



# Redefining Law Firm Change, Strategy, and Innovation to Drive Growth

SurePoint Technologies and Ari Kaplan Advisors were honored to host a talented group of law firm leaders in New York City in a powerful discussion about shifting trends in change management, strategic planning, and technological improvements fueling growth. Our discussion focused on these key themes and insights.

## Driving Meaningful Change



Find user champions to drive change and accelerate the process by empowering them to remove barriers.



In lieu of being logical, be empathetic because change has a strong emotional component.



Drive change through individual conversations and make people feel like they are part of the process.



Change is a short-term cost for a long-term benefit.

## Applying Artificial Intelligence in Legal Services



Artificial intelligence will replace you if you let it.



AI is prompting firms to reimagine the methodology for training associates.



Firms are beginning to create policies governing the use of ChatGPT and similar tools.



Law firm clients do not realize that firms are already using AI in many different applications.

## Setting Strategy in a Competitive Market



Some law firms are selling services as products for a flat fee.



COVID has changed the cadence of legal work.



Younger attorneys are often more focused on the present, rather than the future.



Law firms should be aware of wire fraud associated with the banking crisis.