

# **8 Things Killing Your Law Firm and How to Stop Them**

*Tech Solutions for Busy Law Practices*

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# 8 Things Killing Your Law Firm and How to Stop Them

- I. **THE CHANGING LANDSCAPE OF LAW:** The business of law isn't what it used to be. The economic climate has changed. The billable hour is dying. Clients want value, and lawyers face increasing competition from customary rivals as well as emerging online DIY companies that have commoditized many of the services historically provided by traditional law firms. It is time to start thinking about how to revolutionize the way you practice law. It's time to start thinking about accomplishing more while using less resources. For lawyers to succeed in this new marketplace, they must be efficient and effective. They must be innovative and willing to reinvent themselves to stay ahead of the pack. Today, lawyers must be capable of delivering quality legal services and value to their clients.

Those firms who do not embark on this mission will most definitely be left behind. Very soon, there will be no room for the inefficient law firm in the market. Even now, subtle things like a generic (personal) email address (lawyersmith@gmail.com or realestateatty@aol.com) can make a loud statement about the tech savviness of a lawyer or law firm. For me, I would simply never work with a law firm who used a generic email address like that, because I would immediately assume they were not proficient users of technology, and anything they did for me would cost more than a firm that was leveraging technology.

Any given day in a law firm is often plagued with chaos and a lack of systems that reduces the ability to consistently produce excellent service. Our focus here will be on tools that lawyers can use achieve consistency, cut costs, improve efficiency and increase their profitability.

- II. **LAW FIRM CULTURE:** So, in a nutshell, this session is about building a better mousetrap. It is about a methodology to help you identify and solve problems in your firm. So often, when a problem is identified, our first reaction is to come up with the least painful way to solve that problem. Sometimes it means we hire someone. Sometimes it means we look at a new software program to fix it. Sometimes we change a part of a process to fix one problem, but we create several other problems because of that one change. The diagram below is one that everyone needs to understand when it comes to identifying the root cause of every problem we encounter.