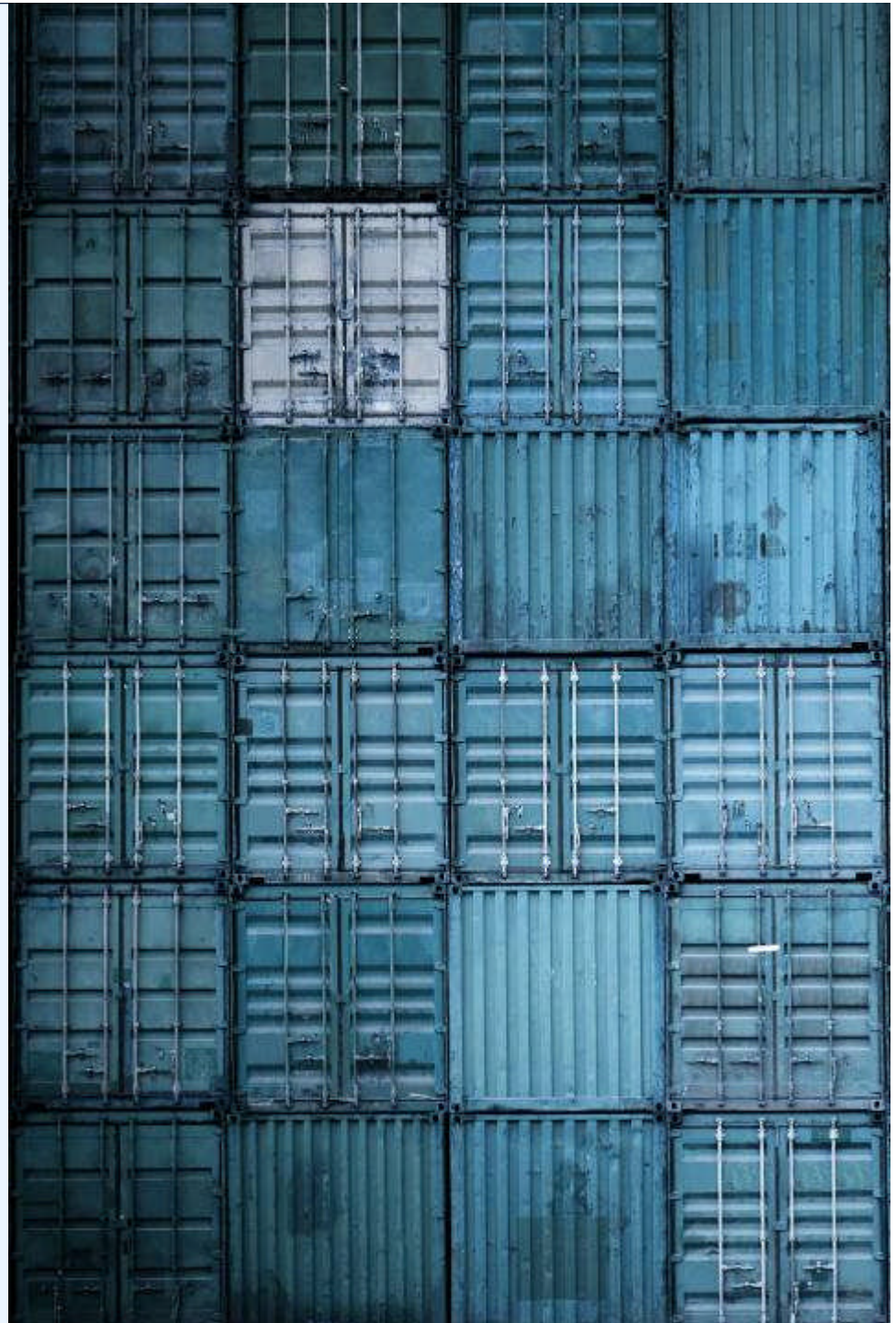**Freshfields Bruckhaus Deringer**

Marriage of Professional Development/IT Training

Professional Legal Trainer's Group Meeting, July 2012

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The On-boarding Training Process

The Challenges

- So much information to be covered

- Not enough time allocated

- Lack of interest due to familiarity with many of the applications

- Differing requirements of the various practice groups

- Relevance of IT not emphasized/lost on inductees

A Different Approach

Practice of Law + Technology = Integrated Approach

Benefits:

- Increased learning

- Increased reinforcement

- Increased awareness of technology's importance in delivering legal services

- Decrease boredom

- Decrease passivity

A Different Approach

Joining Forces

- How does IT training align with the goals of Professional Development?

- Where are the differences?

- Are there opportunities to collaborate?

- How do we do this effectively?

- Can this really work?

Designing the Training

Professional Development Takes the Lead

- Gathers feedback from practice groups to determine requirements
- Creates development goals/frameworks and expected knowledge tracks
- Reviews feedback from previous induction sessions
- Develops induction training syllabus

The Collaboration Occurs

- Collaborates with IT Training to review key technology training requirements
- IT Training designs the technology training content
- Assists Professional Development to create real life tasks

Delivering the Training

Initial Induction Session

- Professional development leads the session

- Attorneys and other professional services managers conduct relevant portion of the training

- Outside vendors conduct sessions where appropriate

- IT Training provides training throughout the modules at strategic points

- There is no training syllabus that blocks time for "IT Training" – technology is presented as an integral part of the relevant legal skill

Some Examples

Time and Billing Module

- Professional Development Manager and members of Billing Department talk about the process of time entry for lawyers (includes, e.g., NY Bar ethics on time entry, firm policies, etc.)

- IT Training demonstrates the basics entering time using the relevant tool (e.g., Carpe Diem)

- A lawyer presents on how to draft a time entry narrative

- Participants practice with exercises on drafting narratives. Immediate feedback given. IT Training answers questions/assists with the software.

Creating Presentations

- CMO discusses firm marketing strategy and brand approach

- IT Training provides brief demo of firm PowerPoint templates

Carpe Diem Training Main Screen

Carpe Diem Training Enter Time Entry

Group Challenge Performing Common Task

Common Document Task

- Edit existing document and save as new version

- Send an e-mail attachment of the document to the client

- Import the document into the DMS as a new version

After the Induction: The Slow Drip

What's Next?

- Follow-up session scheduled for approximately 2 weeks after initial induction session (typically a 1 hour session)

- Professional Development Manager gathers feedback from the attorneys

- Professional Development Manager meets with IT Training to review feedback and determine content for the session

- IT Training makes additional recommendations for additional topics to be included based on the feedback received and other relevant topics

- Further IT training sessions are provided based upon the firm's established Professional Development framework

What are the Takeaways?

The Benefits

- The current associates and partners who participate in training are able to provide direct feedback on the technology content that is necessary for the new inductees to be successful

- New inductees are more invested in their technology training when it is part of their relevant day-to-day practice and their professional development framework

- Fosters a positive relationship between the new inductees and IT training moving forward – they will listen to you

- Encourages collaboration between Professional Development, Recruiting, Practice Group leaders and IT to ensure the goals are aligned with the business

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