

# Reed Smith Transformational Program

Working at the intersection of business, technology and law

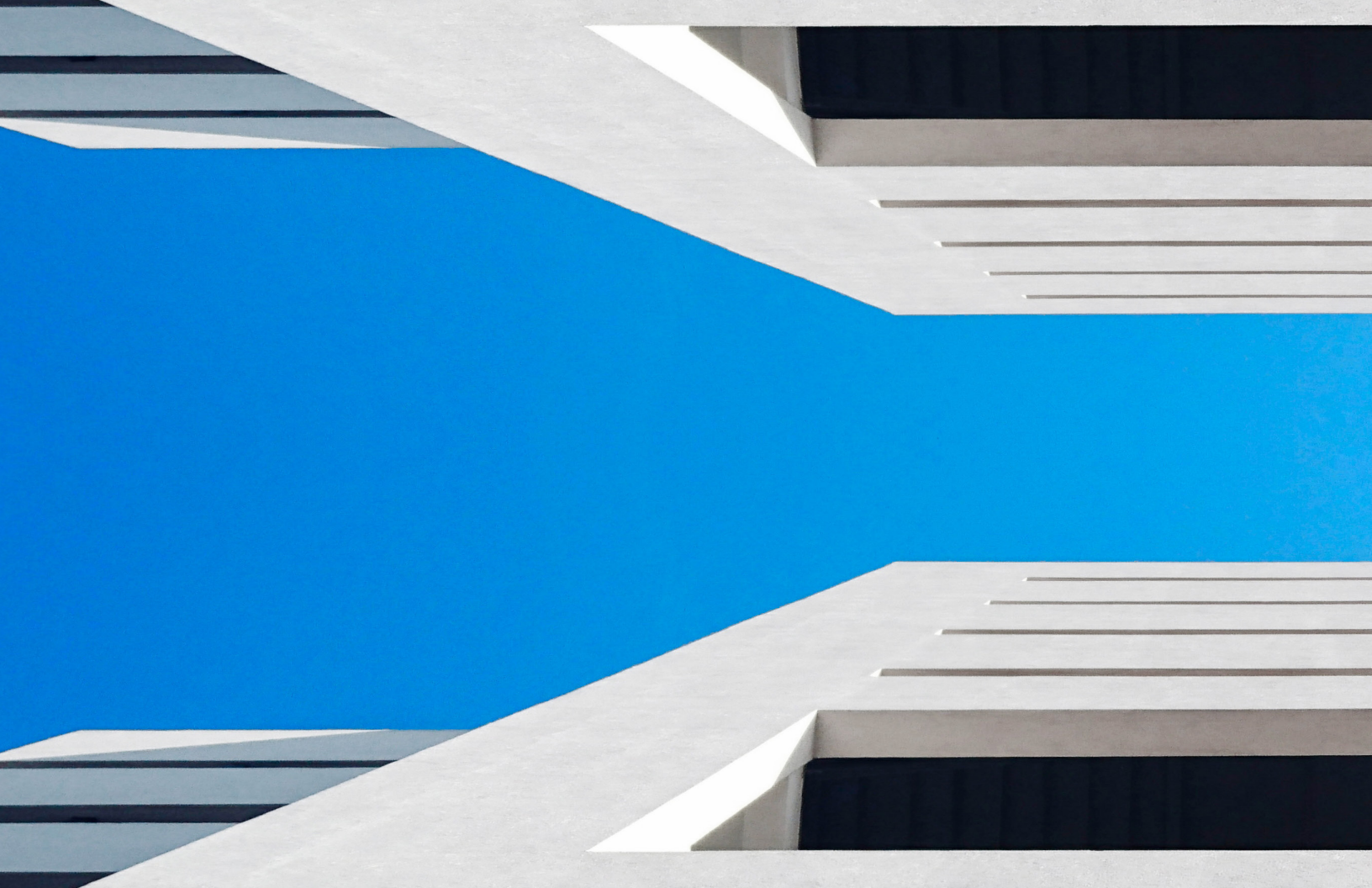
“Reed Smith truly took the time to understand our needs and priorities and then act upon them. It’s not often that we are asked to provide feedback, and it’s even rarer that feedback is then turned into positive actions that benefit our business so broadly.”

**Martyn Freeman** General Counsel, Business & Legal Affairs at BBC Studios

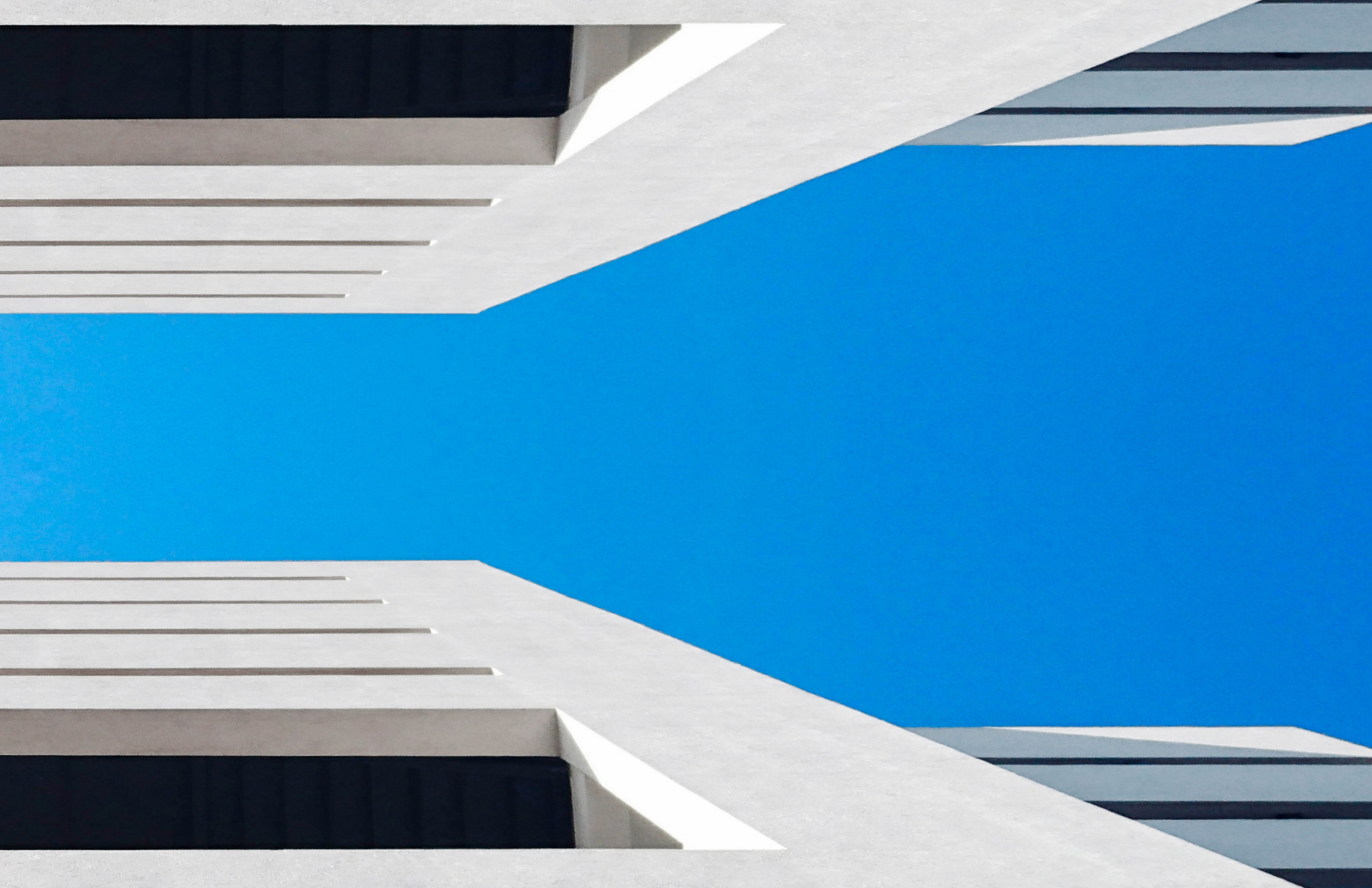
# the new reality

**T**he legal market is becoming more complex and unpredictable. The increasing number of new market disrupters and the introduction of new technology solutions have impacted the way legal departments work, with an increasing emphasis on collaboration and the need to deliver value in ever-more innovative ways. The solutions are required to deliver more for less and to create faster and smarter efficiencies. This has clearly impacted how in-house legal departments work with, and the type of services they expect from, their external counsel.





**B**ased on detailed client feedback, we are all too aware that changes in client demand and the type of services clients require, as well as the general changes across the legal landscape, have all contributed to transform the legal profession, with a more fundamental requirement for external lawyers to provide more than just legal advice. It is a given that external counsel must have strong technical expertise, but clients now need their lawyers to offer much more. They are required to demonstrate an in-depth knowledge of clients' businesses with a view to be much more proactive and business-minded, and to deliver more commercially sound advice. Clients do not want several pages of detailed and complex legal analysis, but need clear, concise and pragmatic guidance.



Following the implementation of our client listening program and having met and listened to the needs of several GCs, CEOs and senior business leaders across our wide client base, from different sectors and industries, we have considered in detail what changes we need to make to our offering to ensure that Reed Smith remains relevant, fresh and aligned to our clients, their business and their needs. In response, one of the initiatives we have developed is the launch of the ***Reed Smith Transformational Program***. This program has been designed to bring together our range of executive business services for our clients, which are clearly above and beyond our traditional legal offering.



# Reed Smith

## Transformational Program - what does it entail?

**T**he Reed Smith Transformational Program offers our clients and their business real, commercial and transformational support, with the primary aim to deliver tangible solutions. The Program also provides a range of simple tools to help our clients address their critical business issues. In short, we have taken the next step with this enhanced offering to genuinely “partner” with our clients beyond the delivery of the traditional legal service.

The Program brings together a portfolio of our various non-legal services focused to help support our clients in a range of critical business areas, including:

- Uncovering business insights and opportunities through our client listening program
- Technology and innovation consultancy
- Corporate legal operations support
- Business skills training and workshops
- Professional coaching and mentoring

We strive to rise above reactivity and through the transformational program, we aim to work with our clients to develop distinctive and unique ways to deliver lasting impact on their business. Our team of business experts, from legal and non-legal backgrounds, have years of experience in helping organizations bridge the gap between business, technology and law. Our goal is to drive transformational results for our clients by helping them uncover pain points and transforming them into commercial opportunities.





Uncovering insights and opportunities:

## *Your voice, our mandate*

Our listening program is straightforward – an “independent” team meets with our clients’ key decision-makers or heads of department, to understand their organizations’ key legal and business needs and to understand what we need to do to enhance our service offering. The key objective behind these “listening meetings” is simple – to genuinely listen to our clients to understand the overarching challenges they face and how we can work together to address them - it’s about proactive business partnering.

To partner with our clients means that we need to understand their vision for the future and how we, as external counsel, can help them get there. We also need to ask direct questions about our own performance – what we do well or not so well – so that we can uncover how to genuinely partner with them.

The listening meetings, led by our in-house “independent” team, are designed to allow us to:

- Better understand our clients’ needs, priorities, organizational culture and business goals
- Focus on our service delivery to ensure that we understand our clients’ pain points and offer them solutions through innovative and creative approaches
- Share critical (but non-sensitive) intelligence gathered from the meetings with the Reed Smith client teams to ensure that we provide a bespoke offering characterized by what our clients really want and need
- Utilize the feedback gathered to determine how we provide guidance, advice and invest in tools that support our clients to manage their legal spend and at the same time to help us maintain a competitive edge







## Developing business skills:

# *Rethink your team's future*

In this part of the Program we focus on the people at the heart of your organization. Whilst law and technology continue to develop and change, the human element remains both constant and vital. At every level of an organization, changes in the volume of information and speed of communication, require us to rethink the development needs of our talent. Whether these relate to change management, collaboration or communication, we help our clients by offering them a range of business skills workshops. We develop training workshops tailored for different teams within our clients' organizations or on specific topics of interest, such as:

- Communicating with impact – from keynote speeches to communicating at team meetings
- Boardroom presence to win and secure the confidence of the Board
- Delivering powerful pitches that win business
- Talking to the press and controlling the conversation
- Leadership - installing confidence
- Conflict resolution – helping to resolve potential (or actual) conflict, with least disruption to the business





## Professional coaching and mentoring:

# *Re-energize your leadership team*

While the demands placed on legal teams for speed and efficiency are growing, the pressure for leadership teams to achieve results plays a vital part in any organization's success. Being a global law firm that has successfully led professional teams around the globe for many years, we understand these challenges and believe that engagement and teamwork drive self-confidence, clear thinking, high performance and wellbeing.

Our executive coaching and mentoring service is designed to support senior executives in a range of core business and leadership areas, including:

- Business planning and executing on strategy
- Team building and developing leaders
- Devising and implementing people engagement methodologies
- Effective influencing and change management
- Communication and building consensus

Our expert coaches and mentors can work with your leadership team individually or as a team to:

- Identify personal blockers and objectives
- Define personal opportunities, markets and growth
- Develop a plan tailored to your leaders, to help them with career advancement
- Create a plan for the development of your team
- Develop conflict resolution techniques





Creating meaningful legal operations:

## *Push beyond boundaries*

Running your legal team's operations efficiently and effectively is about more than just managing costs. From our experience, it is often about legal departments pushing beyond boundaries and creating new solutions in order to build a powerful vision for the future.

At Reed Smith, our Client Value team of experts help our clients develop and deploy mechanisms, systems and processes to enable them to create effective and transparent legal operations to optimize their overall legal function. We do this through:

- Designing and implementing critical legal panel programs through data gathering and analysis, helping to draft RFP tender documents and selection criteria for clients to use and send to their potential and existing panel law firms
- Developing bespoke alternative fee arrangements
- Assessing and implementing legal technology solutions including matter management and electronic billing systems
- Organization and resource planning including onsite and offsite support, vendor management, and usage of alternative legal providers and staff attorneys
- Six Sigma process improvement and legal project management







## Technology and innovation:

# *Reimagine efficiency*

Legal departments are operating in an increasingly complex legal marketplace in which they have to continually look for ways to improve efficiencies, while driving positive results for the bottom line of the business. The message conveyed to us from our client listening meetings is that it is essential that legal departments analyze, review and enhance their legal service offering and delivery, while managing costs.

Technology and innovation are now frequently referred to as the “go-to” solutions for every challenge within in-house legal departments. The benefits of embracing technology and adopting more innovative approaches to working are numerous, but for this to be effective, it has to be as part of a well-thought-out strategy for the development of the entire business.

At Reed Smith, we believe that tangible results can only be achieved by understanding and defining our clients’ specific needs and challenges. Our Practice Innovation and Knowledge Management teams can help you map “the now,” in order to provide solutions for “the next.”

We can help our clients to:

- Define their legal team innovation or efficiency strategy
- Understand how client legal teams work at present and build a roadmap of the common team goals with or without the use of external legal counsel
- Analyze the team’s current data and technology infrastructure and tools
- Spot “pain” points to help identify technology and innovative solutions
- Develop a technology strategy and implementation plan to help transform the legal team’s processes

Whether hosting an interactive workshop in our state-of-the art Innovation Hubs or attending our clients’ offices, our team of legal technology and innovation experts work with our clients’ legal, business and leadership teams to help them design new processes or systems or to help devise a “people, process and technology” roadmap following participation at an interactive workshop.



## Knowledge Management Practice Innovation

Dedicated team of lawyers, process engineers and technologists, that develops innovative and bespoke solutions for our clients

## GravityStack

Reed Smith's newly created subsidiary that offers tech counselling and incubates and provides legal technology licensing

## Reed Smith Global Solutions

A market-leading offering designed to provide more creative and efficient ways to serve our clients



## American Lawyer Industry Awards 2018



Reed Smith has been shortlisted for:

Legal Services Innovation

Best Use of Technology

Best Law Firm  
Business Team



## 2017 ACC Value Champion



Awarded to **Ricoh** for use of our tool **ouRSite** to manage cases internally and with **Reed Smith**

## Deal Performance Platform



NAMED

## BEST USE OF TECHNOLOGY

AT THE  
2016 BRITISH LEGAL AWARDS

WINNER OF THE

## 2018 DIGITAL EDGE 50

AWARD

## Highly Commended for Business Development Innovation

2018 Legal Week Innovation Awards

## TOP 5 'MOST INNOVATIVE LAW FIRMS'

2019 BTI Top 10 Most  
Innovative Law Firms





# The Reed Smith Transformational Program Team

Our Transformational Program team are professionals in their respective areas and would welcome the opportunity to meet with any clients who would like to consider using our exclusive transformation offering.



**Colleen Davies**

Senior Counsel  
+1 415 659 4769  
cdavies@reedsmith.com



**Suzanne Hawkins**

Global Director of Client Value  
+1 212 549 463  
shawkins@reedsmith.com



**Alicia Millar**

Director of L&D EMEA  
+44 (0)20 3116 2693  
amillar@reedsmith.com



**Roger Parker**

Senior Counsel  
+44 (0)20 3116 3512  
rparker@reedsmith.com



**Dave Pulice**

Practice Innovation Director  
+1 412 288 7978  
dpulice@reedsmith.com



**Deven Vyas**

Client Development Director  
+44 (0)20 3116 2553  
dvyas@reedsmith.com

To find out more about our exclusive program and how we can add value to your business and teams, please contact the Transformational Program team by emailing **RStransformationalteam@reedsmith.com** and a member of the team will revert to you.

Reed Smith LLP is associated with Reed Smith LLP of Delaware, USA and the offices listed below are offices of either Reed Smith LLP or Reed Smith LLP of Delaware, USA, with exception of Hong Kong, which trades as Reed Smith Richards Butler.

All rights reserved.

Phone: +44 (0)20 3116 3000

Fax: +44 (0)20 3116 3999

DX 1066 City/DX18 London

ABU DHABI  
ATHENS  
AUSTIN  
BEIJING  
CENTURY CITY  
CHICAGO  
DALLAS  
DUBAI  
FRANKFURT  
HONG KONG  
HOUSTON  
KAZAKHSTAN  
LONDON  
LOS ANGELES  
MIAMI  
MUNICH  
NEW YORK  
PARIS  
PHILADELPHIA  
PITTSBURGH  
PRINCETON  
RICHMOND  
SAN FRANCISCO  
SHANGHAI  
SILICON VALLEY  
SINGAPORE  
TYSONS  
WASHINGTON, D.C.  
WILMINGTON