2019 Business Partner Programming and Content Input

Below are the notes from a call that took place on Friday, January 11 with members of the Partner Advisory Council, Strategic Relationship Partners and Strategic Relationship Liaisons. The purpose of the call was to open a conversation and welcome our business partners into discussions around programming. As these organizations are experts, leaders and often disruptors in the legal tech space, it is very important that they are included and contributing topics to this discussion.

The Hot Topics for 2019 are around the theme of _Embracing Change._
Group agreed that the overarching themes overlap with their education for the year, but that we did not take things far enough. We need to take things to a deeper level and allow people to be able to apply what was learned as soon as they leave the program. **_Clients ask: How do I solve my problem?_** The key to programming is to help solve their problems. You cannot be innovative without understanding the problem you are trying to solve and without learning from other businesses and industries. **_Question needs to be asked: What are the obstacles that members have with products and services?_**

Conversation should begin with: What are your real business challenges vs. what is the technology? **THEN –** what is the right technology to help you get there?

·   AI/Blockchain – offer a working session on metrics and application.
·   How to develop requirements for an AI project?
·   How do you know if AI will be successful?
·   How to develop requirements for an AI project?
·   How do you staff this project?
·   How do you choose the right project to focus on?
·   Show how AI can address real problems within the firm and achieve value.
·   AI helps to reduce mundane tasks, but the technology community may not know how to have this conversation – owners of the business need to understand the WHYs!
·   Programming that offers practical ways to do jobs better, give takeaways and application for each item.
·   How do you take a platform and operationalize it? What are the problems that you are trying to solve? Here are the technology aspects to solve it.
·   How can we leverage what you already have – taking the technology that you have to the next level – things that can be done to solve problems and provide value. Inexpensive ways to do projects or ways to prototype a project to build interest.
·   Offer different levels of programming: 101, 201, 301 – take it to a deeper level.
·   Practical content that people can take away and apply - what am I going to do on Monday?
·   What skills do you need in 2 years and how do you manage that transition?
·   How to spark the conversation on how to improve our processes/business challenges?
·   What barriers do our members have in adopting the tools?
·   Taking another approach: instead of talking about training, approach with a different

perspective (i.e., neuroscience of adult learning, etc.)

· Making checklists applicable for small and midsize organizations as well, not just large firms.

· Small change to People, Platforms or Processes. Tiny Noticeable Things (taken together, can be explosive)

· Speaker suggestion: King of Blockchain right now. He's also a former partner with Davis Wright Tremaine and an excellent speaker - https://nchain.com/en/media/author/jimmy-nguyen/ .

ILTACON – DEMO ROOM CHALLENGE

· Challenge for business partners – "One way to use our product in ways you never thought?" If you have this platform + this DM + this financial system > have you thought about hooking them up in this new way? Include a case study with a member to make it more effective.

· Solutions you have not even thought about.

WORKSHOP SESSION

· Come and pitch me. Pitch Perfect/Shark Tank – bring your IT project to the sharks. People need to practice and have a collaborative experience with the community.