

THE LAW FIRM OF THE FUTURE

Building Innovation into Your Law Firm's Culture

September 20, 2023

by

Debbie Foster

Chief Executive Officer, Affinity Consulting

Stephanie Everett

Lawyerist CEO and Lab Coach, Affinity Consulting

Uri Gutfreund

SVP and Managing Principal, Ames & Gough

John Remsen, Jr.

President, TheRemsenGroup

MPF WEBINAR

POWERED BY

TheRemsenGroup
Smart Strategies for the Forward Thinking Law Firm

TheRemsenGroup.com

BIOGRAPHICAL PROFILE

Debbie Foster

Managing Partner
Affinity Consulting
Seminole, Florida
727.264.5052 – dfoster@affinityconsulting.com

Debbie is a nationally recognized thought leader on efficiency and innovation in professional legal organizations. Her 20+ years of experience, combined with a mix of strategic management and strong leadership skills, has enabled Debbie to develop a unique ability to work with law firms and legal departments to help them navigate the ever-changing legal services delivery landscape.

Debbie has been working with law firms and legal departments since 1995, originally implementing software solutions ranging from practice management and time/billing/accounting to document management. This quickly led to her helping solve general law office management issues. It became abundantly clear that in addition to helping clients with their software and technology, what was really needed was help thinking about one's firms and departments like a business and running them accordingly.

Debbie earned her Lean Six Sigma Certification and is relied on by firms all over the country as a management consultant. She has been working with legal professionals to understand the importance of accuracy and efficiency in their processes, along with inspiring them to focus on innovation – or simply put, finding the better way. If a bigger picture focus is needed, Debbie is also a trusted advisor for many when it comes to assisting law firms with strategic management problems and their resolutions.

Debbie is very active in the Law Practice Division of the American Bar Association, and is currently serving on the Publication Board. She was the Chair of ABA TECHSHOW 2010 the Co-Chair of ABA TECHSHOW 2018. Debbie is also very active in Local and State Bar Associations as well as the Association of Legal Administrators, serves as the Chair of the Associate Member Advisory Board for the American Legal and Financial Network, and she regularly speaks on topics relating to technology, management, finance and marketing of a law firm.

Debbie lives in Seminole, Florida with her husband Dan and has two grown children.

April 2023

BIOGRAPHICAL PROFILE

Stephanie Everett

Lawyerist CEO and Lab Coach
Affinity Consulting
Atlanta, Georgia
612.778.9918 – stephanie@lawyerist.com

Stephanie understands what it's like to practice law and run a business. She started her career at a big law firm before co-founding her own real estate litigation firm. As the managing partner, Stephanie watched her firm grow from two lawyers to a team of twenty people in just seven years.

Her passion for running a business led her to pursue coaching and consulting so she could help other lawyers who work hard, but often felt stuck in their business. In 2016, she was tapped by a joint venture comprising the State Bar of Georgia, the Georgia Supreme Court, and Georgia's five law schools to design and launch Lawyers for Equal Justice, an incubator helping newer lawyers start socially conscious law firms.

Stephanie joined the Lawyerist team in 2018 and launched our Lawyerist Lab program. She still works closely with the lawyers in our Lab program but splits her time and also oversees our business operations.

Stephanie wants to make an impact in her community and do her part to leave the world a little better. She currently serves on the board of directors of the Sigma Sigma Sigma Foundation and the Mikell Camp and Conference Center. She has previously served on the Georgia State Law Alumni Council, as a board member for Making Your Business Les Cayes (a project to teach and provide funding to business start ups in Les Cayes, Haiti), and volunteered as a youth group leader and lay leader at her church.

In 2020, Stephanie was named to the ABA's Women of Legal Tech list and is a member of the 2017 Fastcase 50 class. Her college, Oglethorpe University, presented her with the Spirit of Oglethorpe Award in 2018 for living out the school's values of making a life, making a living, and making a difference. During her career as a lawyer, Stephanie was recognized as a Rising Star and a Super Lawyer and named as a distinguished lawyer by *Georgia Trend* magazine.

She is a co-author of Lawyerist's popular book *The Small Firm Roadmap*, and host of The Lawyerist Podcast.

April 2023

The MPF Webinar Series: Building the Law Firm of the Future

Building Innovation into Your Law Firm's Culture

An MPF Webinar with Debbie Foster and Stephanie Everett

September 20, 2023 – 2:00-3:00pm ET



Welcome



Uri Gutfreund

Senior Vice President and Managing Principal, Ames & Gough



John Remsen, Jr.

President and CEO, Managing Partner Forum
President, TheRemsenGroup

Upcoming Programs in 2023

- MPF Webinar Series – Third Wednesdays @ 2pm ET
- The MPF Fall Symposium – **Empowering Women in Law Firm Leadership** – October 4-5 in Chicago
- *The MPF Weekly* – Friday mornings
- MPF Website – www.ManagingPartnerForum.org



The MPF 2023 Fall Symposium Empowering Women in Law Firm Leadership

THE MPF 2023 FALL SYMPOSIUM
Empowering Women in Law Firm Leadership
October 4-5, 2023 - University Club of Chicago

Today's Webinar

Building Innovation into Your Law Firm's Culture

- 55 Managing Partners and Law Firm Leaders
- Registrant Survey Results and Audience Polling Questions
- On-Demand Recording, Handout Materials and Recap
- Your Feedback on Today's Session

Webinar Recaps - * *NEW* *

powered by



Today's Guests



Debbie Foster

Chief Executive Officer, Affinity Consulting
Seminole, Florida



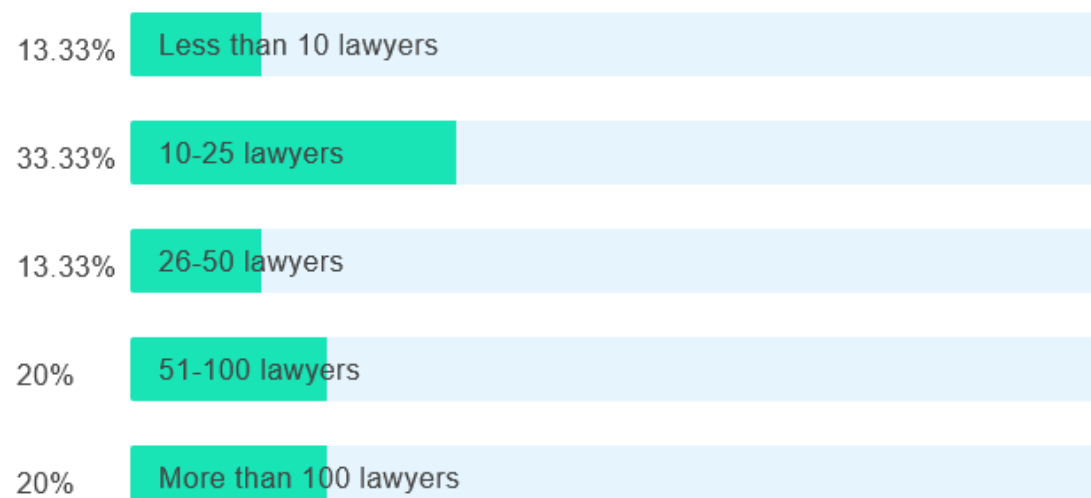
Stephanie Everett

Lawyerist CEO, Affinity Consulting
Atlanta, Georgia



AUDIENCE POLLING QUESTION #1

How many lawyers are with your firm?

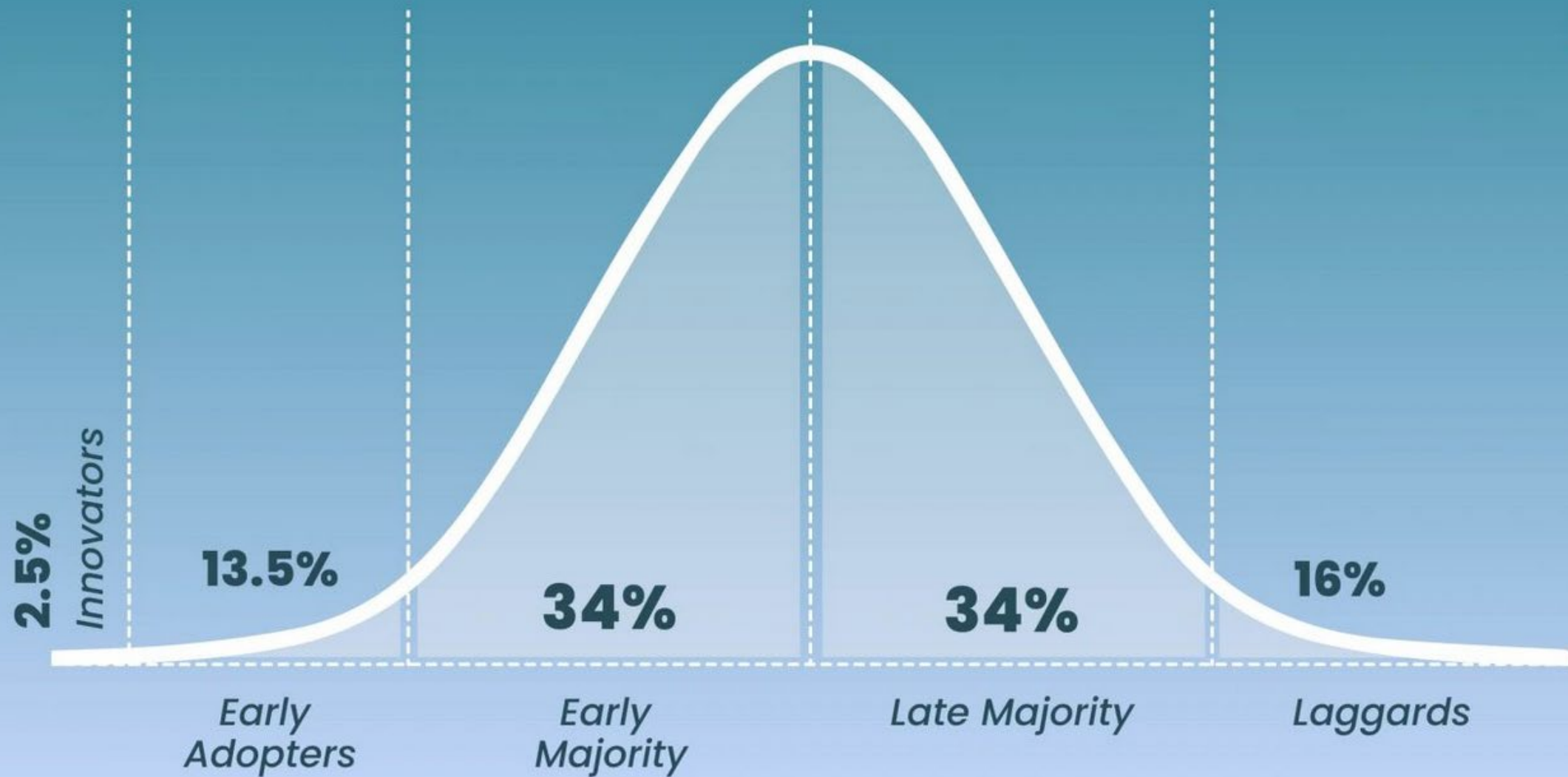


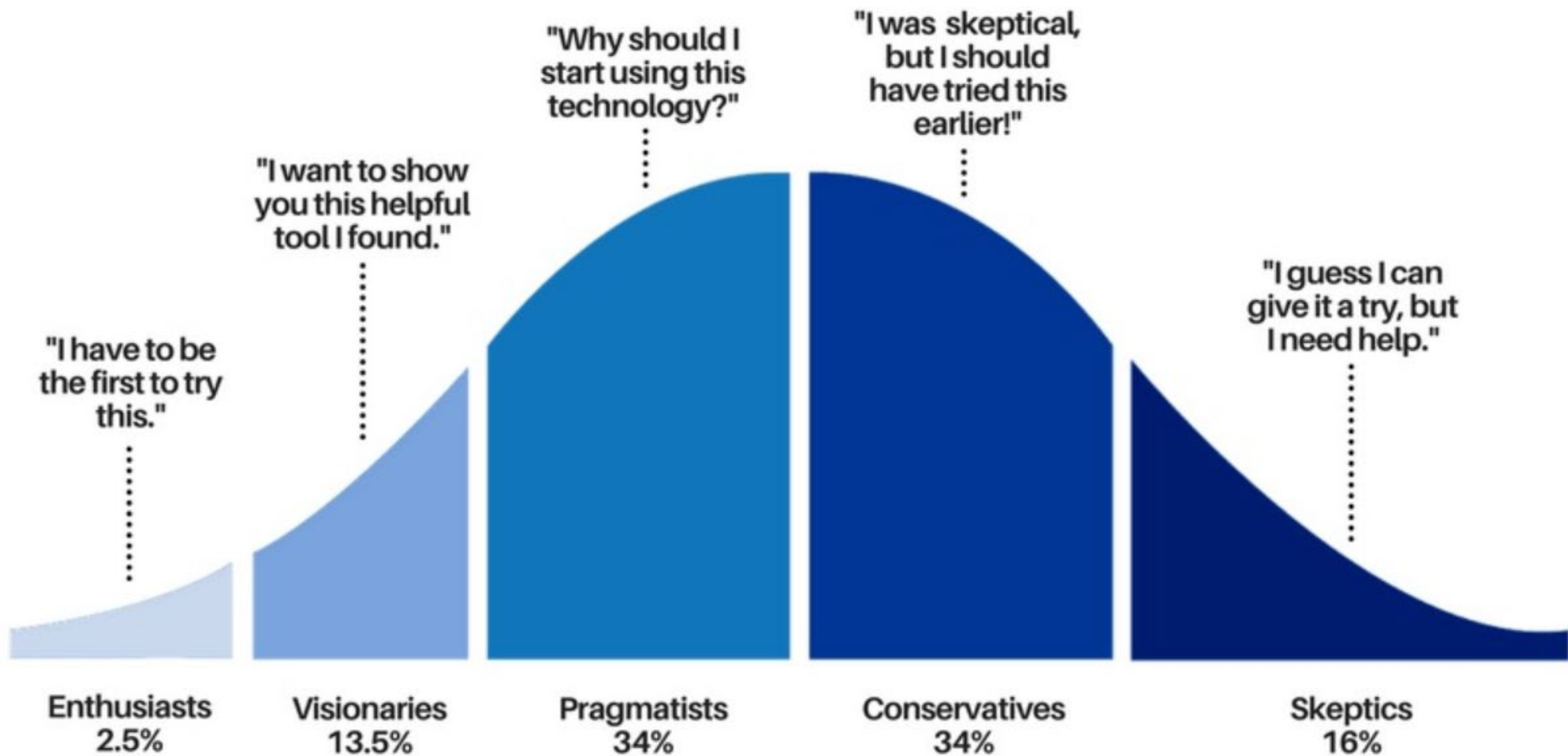


Innovate

Make changes in something established, especially by introducing new methods, ideas, or products.



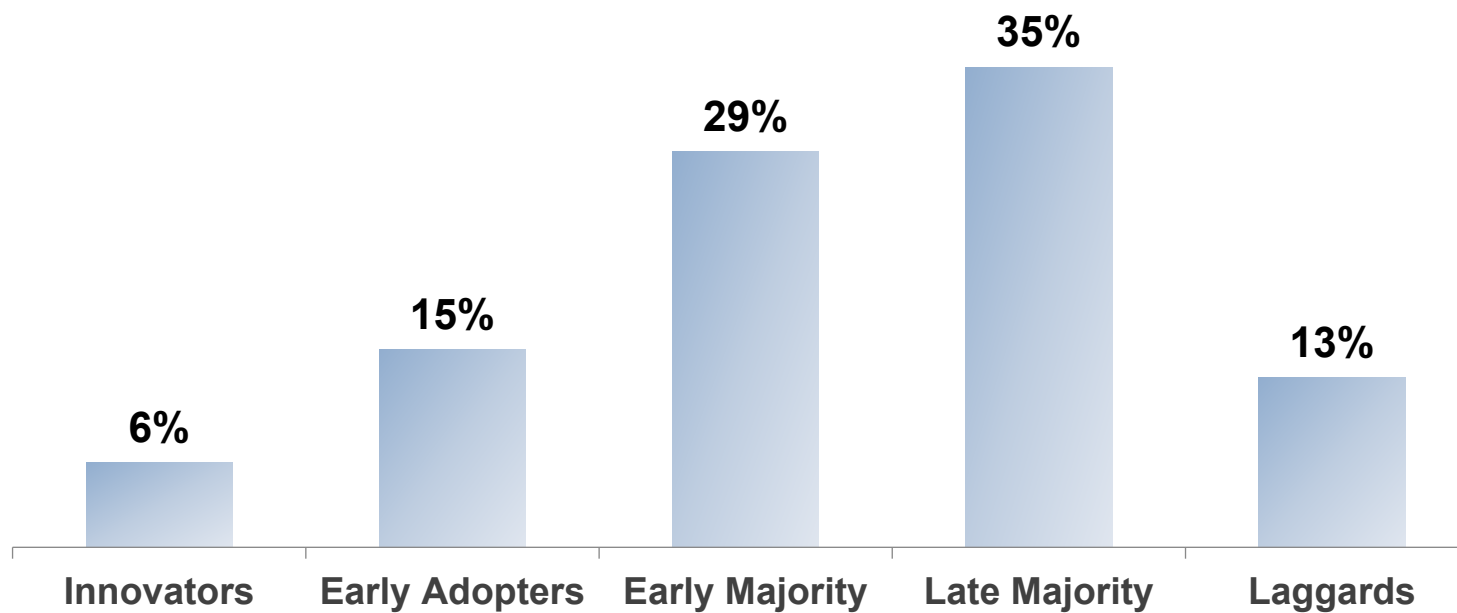






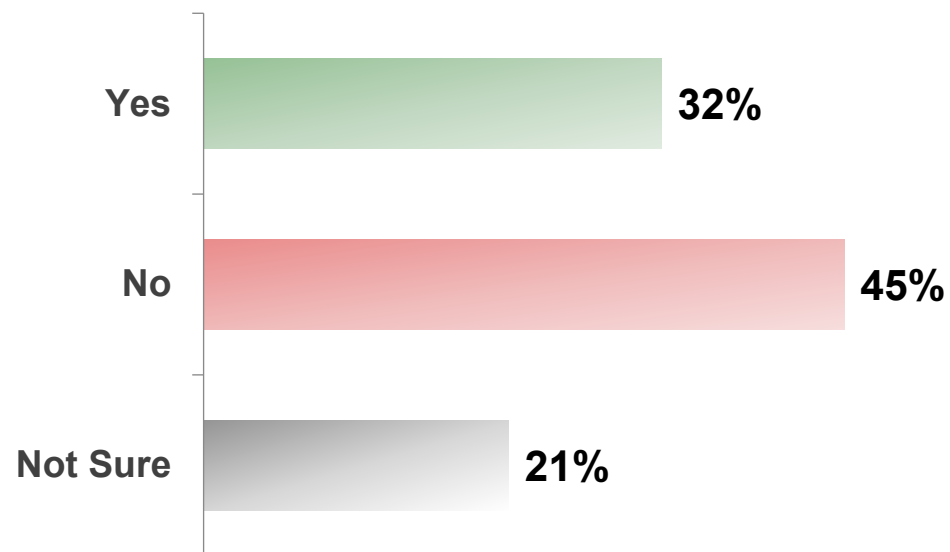
REGISTRANT QUESTION #1

When it comes to change, generally where would you place your firm in the Rogers Adoption curve?





REGISTRANT QUESTION #2
Is "INNOVATION" among your firm's core values?



Understanding the Obstacles





THEY CAN'T
EVEN
IMAGINE.



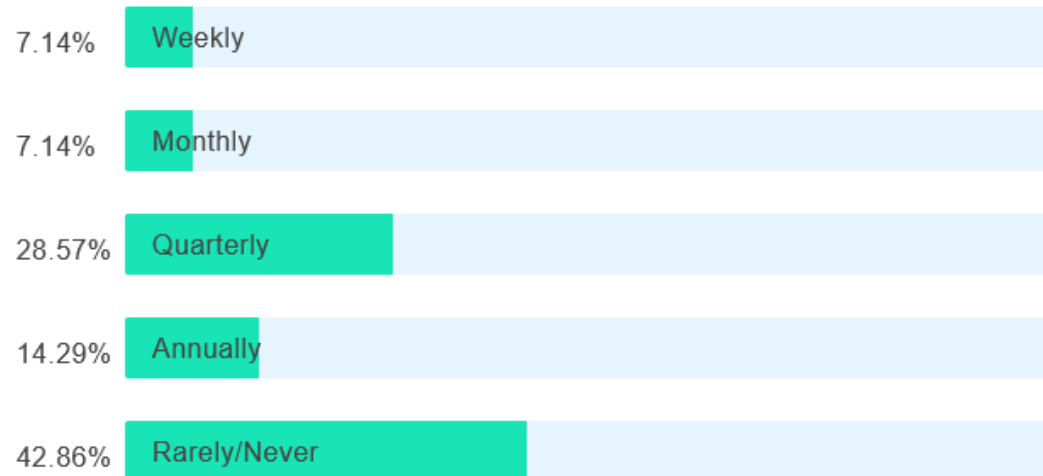
Finding Friction





AUDIENCE POLLING QUESTION #2

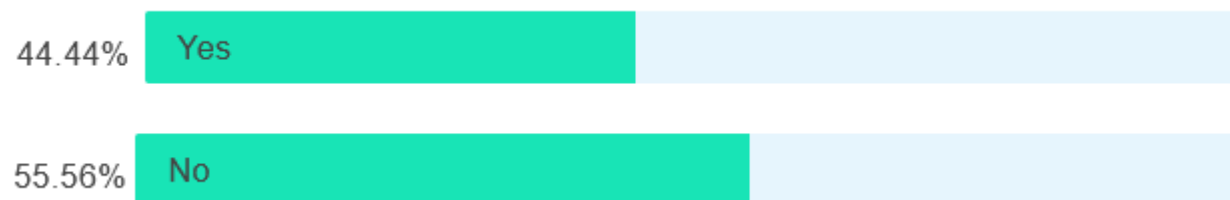
How often does your firm discuss innovation in partner/shareholder meetings?



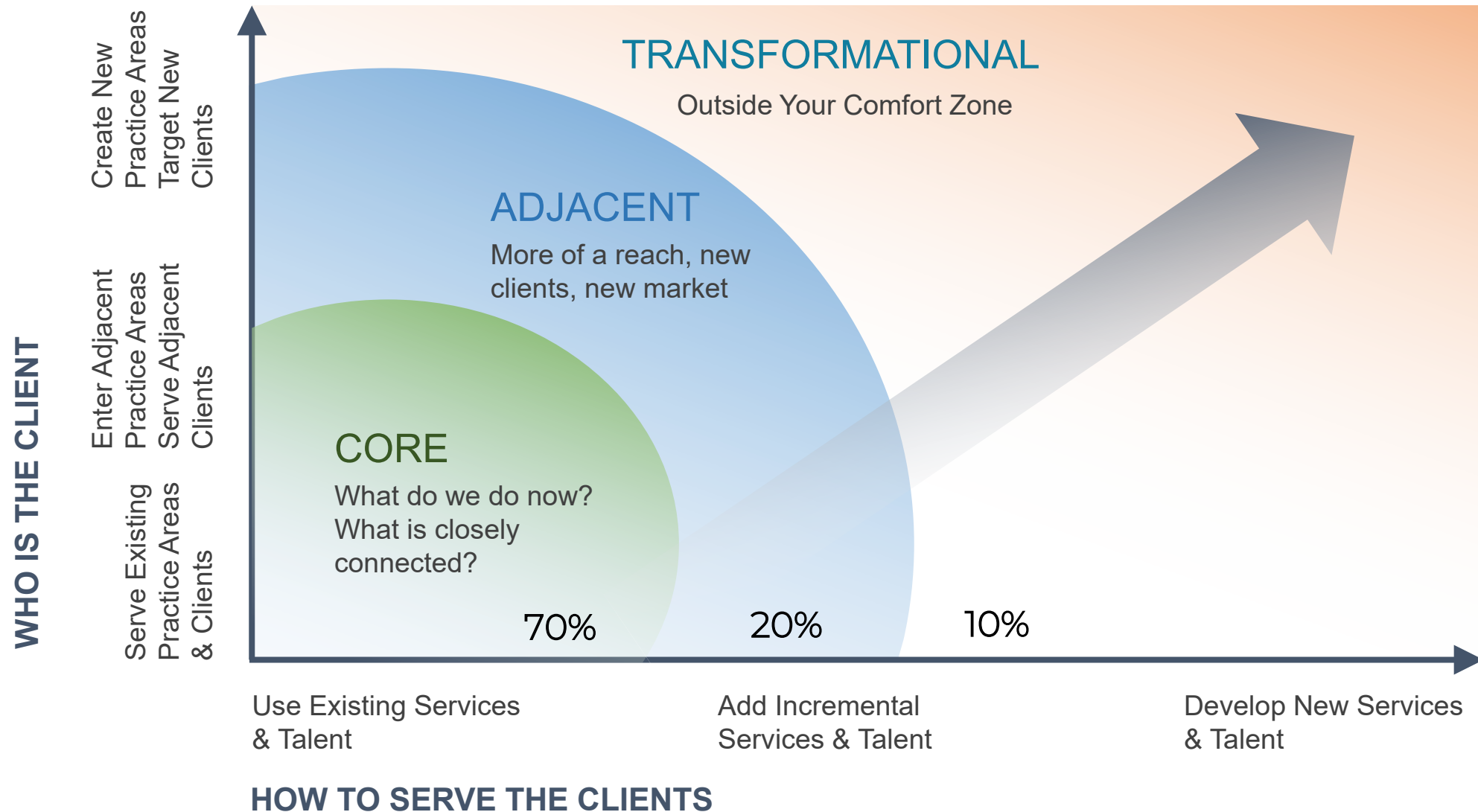


AUDIENCE POLLING QUESTION #3

Does your firm have a specific budget designated for innovation projects?



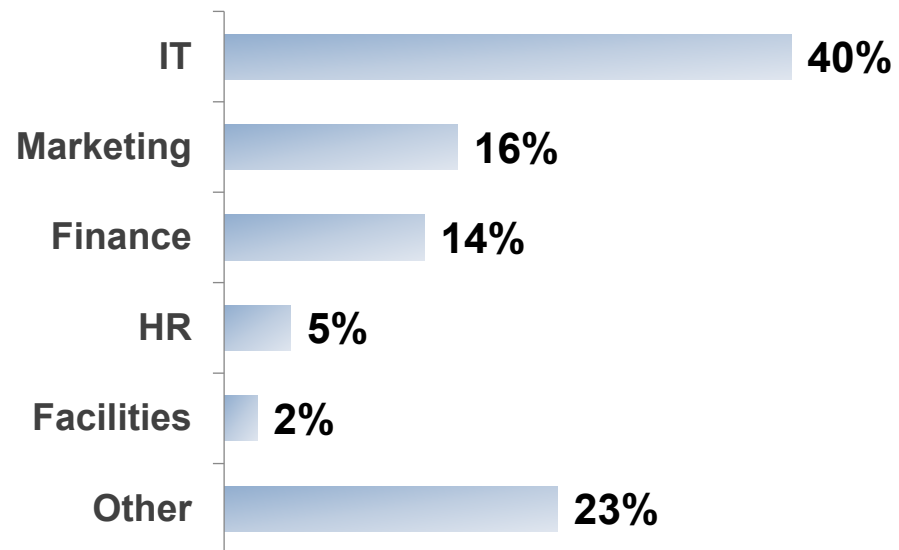
Innovation Ambition Matrix





REGISTRANT QUESTION #3

Which department in your firm is the most innovative?





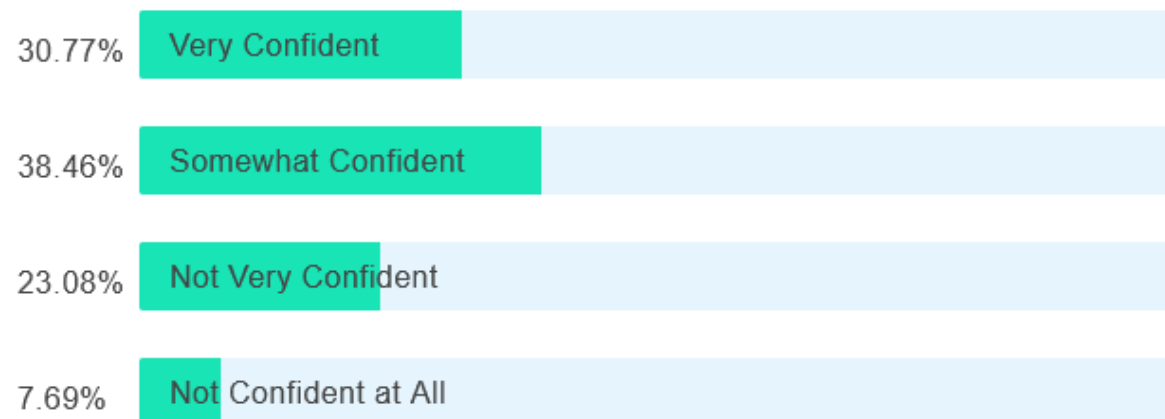
Kotter's Eight Step Model





AUDIENCE POLLING QUESTION #4

How confident are you in executing an innovative idea within the next quarter?



Important Reminders

- Your Feedback on Today's Session
- On-Demand Recording and Handout Materials
- Webinar Recap powered by 9Sail
- Next MPF Webinar – October 18, 2023

Contact Us

Debbie Foster – 727.544.5400 – dfoster@affinityconsulting.com

Stephanie Everett – 404.695.5480 – stephanie@lawyerist.com

Uri Gutfreund – 201.430.5827 – ugutfreund@amesgough.com

John Remsen, Jr. – 404.885.9100 – jremsen@theremsen.com

The MPF Webinar Series: Building the Law Firm of the Future

Building Innovation into Your Law Firm's Culture

An MPF Webinar with Debbie Foster and Stephanie Everett

September 20, 2023 – 2:00-3:00pm ET

