

Free your lawyers to have  
the impact they deserve

To focus on the stuff  
that matters

10 Tips for securing budget  
and resources

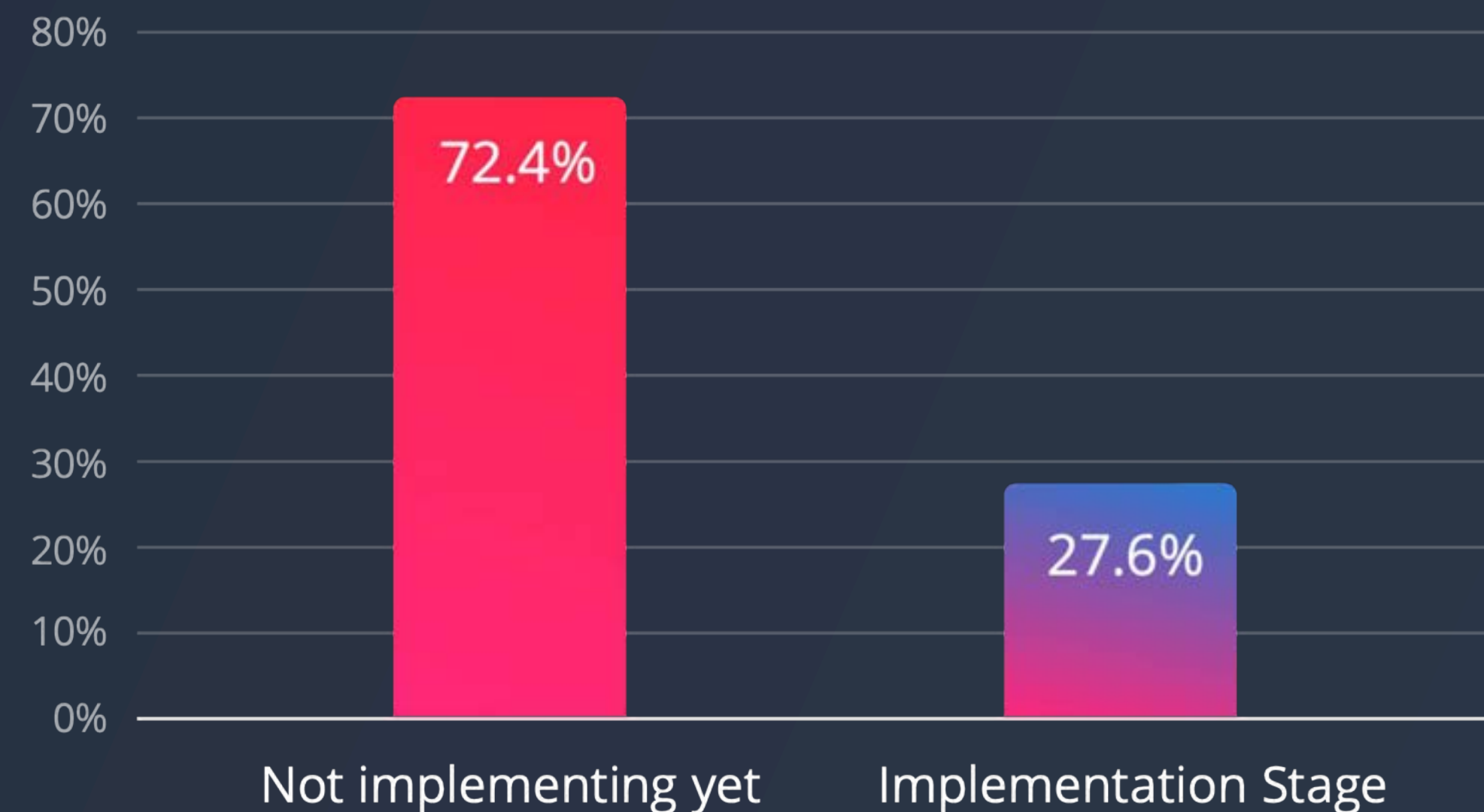




# We are operating a new paradigm

98% of GCs rate Transformation as critical to their future success. Yet few are implementing a strategy.

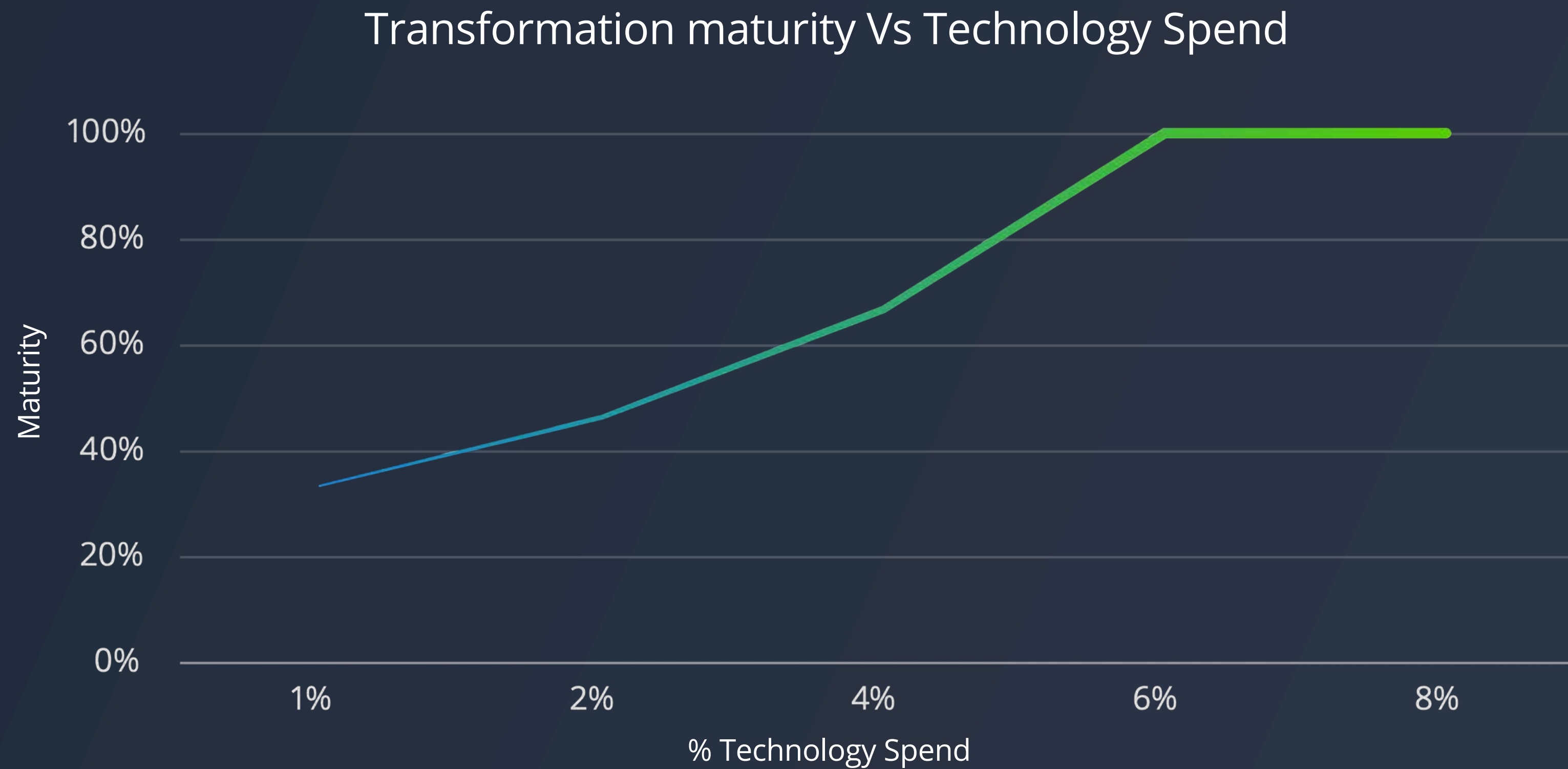
Which stage of the transformation journey best describes your legal function



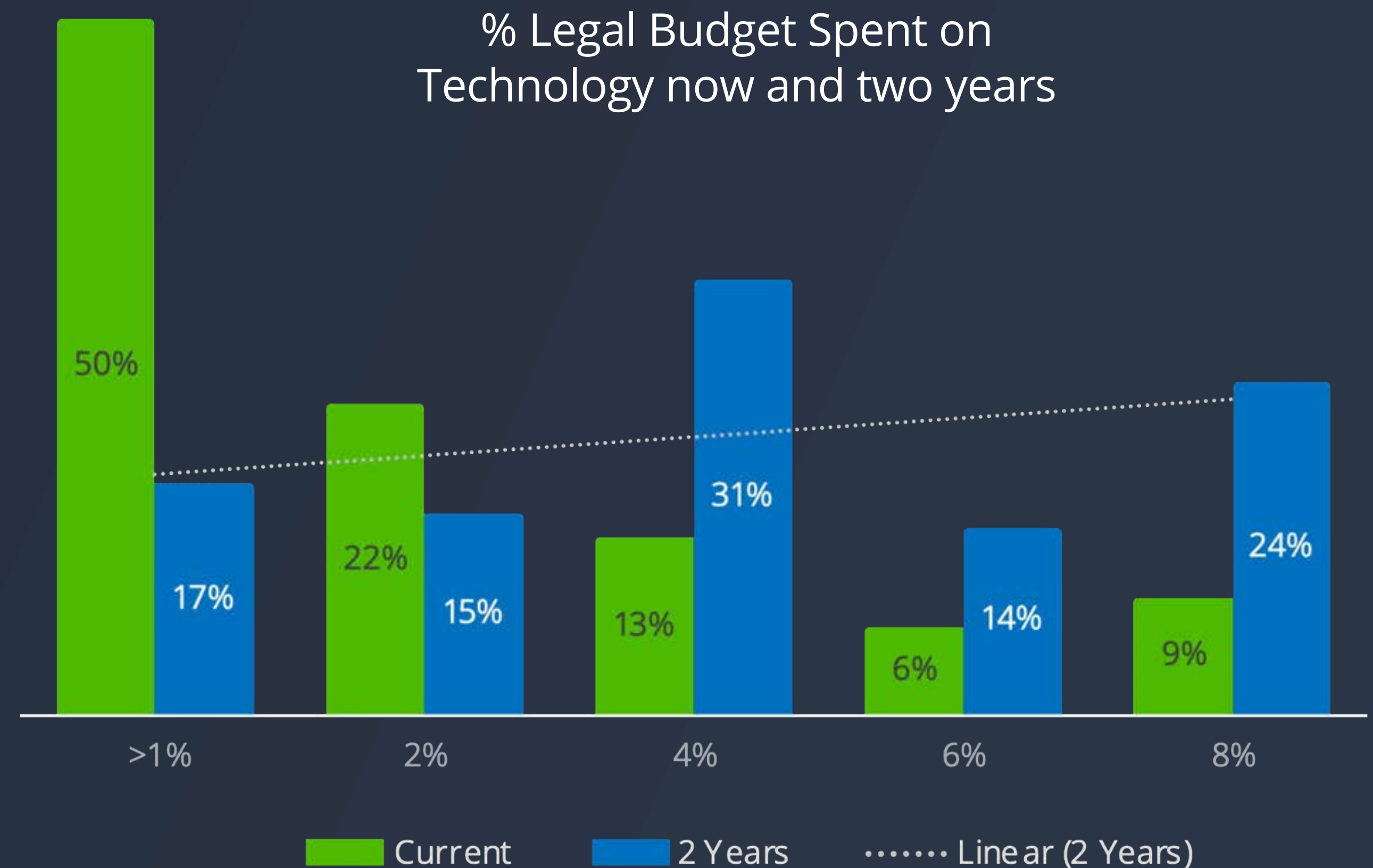
"I know I should be leveraging technology...but I don't know what I should be doing about it." - ASX 50 GC



Those functions who report the greatest Transformation maturity also report the highest (%) spend on technology

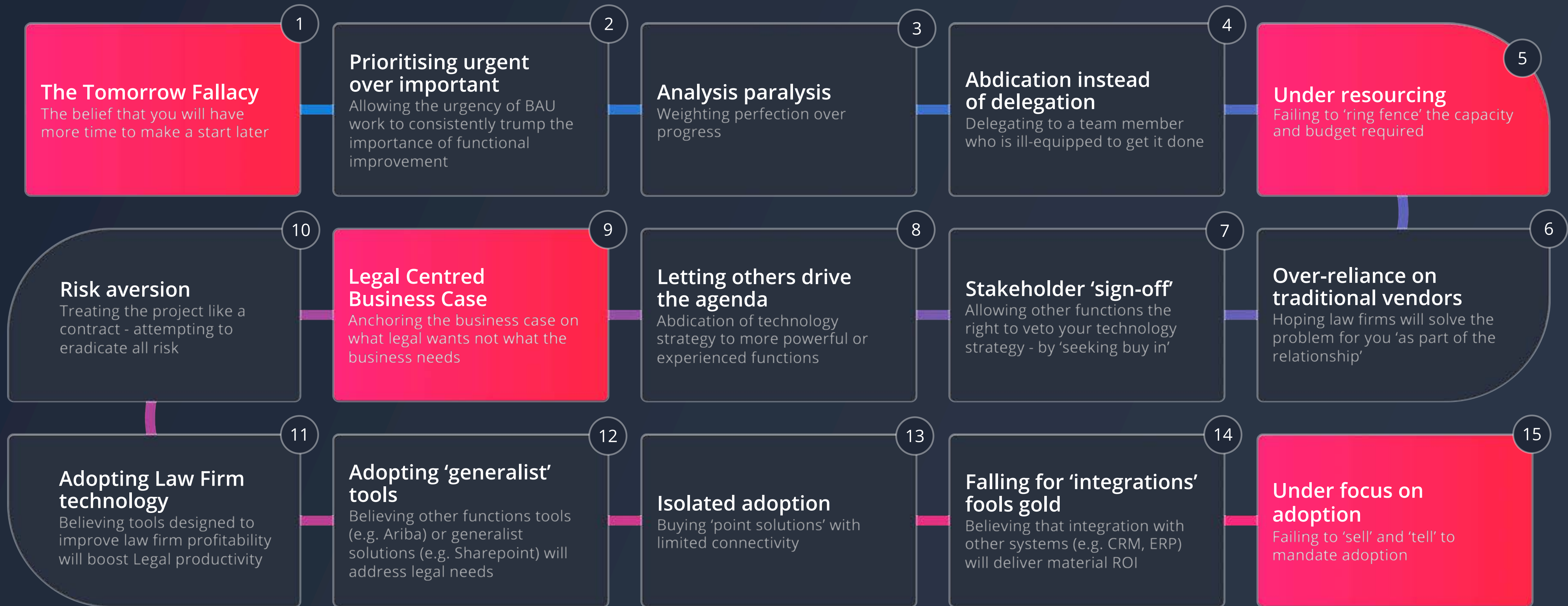


Almost half of legal functions have no technology....yet **average spend will increase 111%** over the next two years.



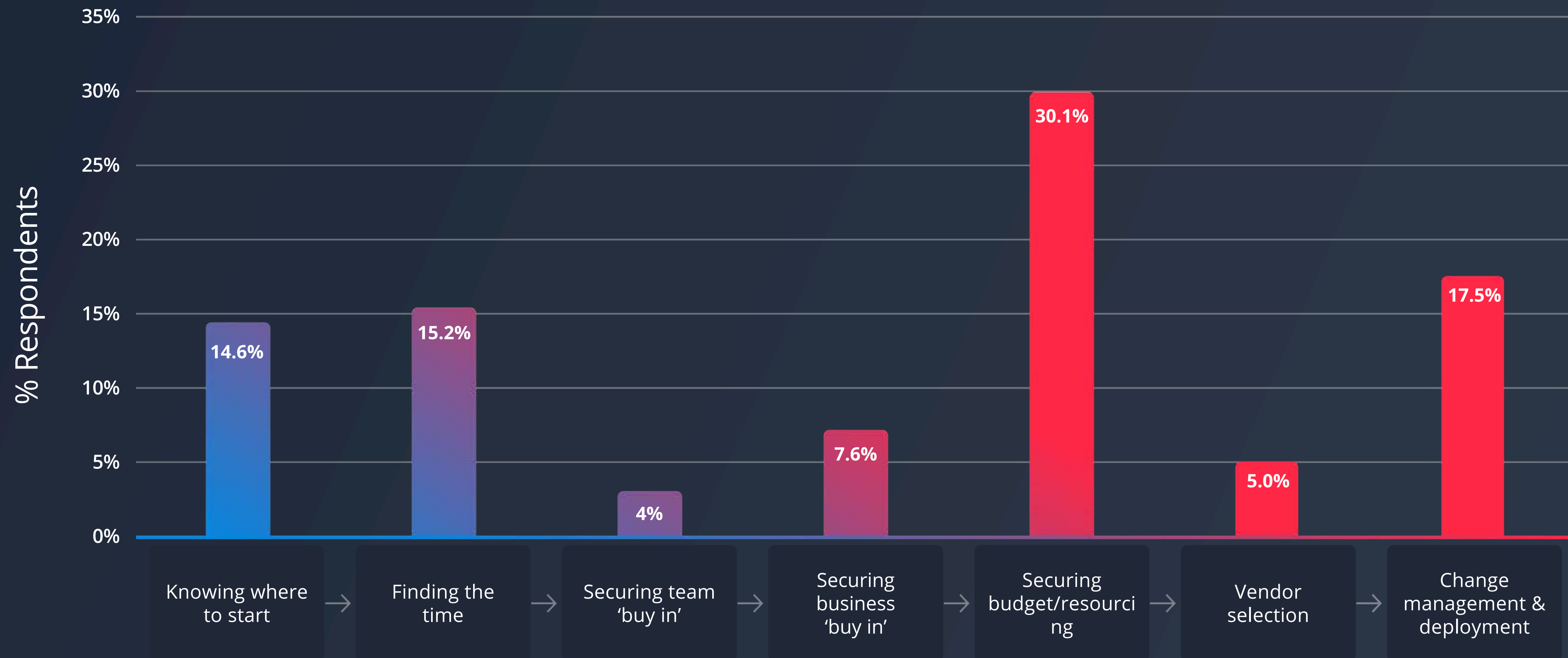


# The Transformation Doom Loop



# The greatest roadblocks to implementation

% of respondents rating greatest challenge



1. You buy this every week...you just don't know it.

Anything you buy requires three things:

- a) A well defined a problem (don't fall for 'agenda by vendor')
- b) A credible solution
- c) A way to fund it



Just because your budget is titled 'law firm spend' - doesn't mean it's just for law firms

It should be called the 'getting legal work done budget'. That is what it is for.

You should spend it on the resource that is most effective in getting stuff done.

2. Historically Law Firms were the only option. Now you could spend it on:

- ◆ Law firms
- ◆ Strategic secondments
- ◆ Technology
- ◆ Productised legal services
- ◆ Hiring additional lawyers
- ◆ Training and development



3. CEO/CFOs default position on additional budget is 'NO'. Only go there if you have exhausted all options within your own budget.

4. Don't EVER 'socialise' your technology project...this feels like it derisks the decision - but it guarantees you will never get live.

## 5. Probability of getting live reduces exponentially with number of stakeholders involved





## 6. Empathy Map It

Team “What does this mean for my job? Is this another thing for me to do, or is it going to replace me?”

Peers “If Legal is getting funding for that, I should get funding for my XXXX”

Other functions “If Legal is rolling out a tool to do Y it should also d XXXX for my function”

CEO/CFO “If I approve this for Legal my door is going to be beaten down by everyone else who wants funding for their pet project”

## 7. Define roles in the decision making cycle...and make their authority clear

1. The economic buyer: Can we fund it?
2. The technical evaluator: Does it solve the problem?
3. Security: Does it measure up to our security standards?

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Hint: The more roles the GC owns the better...and don't let anyone get confused about their role.



9. If you have to 'sell' to get resources.  
Centre the business case on the business  
outcome - not the legal need....

sadly CFOs don't care about lawyers.

## Key elements of a good business case

1. How it reduces costs (external spend, vendor replacement, headcount etc)
2. How it shortens cycle-times (e.g. Sales cycles, hiring cycles, new store opening)
3. How it will increase productivity (particularly business productivity)
4. How it will improve governance, and better manage risk

Key Hint: You will be vastly more successful if you can link this to a stated strategic initiative.

*'In God we Trust. For everyone else. Bring Data'*

- Mayor Bloomberg



10. Good vendors will not only help you establish a business case. They will help you sell it to get funding.

....Let them. They have done it more times than you.

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tools and resources:

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