

Knowledge Management in the Legal Profession

Implementing KM initiatives that make a difference in the firm

Engaging lawyers in KM// KM implementation and reviews// Social and mobile technology// Culture change

Post-forum workshops

Wednesday, 7 March 2012

- A** Social media for lawyers: it's not all talk...
Ruth Ward, Head of Central Knowledge Management,
Allen & Overy LLP (UK)

- B** Designing a simpler, smarter, social
knowledge transfer and retention approach
James Dellow, Senior Business & Technical Consultant
Headshift | Dachis Group

Hear case study presentations from:

Ruth Ward, Head of Central Knowledge
Management

Allen & Overy LLP (UK)
Presenting international case study:
Successful global KM implementation

Sarah Walters, Director of Legal Resources
Henry Davis York

Marie Stancliffe, Audit Knowledge Manager
KPMG

Leona Blanco, Knowledge Manager
Colin Biggers & Paisley

Sara Renwick, Knowledge Centre Manager
Gadens Lawyers

Peter Campbell, CIO / Knowledge Director
Sparke Helmore

Rachel O'Connor, Director of Knowledge Services
Allens Arthur Robinson

Dominie Banfield, Manager Legal Products and Know-How
Allens Arthur Robinson

Robyna May, Director IT & Knowledge
Cooper Grace Ward Lawyers

Felicity Badcock, Head of Knowledge Management
Mallesons Stephen Jaques

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Knowledge management plays a fundamental part in the success of a law firm. However, knowledge management is not a core business for law firms, and its intangible values, such as the development of employees' skills and knowledge, the deepening of client relationships, and the availability of information are difficult to demonstrate.

Knowledge management professionals therefore face difficulties in convincing managers of the need to invest time and money in knowledge initiatives and engaging lawyers who have to account for every 6 minutes in knowledge management initiatives. A targeted approach to introducing knowledge management initiatives that clearly shows what's in it for lawyers is crucial.


This one-day forum will provide you with opportunities to hear timely and topical knowledge management case studies. You'll have the chance to interact and network with presenters and attendees from organisations similar to yours and share ideas and how to:

- Prove the value and ROI of KM and win support for the KM agenda
- Implement knowledge sharing initiatives that make a difference in the firm
- Harness the drive for social media and mobile technologies
- Get lawyers to engage in knowledge management and eLearning
- Select the projects and technologies that will have the most impact on the firm
- Establish a culture of sharing and the address the role of leadership in it

DAY ONE - TUESDAY, 6 MARCH 2012

8:30 Registration and refreshments

9:00 Chairperson's opening remarks

 **Leona Blanco, Knowledge Manager, Colin Biggers & Paisley**

9:15 International case study - successful global KM implementation

- Keeping your KM strategy relevant and focused in a fast developing business
- Ensuring clients are at the heart of your KM implementation
- Taking account of business, group and individual needs and culture
- Expertise in action: innovative ways of facilitating knowledge creation and sharing
- Key elements of successful KM implementation: people, processes, systems
- Crucial steps and challenges experienced along the way: what worked and what didn't, and why



Ruth Ward, Head of Central Knowledge Management, Allen & Overy LLP (UK)

10:00 Knowledge management in professional services – a KPMG case study

- Comparisons and contrasts in legal and accounting firms
- Outlining what legal and accounting firms can learn from each other
- Practical examples of how professional services firms are getting value from KM

Marie Stancliffe, Audit Knowledge Manager, KPMG

10:45 Morning refreshments and networking

11:15 Affecting positive change around your knowledge management initiatives – a Sparke Helmore case study

Sparke Helmore are re-invigorating the way that KM is positioned in the firm in order to improve engagement with the discipline. They will share some of their thoughts around this with some practical tips on what has (and hasn't) worked. Themes covered will be:

- Communicating the change to employees to make sure the change sticks
- Engaging lawyers in KM and developing a knowledge sharing culture in a firm
- Outlining the role of leadership
- Dealing effectively with adverse reactions and resistance to engage and change



Peter Campbell, CIO / Knowledge Director, Sparke Helmore

12:00 Making the most of post matter feedback - an Allens Arthur Robinson case study

- How to implement an effective internal matter feedback program
- How to ensure that the program is integrated with the other functions in the firm
- What is the role of KM in the program
- How to implement action items and opportunities



Rachel O'Connor, Director of Knowledge Services; Dominic Banfield, Manager Legal Products and Know-How, Allens Arthur Robinson

12:45 Networking lunch

1:45 Aligning and leveraging knowledge sharing and learning – a Cooper Grace Ward Lawyers case study

- Identifying knowledge and learning gaps and developing strategies for workforce development
- Building and implementing a successful eLearning strategy
- Designing scenario-based learning content that hits the mark and is targeted, interesting and engaging



Robyna May, Director IT & Knowledge, Cooper Grace Ward Lawyers

2:30 Interactive discussion: Using social media for enhanced knowledge sharing and collaboration

Hear a short introduction from the facilitator, and then have the opportunity to participate in the discussion and gain a better understanding of the topic.

- Untapping the full potential and risks of new social media for law firms
- Achieving executive buy-in and overcoming fear regarding the use of social media in the workplace
- Top 3 emerging social networking tools that your firm will need in the future and why they are important



Facilitated by: Sara Renwick, Knowledge Centre Manager, Gadens Lawyers

3:15 Afternoon refreshments and networking

3:45 Supporting the mobile lawyer - a Mallesons Stephen Jaques case study

- How are law firms responding to the widespread adoption of mobile devices by lawyers?
- What will lawyers use and what do they really want?
- What is the role of KM in supporting lawyers "on the go"?



Felicity Badcock, Head of Knowledge Management, Mallesons Stephen Jaques

4:30 Conveying legal know how to meet your client's needs – a Henry Davis York case study

- Developing a knowledge management strategy for your client's business
- Meeting clients' demands for value-added services and innovation in service delivery
- Practical examples of how KM professionals really deepen client relationships and collaborate more effectively with clients



Sarah Walters, Director of Legal Resources, Henry Davis York

5.15 Chairperson's closing remarks and end of connected forum

POST-FORUM WORKSHOPS: WEDNESDAY, 7 MARCH 2012

[A] Social media for lawyers: it's not all talk...

Registration: 9.00 am

Workshop time: 9.30 am - 12.30pm

Facilitated by: *Ruth Ward, Head of Central Knowledge Management, Allen & Overy LLP (UK)*



About the workshop:

Allen & Overy are regarded as being the first law firm to successfully use social tools like blogs and wikis to drive knowledge creation and sharing both internally and with clients. Ruth led their first exploratory project back in 2005 and since then has been closely involved in all Allen & Overy's online collaboration and social media projects. She has run a number of masterclasses on online collaboration and social tools in the UK and has worked with a number of Allen & Overy's clients and other businesses on their implementations. In this workshop, she will offer practical insights from her own experience and draw on examples of what's worked well (and what's best forgotten) since social media hit the legal world.

- Getting beyond the hype - key tools and how to use them
- Why lawyers 'get' social media (sometimes)
- Using blogs and wikis to support internal knowledge creation and sharing
- Using social media for client collaboration and communication
- The curse of the iPad? Twitter, Apps and the next big thing



About your workshop leader:

Ruth Ward heads the central KM team at Allen & Overy LLP, which is at the heart of the firm's global know-how and training function.

Ruth moved into legal knowledge management in 2000 and since then, Ruth has led a wide range of KM projects for Allen & Overy and its clients, and is particularly respected for her work on Web 2.0 collaboration technologies.

Ruth and her team partner with offices and practice groups to develop and deliver the KM aspects of Allen & Overy's global strategy, and nurture and share KM innovation and drive underlying systems development. They also provide KM consultancy to Allen & Overy's clients and play an active role in key client relationships.

Outside the firm, Ruth plays an active role in KM and business networks. She regularly contributes to legal, business and KM conferences and publications. She is a founding member of the KM advisory group of the Society for Computers and Law. In 2010 she was a member of the Law Society's working committee on outsourcing.

[B] Designing a simpler, smarter, social knowledge transfer and retention approach

Registration: 1.00 pm

Workshop time: 1.30 pm - 4.30pm

Facilitated by: *James Dellow, Senior Business & Technical Consultant Headshift | Dachis Group*

About the workshop:

Looking for a simpler, smarter, social approach to knowledge transfer and retention? When used appropriately, Web 2.0 and social media technologies offer a better way to:

- Retain knowledge by enhancing collective intelligence with less overhead
- Transform individual and team productivity through in-the-flow knowledge transfer
- Create a greater capability to survive and thrive by transferring and retaining knowledge using the power of "we" to do more with less Of course using social computing tools for knowledge transfer and retention takes more than just technology.

In this workshop you will learn about integrating connections, culture, communication and content for knowledge transfer and retention using an approach based around Headshift/Dachis Groups's social business design framework.



About your workshop leader:

As Senior Business & Technical Consultant of Headshift | Dachis Group, James is responsible for managing the strategic, technical and organisational aspects of all social business implementations. This encompasses helping organisations maximise the value of social business technologies (social media, social networks and social intranets) to meet business objectives, providing expertise

on strategies and integrating social technologies with current IT systems. He is also an expert workshop facilitator, specialising in visual thinking techniques.

James brings over a decade of experience working in information and knowledge management roles and as a consultant with a wide range of government, professional and blue chip companies including Ausgrid, the Australian Government Information Management Office, the Australian Law Reform Commission, the Australian Red Cross Blood Service, the Australian Securities & Investments Commission, BHP Biliton, Blue Scope Steel, the Children's Hospital at Westmead, CSC, Department of Immigration and Citizenship, NSW Legal Aid, Ernst & Young, Rio Tinto and Sydney Water.

With a thorough understanding of emerging Web 2.0 technologies and user-centred information workplaces, James is a well regarded business and technology expert in the social media landscape. He completed a Master of Business and Technology at the University of New South Wales in 2005.

Recommended Readings :

- 1) KM in the Legal Profession
- 2) Creating a Successful Law Firm Intranet
- 3) Know How in the Legal Profession

Summaries available at: <http://tiny.cc/rvfg4>

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Knowledge Management in the Legal Profession

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