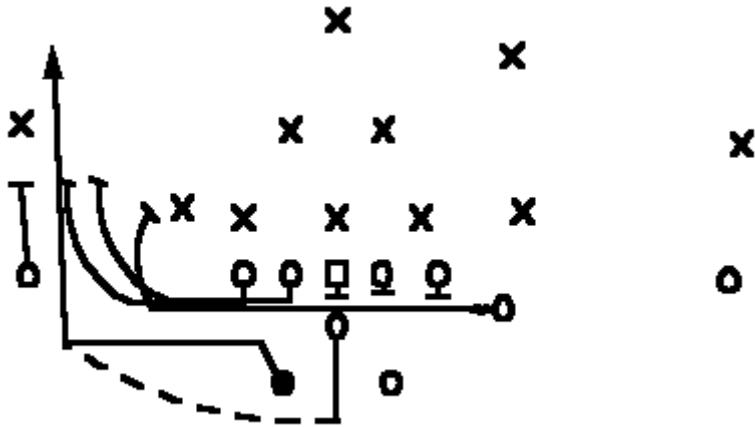


Two Separate Areas



Planning Side
(a/k/a marketing)

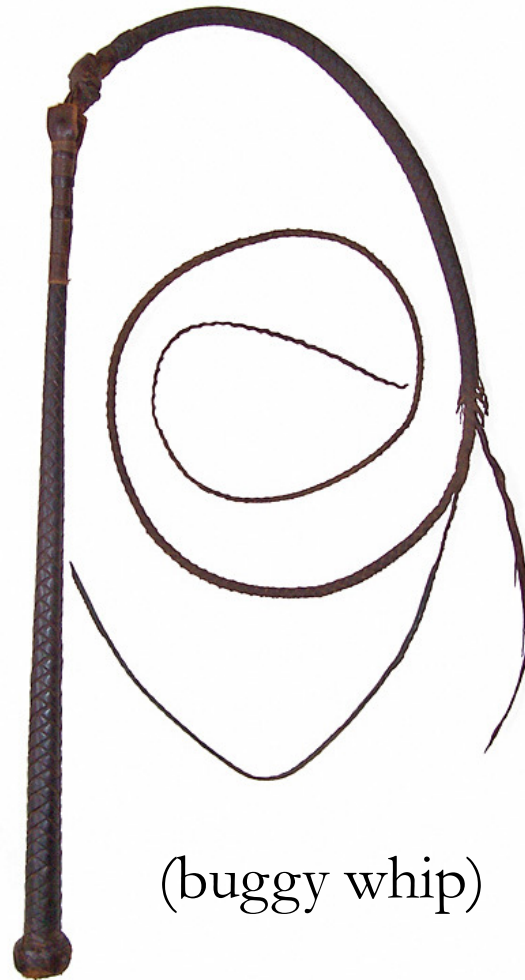
Execution Side
(a/k/a practice)



Important Question

Law

=



(buggy whip)

?

This guy thinks so.



“... conventional legal advisors will be much less prominent in society than today and, in some walks of life, will have no visibility at all.”

(Pssst—Gerry. Who is this guy????)

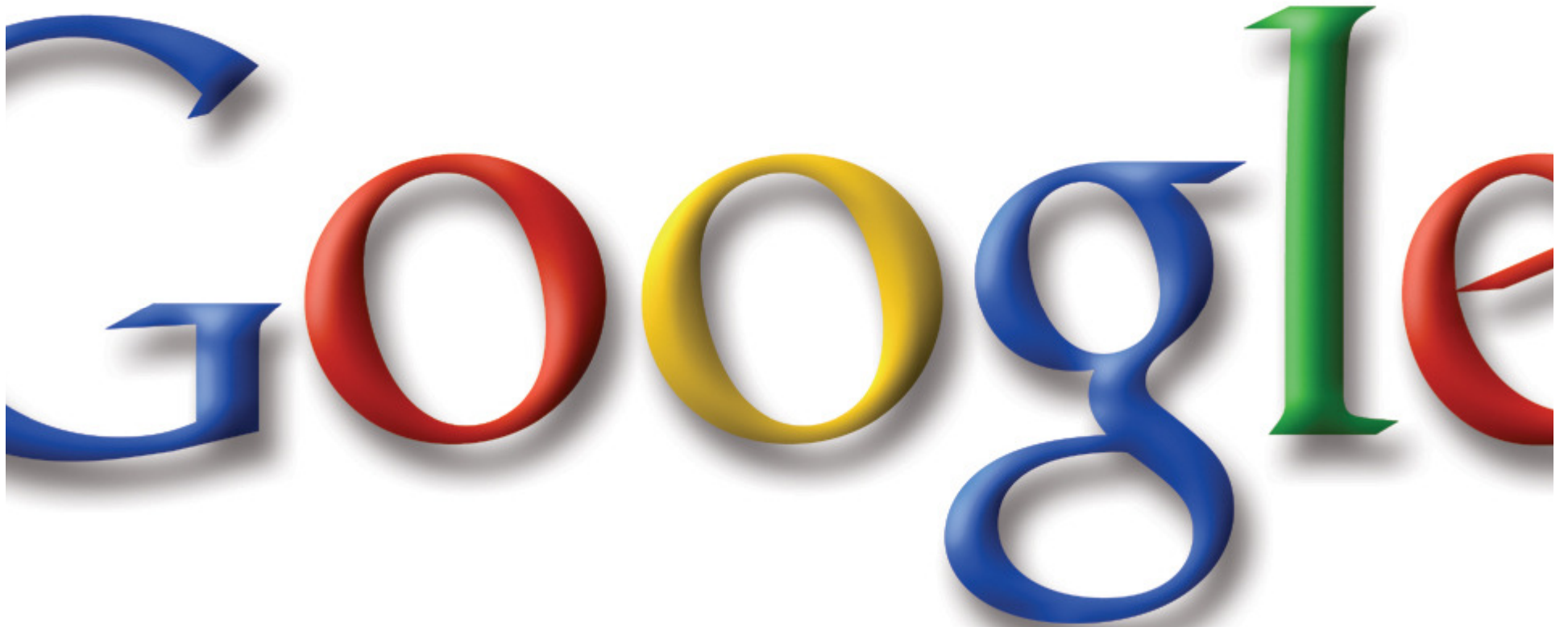
How do we become **Un**conventional

so we don't turn **Out** like the

people who **made**



Important Premise



rules.

Google [Advanced Search](#) [Preferences](#)

Web

[The Sinking of the Titanic, 1912](#)
The Sinking of the **Titanic, 1912**. Printer Friendly Version >>>. On April 10, **1912**, the **Titanic**, largest ship afloat, left Southampton, England on her maiden ...
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www.learningcurve.gov.uk/snapshots/snapshot33/snapshot33.htm - 24k - [Cached](#) - [Similar pages](#)

[Titanic, White Star, maiden voyage, sinks, sinking, Britannic, Olympic](#)
Perte du "**Titanic**" sinks, April 14-15, **1912** · Rescue = Sauvetage ... RMS **Titanic** Centennial 192-2012 · RMS **Titanic** Centenaire **1912-2012** ...
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[RMS Titanic \(1912-2012\) Links = Liens](#)
RMS **Titanic (1912-2012)**, links, liens. ... COBH (Queenstown) Maritime Site (Ireland = **Titanic's** very last stopover = f. 7 VG TB. Canadian **Titanic** Society ...
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[Ice and controversy: Titanic 1912 - PortCities Southampton - \[Translate this page \]](#)
Ice and controversy: **Titanic 1912**. Fire in sight of safety: Morro Castle 1934 · Oil on the beaches: Torrey Canyon, 1964 ...
www.plimsoil.org/WrecksAndAccidents/ImprovingSafety/Accidents/Titanic.asp - 27k - [Cached](#) - [Similar pages](#)

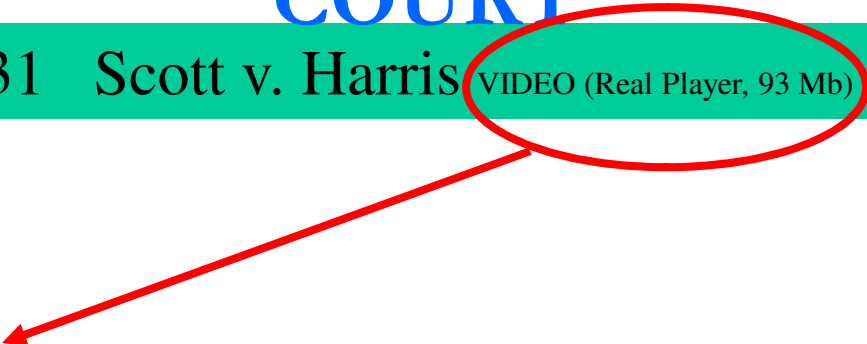
[TITANIC - 1912 - THE UNSINKABLE - 20 LIFEBOATS. 1 CAME BACK | http ...](#)
I sat down and watched 1997 movie '**Titanic**', the story of how the **1912** liner sank in the Atlantic ocean after hitting an iceberg. ...
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Can you be found????

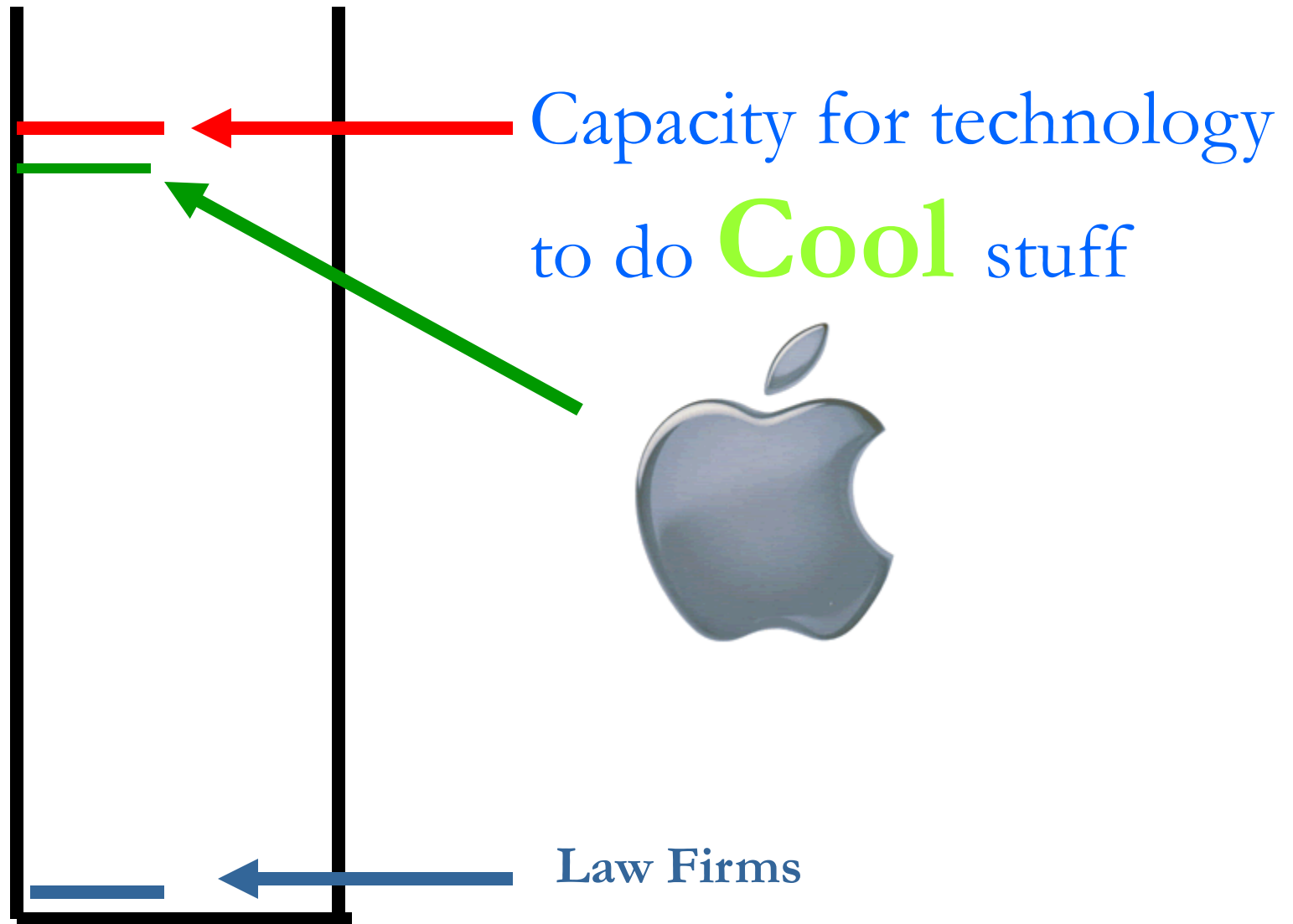
Don't let your firm be the latest Titanic!

Supreme Court of the United States 2006 TERM OPINIONS OF THE COURT

04/30/07 05-1631 Scott v. Harris VIDEO (Real Player, 93 Mb) AS 550/2



“In a U.S. Supreme Court first, the justices have joined the Internet age”



(the good news? room to grow)

Communicating with your Clients

This



(the power of persuasion)

...or this!



Specific Recommendations

1. Immediately undertake research to identify “state of the art,” “cutting edge” and “the future.”
2. Ruthlessly assess gap between where we are and the results of research.
3. SEO plan for firm, key individuals, key practice areas
4. Proficiency testing and training need to be routine and become part of our culture.
 - Need to increase use of visuals
 - Test. Reward. Terminate.
5. Eliminate knowledge silos—knowledge management and reuse of work product critical.
 - Clients need access to this info without a firm lawyer acting as gatekeeper
6. Use technology to provide financial transparency for client—they should be able to see the current “spend” on each of their matters at any time.
7. **Everyone** must be trained to understand cost issues and cost control.
8. Build virtual teams—this means shedding anyone who is not “the best”.
9. Communications technologies must be ungraded and remain upgraded
 - 24/7 seamless access
 - Web interface
 - Video conferences (key cost control item)
 - Copy the practices of elite technology companies

But above all

We must figure out how to use technology to differentiate ourselves from all the other firms that are just like ours.