

Thursday, September 14 | 3:30 pm – 4:30 pm

TED Talks on Content and the Intersection of Technology and Business Development |
Breakout Sessions #4

Future-Proofing Your Firm's Growth: The Intersection of Technology and Business Development in 2023

Body of Knowledge: Marketing Management & Leadership

Presenters

- Pamela Tobias, LexisNexis
- Jennifer Klyse, Fireman & Company

Session Overview

This is an interactive discussion on what exists at the Intersection of Business Development & Technology, what successful Legal Marketing Technology looks like, how you define a successful CRM and Biz Dev program, and how you change behaviors to make sure the program is successful. This program includes sample peer firm success stories, results, and lessons learned.

Session Notes

What can you find at the intersection of business development and technology?
What can you influence to move firm down this path?

SWOT (Strengths, Weaknesses, Opportunities, Threats)

- hard to track progress
- no centralized view
- disparate systems and decentralized processes
- decentralized processes / silos
- lack of leadership
- how to prioritize?
- what is our bandwidth?

How do we know where we are?

- how do we help change lawyer behaviours?

Maturity model

- a framework to assess relative maturity in a particular domain
- what is working? what isn't working?
- what can take you to a creative space to catch people's eyes?
- what have we done? how do we compare to our competitors?

Stop, drop and roll

- it's a fire drill all the time!

Differentiated - competitive differentiator

Optimized - drives the business

Managed - optimizes the business

Developing - aligning the business

Reactive - limited

Ad hoc - falling behind

You are looking at your departments and looking at your technology

Bowl of spaghetti for systems!

- - all firms in the same boat - nothing that is comprehensive

Any data governance at all?

Are intake forms the same across systems?

As you move up the data maturity level, get data out

Most law firms at Level 2 - Operational - reporting capability with limited ability to analyze

Determine what you can do

- what can you do to move towards the future
- Work with the willing
- Find the quick wins
- Work with the egos - find someone doing it well, promote this
- Know where your data is - important to know where it is and how to use it - doesn't matter how much you have

Use the quadrant

- how much effort/cost/benefit
- things you can do that are low risk and easy - how can you identify this?

Today's favor is tomorrow's chore - be thoughtful about what you are doing

Help change behaviours

Reward system

Consider what you can impact

Look at where you are in the maturity models

What can you do next?

People, process, technology

Dealing with the spaghetti bowl is not something Marketing can drive, but what we can drive is cleaning up the data

DO NOT start with a system - start with the data - object by object

Data schema - organizing the information about a thing

The very first step in a data maturity model

Data sources à attributes à object

Making your data better will make everything else better