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Module 3B

Design Thinking

SCGLEGAL®
A WORLDWIDE NETWORK OF LEADING LAW FIRMS

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THE NPI MODULES

- INTRODUCTIONS & BUILDING A STRONG FOUNDATION
- PRACTICE MANAGEMENT & PROCESS IMPROVEMENT
- LEADERSHIP & COMMUNICATION
- PLANNING FOR SUCCESS

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Innovation is crucial for the legal industry

Future Ready Lawyer surveys from Wolters Kluwer shows trends for legal professionals

Technology is a driving force	**Coping with an increased volume and complexity of information**
Emphasis on improved efficiency and productivity	**Clients' expectations have changed**

Today's Program

- Introduction to Design Thinking
- How is it used in the legal industry?
- Combining PI, PM and DT for the win-win

Today's Program

LEARN
Legal Design Thinking (DT)

CHALLENGE YOUR THINKING
Designer's Mindset
Collaboration
Technology + Innovation

EXPLORE
Integrate DT, PI, and PM into your legal work right away to improve speed, quality, budget predictability, and experience

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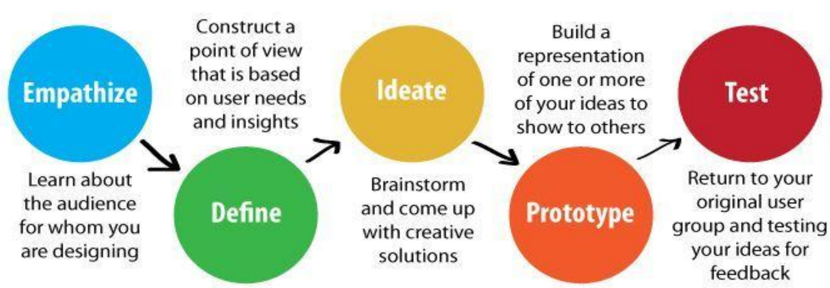
The Process of Design Thinking



http://www.kowork.net/wp-content/uploads/DesignThinking.jpg

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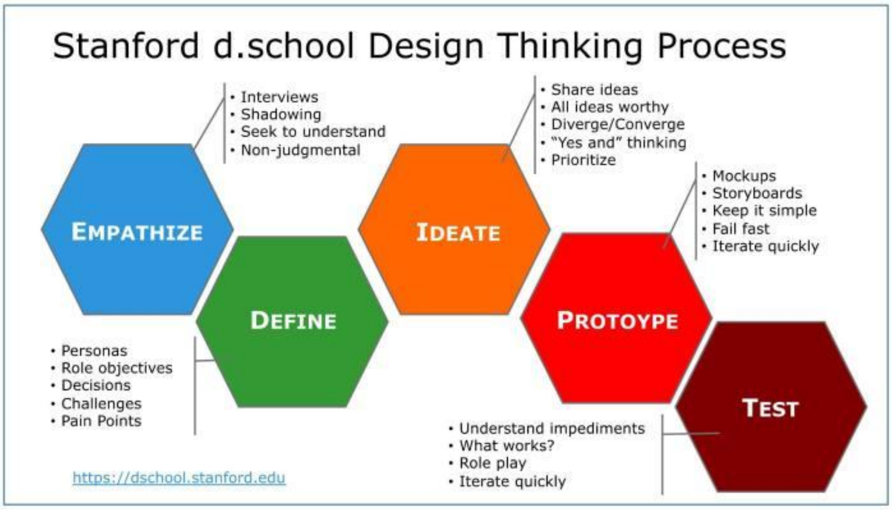
Stanford's Design Thinking



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The Basics

User-Centric

↓

How do we provide products or services that focus on our clients as humans?

↓

With no preconceived assumptions about the user

Solution Based

↓

Opposite of problem-based thinking, which tends to fixate on obstacles and limitations

↓

Not solely based on emotion must consider technological feasibility and business goals

Iterative

Build your way forward

Creative

Let go of rigid patterns

Collaborative

Multidisciplinary

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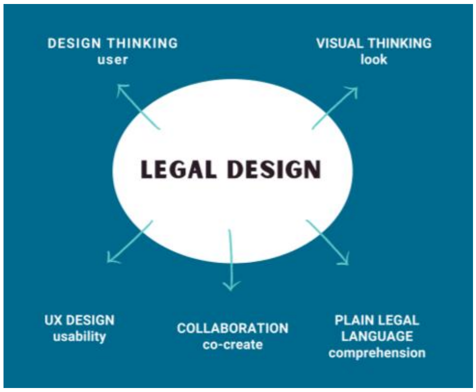
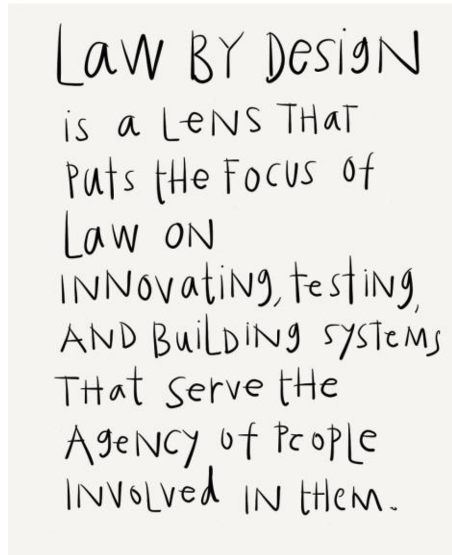
Focus of Legal Design: PEOPLE



DW Legal Design was introduced by Margaret Hagan (Executive Director, Legal Design Lab, Stanford Institute of Design (d.school)).



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LD challenges nearly everything we've learned…

Strong emphasis on brainstorming, collaboration, prototyping, and developing solutions.

Requires lawyers to take a step back from complex legal jargon and processes that are difficult to understand for the users (clients, public, lawyers, students, society and its systems, institutions).

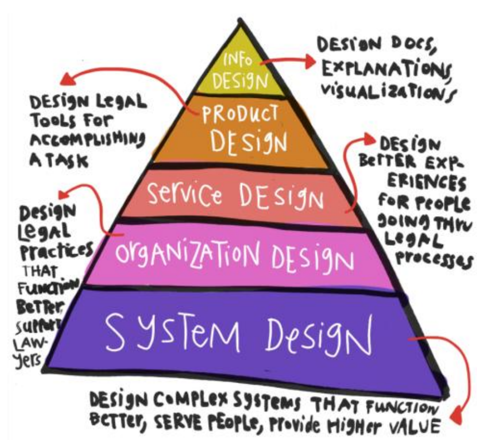

Image Source: Law by Design

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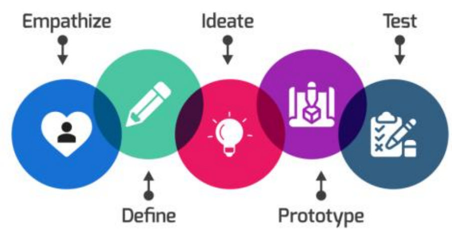
Why Choose Legal Design?

- A disciplined way to introduce creative solutions to the challenges we face in law
- Maintains a business focus as well as a human-centered one
- Ensures the product, information and/or service is compliant with the law while focusing on the user's needs and desires



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Poor Design is EVERYWHERE in LAW!

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Using DT to Improve Client Service

- First significant examples of DT being applied to the commercial legal sector: lawyers at the Australian telco company Telstra used design-thinking to improve their service to the business
- Since 2020, many big law firms now employ legal designers on staff.
- Some, such as Linklaters, offer design-thinking training to all their lawyers to encourage more client-centric mindsets.
- Others including Australia-based Gilbert & Tobin, which advises Telstra, have embedded the methodology in everything they do. “It is so standard for us now,” says Caryn Sandler, the firm’s innovation chief, “that we don’t even label it.”

https://www.ft.com/content/25480beb-0e15-41e9-b2f4-1fa84302308c

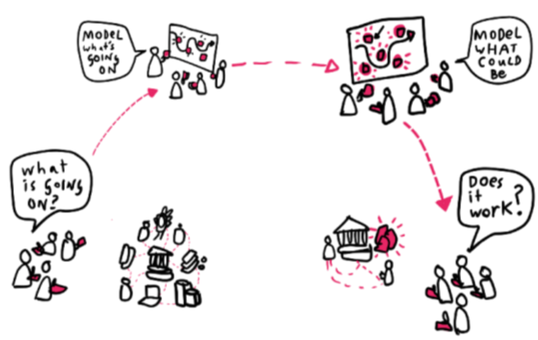
Legal Design Mapping

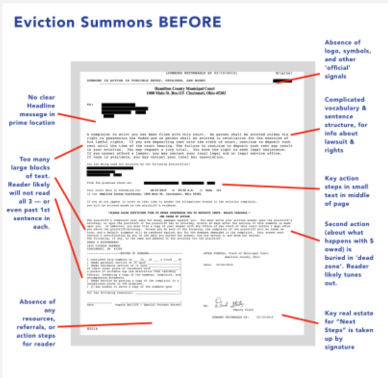
“We map out the current status-quo, and note where there are interactions, where there are failures, where there are opportunities.

By documenting “what-is” — all the people, props, interactions, and rules — we can spot better “what-could-be.”

-Margaret Hagan

A Service Design Approach to the Legal System





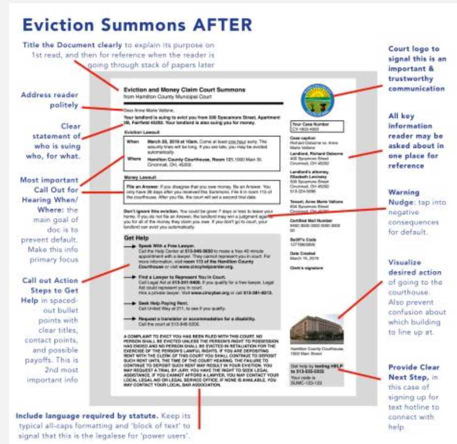


Image Source: Legal Tech Design
Margaret Hagan, Legal Design Lab

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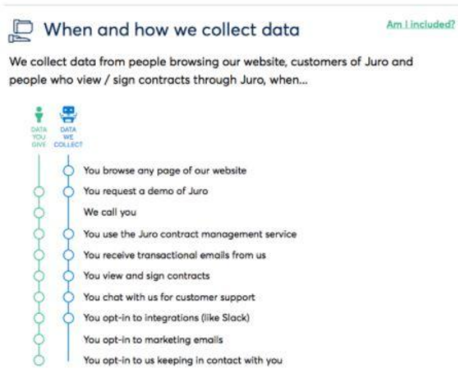
NEW Document | **OLD Document**



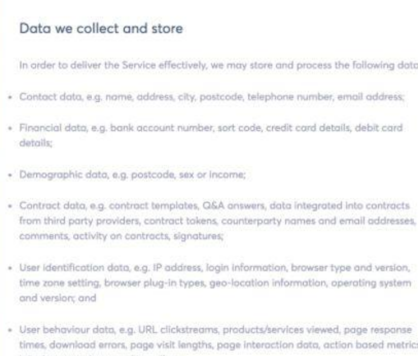


Image Source: Legal Geek – WTF?

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Image Source: Juro

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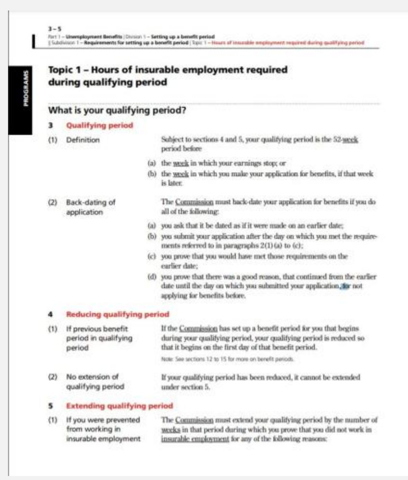
Before

After



New Layout for Legislation in Canada

"As part of ongoing efforts to improve access to justice for Canadians, the print and PDF versions of federal legislation have been given a new appearance effective January 2016. The new layout does not change the wording or meaning of the legislation, but does make it more user-friendly and easier to read."

Government of Canada Justice Laws Website https://laws-lois.justice.gc.ca/

Image Source: https://davidberman.com/

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Bankwest (Australia)

Visual Terms and Conditions

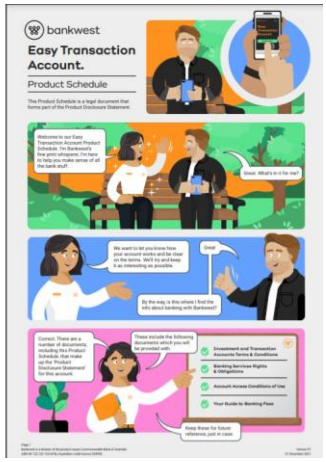
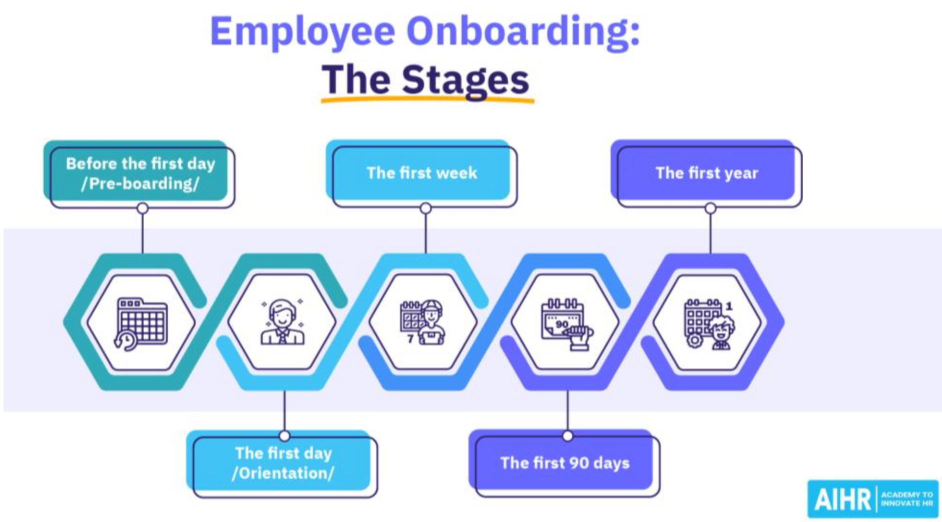


Image Source: Bankwest (Australia)

FAI ARBITRATION FLOW CHART: The Finland Arbitration Institute (FAI), together with Dottir Attorneys (parent of Dot. Legal Design) and design agency Hellon used legal design to design and develop a solution to the challenge the FAI had encountered: how to reach their customers with information on arbitration that is easy to understand and practical.



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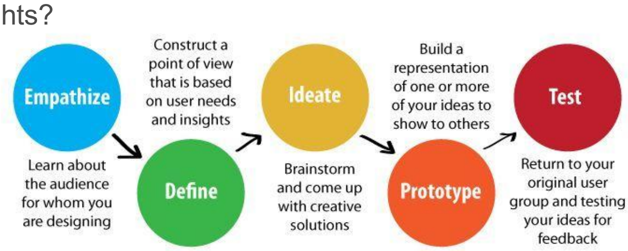
Try it!

1. In your breakout room, your team will focus on the EMPLOYEE ONBOARDING process.
2. Identify at least 3 "audiences" for whom we could design a better process.
3. Select one "audience."
4. Discuss: How can we construct a point of view based on their needs and insights?
5. Review the high-level steps of the journey your "audience" takes when going through the process.
6. Isolate one major pain point.
7. Brainstorm ideas for addressing that pain point.



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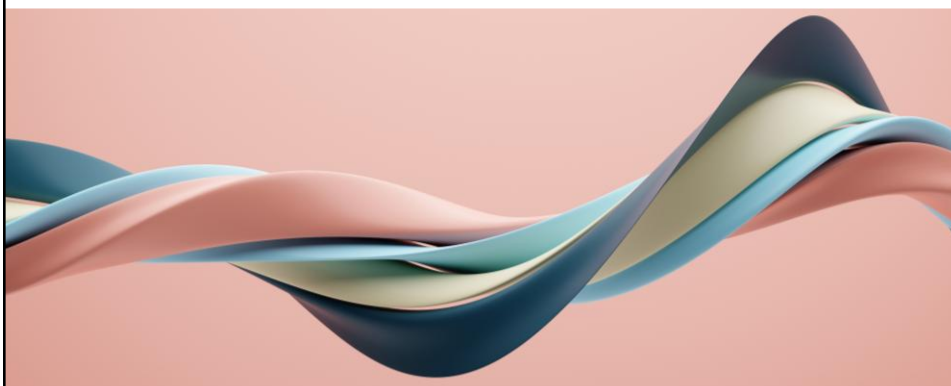
Integrating PI, PM, & DT



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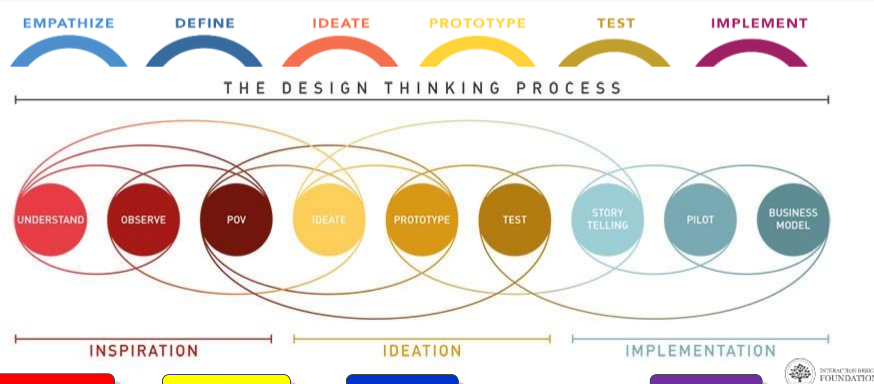

Define
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Improve
Verify
Communications
Propose
Analyze
Design
Control
Sustain
Select
Marketing
Prioritize

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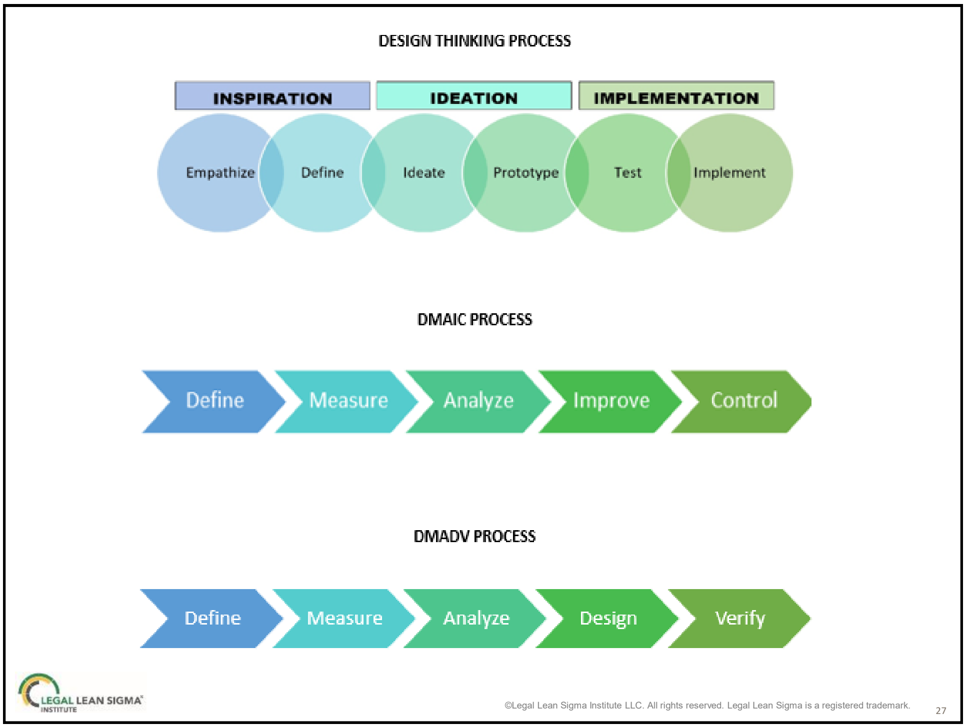
DESIGN THINKING PROCESS
INSPIRATION
IDEATION
IMPLEMENTATION
Empathize
Define
Ideate
Prototype
Test
Implement
DMAIC PROCESS
Define
Measure
Analyze
Improve
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Define
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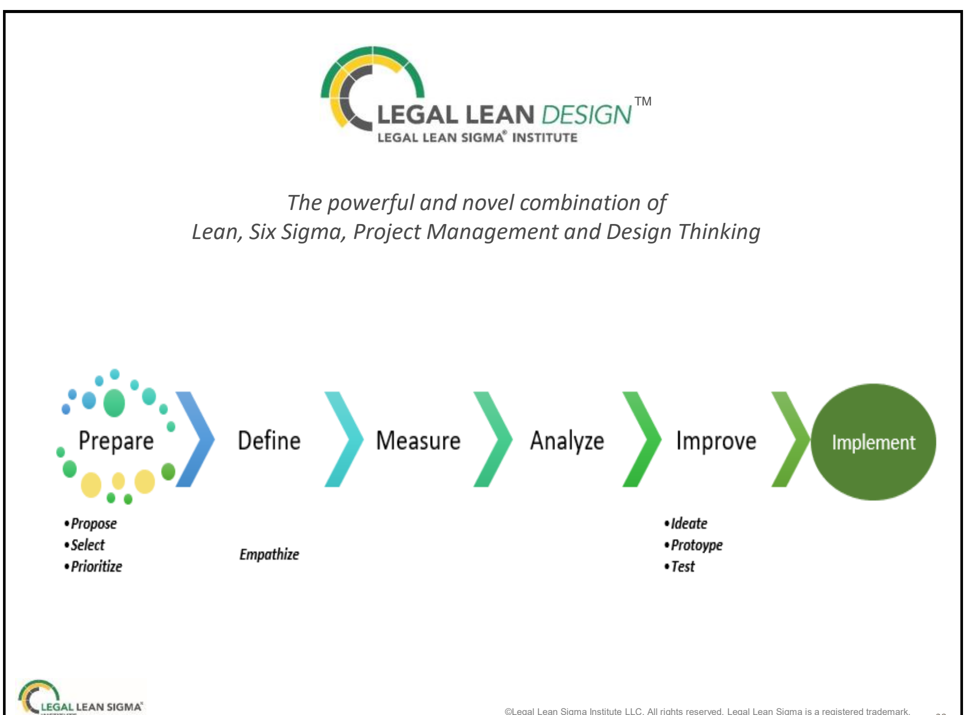
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Prepare
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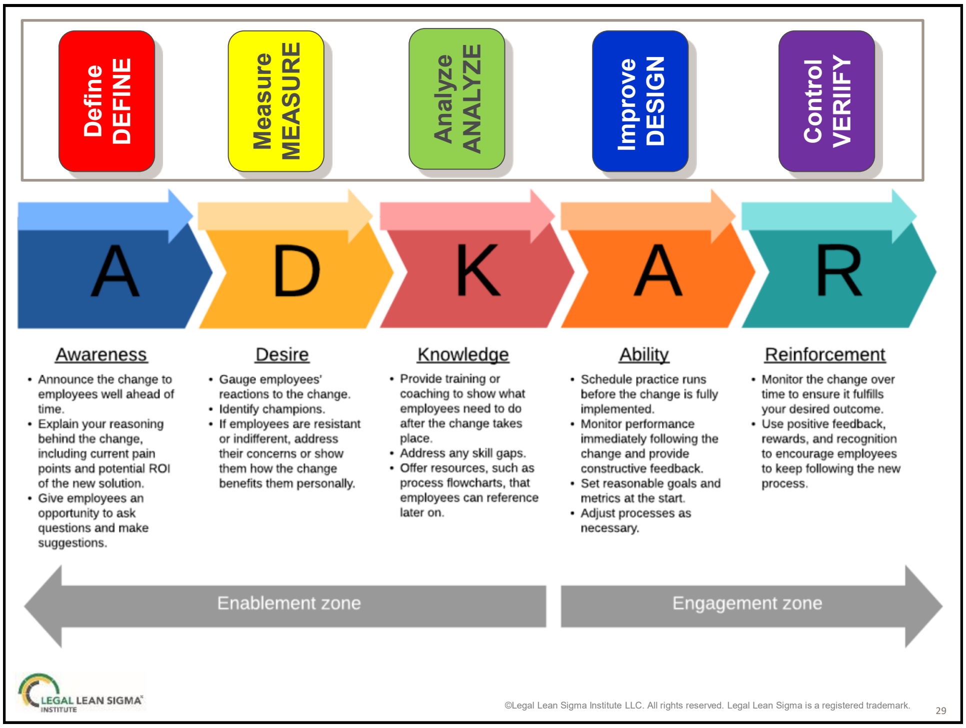
Define
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Awareness
• Announce the change to employees well ahead of time.
• Explain your reasoning behind the change, including current pain points and potential ROI of the new solution.
• Give employees an opportunity to ask questions and make suggestions.
Desire
• Gauge employees' reactions to the change.
• Identify champions.
• If employees are resistant or indifferent, address their concerns or show them how the change benefits them personally.
Knowledge
• Provide training or coaching to show what employees need to do after the change takes place.
• Address any skill gaps.
• Offer resources, such as process flowcharts, that employees can reference later on.
Ability
• Schedule practice runs before the change is fully implemented.
• Monitor performance immediately following the change and provide constructive feedback.
• Set reasonable goals and metrics at the start.
• Adjust processes as necessary.
Reinforcement
• Monitor the change over time to ensure it fulfills your desired outcome.
• Use positive feedback, rewards, and recognition to encourage employees to keep following the new process.
Enablement zone
Engagement zone
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There are many opportunities to improve the way work is done and delivered, as well as managed and priced.
DT, PI & PM allows organizations to differentiate themselves in a crowded marketplace and deliver greater value to both themselves and their clients.
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Legal Lean Sigma® Yellow Belt Certification Course

Start Date: June 22, 2026

Design Thinking for Law

Start Date: August 4, 2026

Behavioral Economics Certificate

Start Date: September 28, 2026

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