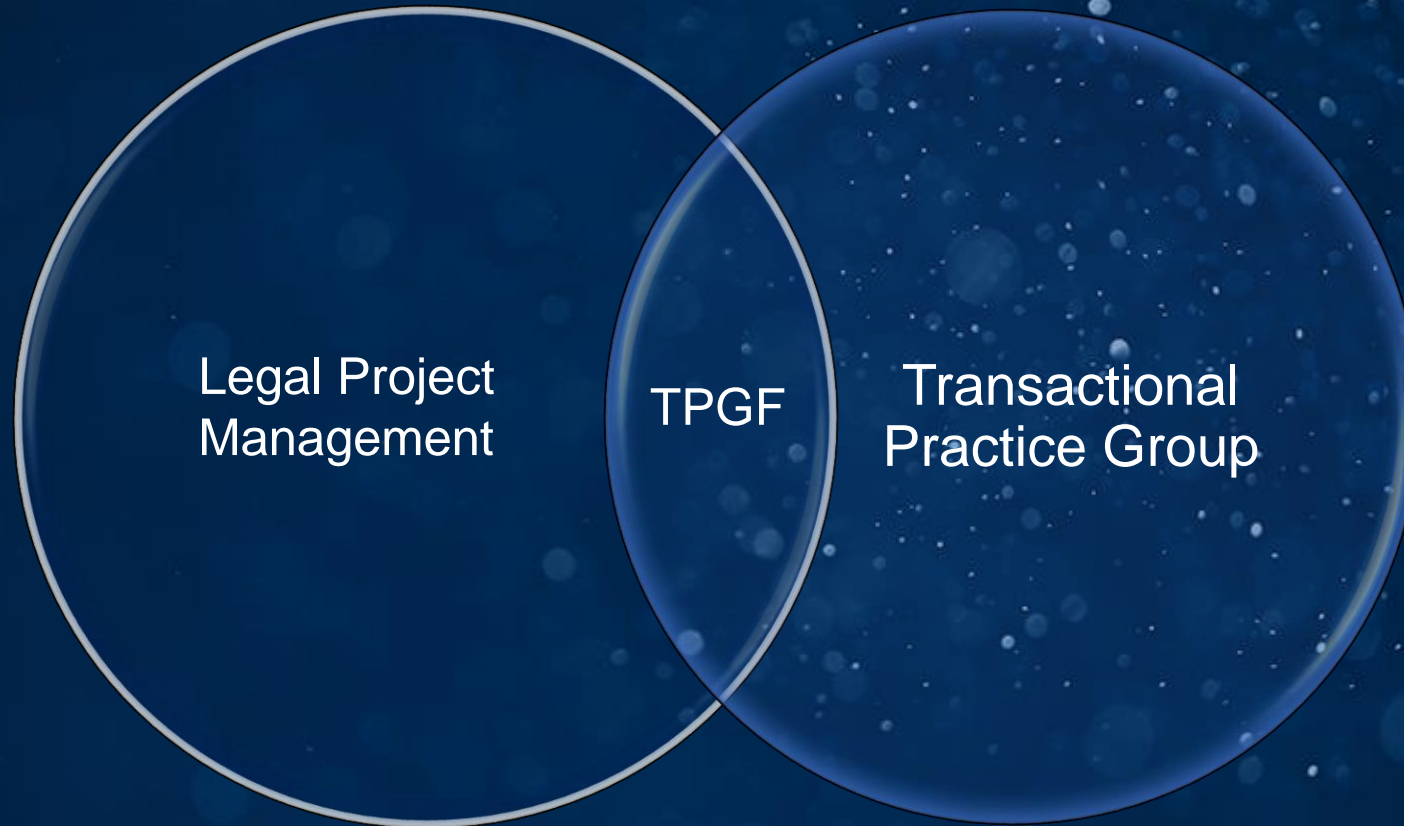
- **Who Are They?**



Transactional Practice Group at Baker McKenzie



Transactional Practice Group Focus Formation

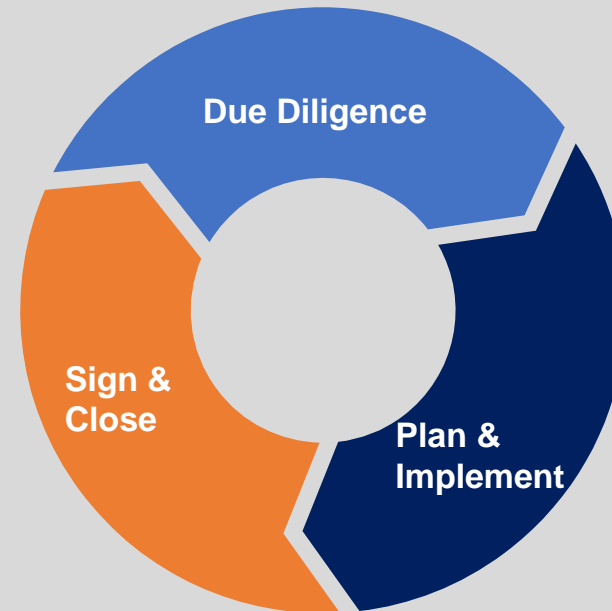


Transactional Practice Group Focus Training

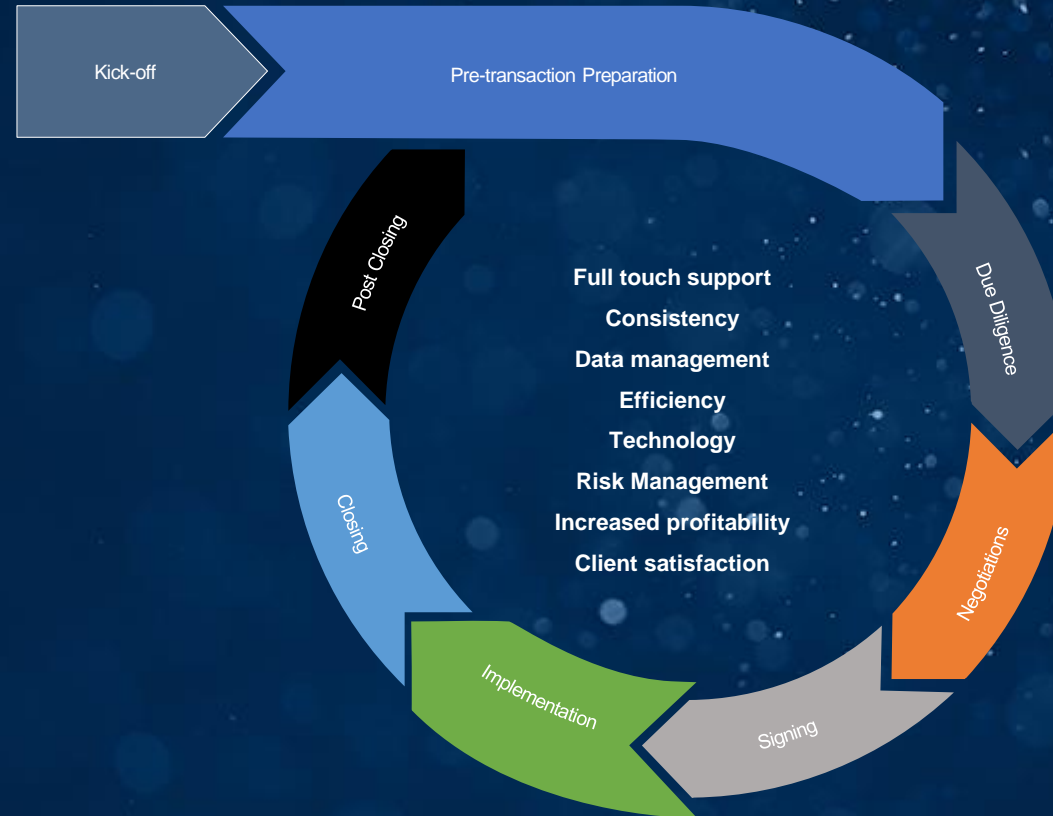
Key areas:



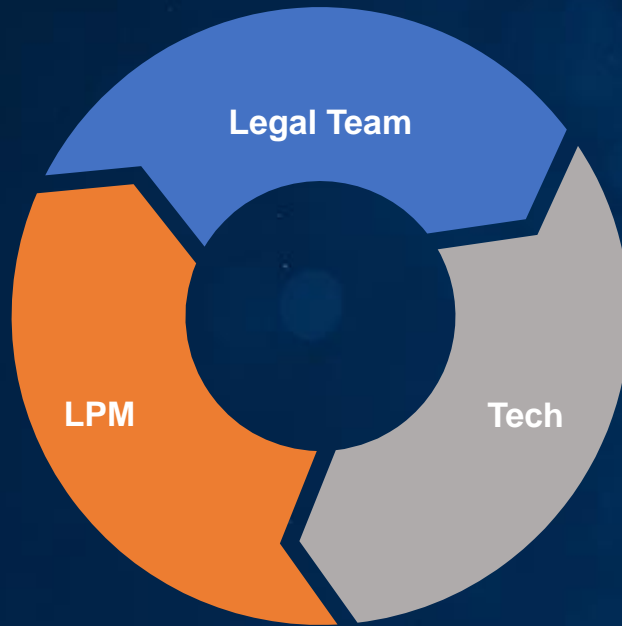
Key modules:



Success of Transactional Practice Group Focus



Success of Transactional Practice Group cont.



Financial Times Innovative Lawyers Europe 2022 awards

Nominee: Jannan Crozier – Global Head of M&A at Baker McKenzie

[Link to publication](#)



•Questions