

LAWWITHOUTWALLS®

THE FUTURE OF LAW, TODAY

Summary

LawWithoutWalls (“LWOW”) is the only executive education program of its kind that brings together lawyers, businesspeople, and students in an experiential learning environment that transforms how participants problem solve and cultivate relationships. LWOW is about culture change and building 21st century lawyering skills and networking across generations and career paths. Most importantly, LWOW changes behaviors and becomes a way of life, infusing the hearts and minds of those who participate with a passion for collaborative problem solving.

“LWOW is an incredible experience! You are pulled out of your comfort zone to see your career differently and you will never see your job in the same way again.”

Team Leader, Senior Counsel, HSBC

Essentially, LWOW changes the vantage point from the old-fashioned idea of *what* lawyers do to the more important model of *how* lawyers can work.

Why: Objectives + Background

In today’s market of socioeconomic pressures, technological advances, and globalization, legal training and technical skill are only the foundations of a successful law career. Clients now demand lawyers who are creative problem solvers and leaders with a business mindset who can use technology, social media, teaming, and communication skills to meet challenges with effective solutions.

Despite this pressing need for innovation in law and how lawyers service clients, however, lawyers often lack the skills to develop better ways to practice. As a result, lawyers generally lag other professional service providers which have embraced more efficient and responsive ways to meet client needs, leaving lawyers under-valued by their clients and, in turn, leaving their clients under-served.

Fred Headon, Deputy General Counsel, Air Canada

By collaborating with LawWithoutWalls, a world-class experiential learning program, a corporation or law firm has the opportunity to address its development and strategic goals and provide impactful outcomes.

LawWithoutWalls: 1) provides a platform for a legal department and/or law firm to collaborate and build relationships with clients and catalyze an innovative project forward from ideation to business case to prototype; 2) hones entrepreneurial, communication, cultural competency, project management, leadership, business and teaming skills among their lawyers; 3) connects

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participants into a community of more than 1000 change agents who are dedicated to solving problems at the intersection of law, business, and technology; and 4) enhances a participating organization's current reputation as a leader and community builder of innovation across the globe.

"LawWithoutWalls is an opportunity for lawyers to have direct access to and interact with the world of law, its academic and professional leaders (and pioneers), and students from all countries and cultures. This enables the lawyers to gain insight on the law industry, foresee and adapt in light of any potential changes shaping the industry, learn from other members in the community on how to innovate and create new opportunities in the world of law, face and overcome challenges relating to the legal profession, and succeed as an entrepreneur and as lawyer."

In-house Lawyer, Yahoo!

How Does LWOW Work?

LWOW is an experiential learning program in collaborative problem solving. We build teams comprised of two team lawyer leaders, three mentors representing academia, business, and entrepreneurship, and three to four students from law and business schools around the world. Each team co-creates their own Projects of Worth: a business case and practicable solution to a real problem facing the legal profession.

In the process, the program is designed to build collaborative relationships and cultural change while developing the skills that are essential for a successful legal career in the 21st century, such as communication, innovation, cultural competency, business planning, project management, leadership, technology, and teaming.

3 Phases, 4 Months, 5 Steps

3 Phases

LWOW is divided into three phases:

1. **KickOff:** A hackathon-style introduction to innovation, collaboration, idea generation, team building, project management, and communication.
 - o The KickOff is designed to challenge the way we think, the way we learn, and the way we communicate with each other. Together, students, lawyers, entrepreneurs, and other LWOW community members engage in interactive exercises to foster idea generation, entrepreneurship, brainstorming, teaming, self-assessment, presentation, and networking skills. We build our law market and knowledge base and see firsthand how legal startups pitch and how venture capitalists respond. We learn from experts in improvisation how to communicate

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and network more effectively in a corporate, multicultural, and collaborative environment. And, importantly, over two days, in hackathon style, teams create and present innovations: real solutions facing law, business, and technology.

2. Virtual Teaming:

- **Webinars:** Live webinars held weekly with global thought leaders to debate issues at the intersection of law, business, tech, and innovation.
- **Project development:** Virtual collaboration with team members to complete their Project of Worth.
- **Coaching:** Meetings with expert coaches and the LWOW team to receive feedback to improve the viability, financial structure, and overall creativity of the project.

3. ConPosium:

At a community-wide, high tech, highly interactive celebration, teams present their solutions (including prototype, video, and business case) to a panel of multidisciplinary judges (academics, entrepreneurs, lawyers, and venture capitalists) who assess and comment on the substance, creativity, and viability of the Project of Worth.

- More than 180 professionals attend each year in person, with several participating virtually in real-time through a live stream and other technologies.
- *Time* magazine and other prestigious publications have featured the ConPosium.
- This two-day event brings together the LWOW community at large and represents an opportunity to reconnect and connect anew with people from all different ages, disciplines, and cultures that share a common charge: an interest in changing the way lawyers practice and the way that they partner with business professionals to solve problems.

"The LawWithoutWalls ConPosium is a legal Ted talk show on steroids with presentations that include musical scores, documentary footage, and oral advocacy all while live chats are scrolled on a large screen."

Roy Black, *Black's Law*, May 13, 2015

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4 Months

LWOW happens over the course of four months.



5 Steps to a Project of Worth

The LWOW Projects of Worth are built through a series of five steps.

- While the most important skills learned through this process are those related to the business acumen needed to compete in the current marketplace, the solutions we create can become real projects of value. Each team co-creates a real-time solution to a pressing problem in the legal industry—a Project of Worth—and develops an interactive presentation that includes business financials, timeline, prototype, animated explanatory video, and an elevator speech.
- To do this, we guide all teams through a 5-step iterative process from problem finding and fine tuning to problem solving to ideating and re-assessing and refining. The steps are generally not accomplished in order and, in most cases, teams must repeat some steps: For example, a group might do step 1, then 2, then 3, then go back to 2, then re-do 3, then 4, then 5, then re-do 4, etc. Also, although the majority of the 5 steps are accomplished in Phase 2, step 5 is continued at and after the ConPosium.
 - Step 1: Exploring the Challenge; Identifying the background and big picture
 - Step 2: Finding and Refining the Problem or Opportunity
 - Step 3: Defining, Understanding, and Empathizing with the Audience
Experiencing the Problem
 - Step 4: Solving the Problem and Ideating the Solution

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- Step 5: Assessing the Risks and Opportunities and Re-Ideating and Refining the Solution (includes pitch coaching sessions and ConPosium)
- Repeat steps as needed

Results

LWOW participants emerge as culturally competent creative problem solvers, leaders with a high risk tolerance who have a business mindset and are able to leverage technology. LWOW:

- Transforms how lawyers collaborate with business professionals to find and refine problems and creatively solve them
- Differentiates its participants from the competition as entrepreneurial lawyers who not only want to understand the future, they intend to shape it
- Breaks down the walls—between clients and their lawyers, employers and students, lawyers and entrepreneurs, and even amongst departments or firms—to build a collaborative, reciprocal relationship

“Through LWOW, I experienced firsthand the new and evolving technologies on the market and more effective ways to communicate with my team and clients, gained a better understanding of the current challenges facing the legal market, and generated ideas to help resolve some of the problems we face day to day in legal practice.”

Team Leader, Senior Associate, Eversheds

When you participate in LWOW, you are making a commitment to expand your knowledge to fit the needs of a new century. LWOW positions you as a progressive service provider who understands the power of collaboration and creative problem solving and the inherent needs of today’s dynamic market.

As a legal service provider or corporate legal department, you:

- Build stronger relationships between lawyer and client and between inside and outside lawyers
- Learn substance related to a client’s business
- Access new potential clients or legal service providers
- Cultivate implementable solutions to important challenges related to your industry or practice
- Train your lawyers and turn them into legal change agents who use their inspiration and skills learned in the LWOW process to enact positive change in your department’s or firm’s practice and culture
- Enhance recognition as a global, multidisciplinary leader in innovation

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As a **lawyer or businessperson** participating, you will:

- Transform your ability to collaborate with others to find and refine problems and creatively problem solve
- Differentiate yourself from the competition as an entrepreneurial lawyer or businessperson who not only wants to understand the future, but, moreover, intends to shape it
- Sharpen your skill as a change agent who can use the inspiration and know-how learned in the LWOW process to enact positive change in your department or firm's practice and culture
- Become part of the 1000+ community of lawyers, entrepreneurs, and business professionals around the world who are dedicated to solving laws problems at the intersection of law, business, and technology. This community will continue to enrich your life and career as you grow and develop into the future leaders.

How Can A Corporation Or Law Firm Participate?

There are several opportunities for a corporation or law firm to participate in one of our two programs.

- **LWOW Original:** This program is blended—that is, part virtual and part in-person. It starts with an in-person KickOff and ends with an in-person ConPosium. The interim teamwork, skill-building, and project development happen virtually. The challenges teams work on range from business to social justice to corporate to education related issues.
- **LWOW X Social Entrepreneurship:** This program is all-virtual and all projects are focused on social justice and access to justice challenges.

1. Sponsor a Team + Topic Alongside a Client, Legal Service Provider, or Colleague

- 2 high potential in-house and/or law firm lawyers at the junior partner or senior associate level to be placed on one team serving as team leaders along with:
 - 1 lawyer or business professional from firm or corporation participating as topic expert;
 - 3-4 students; and
 - 2-3 mentors.
- The topic/challenge for the team to hack on will be identified/selected by the corporation or law firm and its client in collaboration with the LWOW Leadership team.

2. Sponsor a Topic Challenge for a LWOW team to hack on that is of interest to your company, firm, client, or your industry.

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3. Host a **LWOW Event** to position a corporation or law firm as a leader in innovation and uniting a community of change agent lawyers from different places, firms, and practices who want to share and learn about innovation stories. The event concludes with a networking cocktail party for all participants.

- Host the LWOW **KickOff**: January (two days)
- Host the LWOW **ConPosium**: April (two days)
- Host an **Innovation Event** the day before or after LWOW's KickOff or ConPosium

Team Makeup and Roles



Role Descriptions

- **Team Leader:**
 - The Team Leaders act as project leaders for their LWOW team. They guide the students' research methodology, oversee project development and management, aid the team in developing creative and practical solutions, provide critical feedback on the students' work, guide the development of the final dynamic presentation, practice mock presentations with students, and present half of the final 20 minute presentation. Team Leaders are responsible for making sure the

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students do the requisite work to meet the challenge presented. Team Leaders also author a mid-stream progress and reflection report for their team.

- Time commitment: approx. 2 hours per week (this includes responses to emails, meeting with the team virtually every other week, and attending webinars)
- **Mentor:**
 - The Mentors provide useful guidance on problem solving, research, and professional growth and generally use their experience and connections to support the team on their journey. Mentor roles include: Academic Mentor, Business Mentor, and Entrepreneur Mentor
 - Time commitment: approx. 1 hour every other week to meet with the team virtually. Mentors are invited but not required to attend the webinars each week.
- **Topic Expert:**
 - The Topic Expert has a deep understanding of the business and the subject matter of the topic/challenge and is selected by the sponsoring entity. Topic experts help the team better understand the nuances of the problem and identify resources that can help the team gain the necessary knowledge within the subject area. Importantly, the Topic Expert advises the team about its proposal to ensure that it solves the business challenge in a valuable and viable way.
 - Time commitment: approx. 1 hour every other week to meet with the team virtually. Topic Experts are invited but not required to attend the 90 minute webinars each week.
- **Students (Business or Law):**
 - Students are responsible for project creation from start to finish. Although they have help and guidance from the Team Leaders and Mentors, ultimately, Students drive the project details, problem fine tuning, investigative research, idea generation, target audience identification, business case development, and concept creation.
 - Time commitment: approx. 3 hours each week, including the 90-minute webinar and 90 minutes of virtual work with your team towards the Project of Work.