Today’s forward-thinking, high performing firms and legal departments are using innovation to drive business success and elevate market share. The days of dusty old law firms are long gone.

In this two-day program, participants will discover how to implement innovation in their organization’s legal environment. Through case studies and interactive exercises, Vanderbilt’s top law and business professors will teach a framework for how to identify opportunities for innovation, the hurdles to overcome.

Participants will learn:
- Proven methods for pumping new ideas into the workplace
- How to strike down barriers to innovation, which are implicit in the legal environment
- Best practices for making innovation an innate part of company culture

Bottom line value for firms and organizations:
- Innovative firms have a competitive edge in attracting new talent
- Innovation is a proven way to drive success in business. Law firms are no exception.
- Firms that implement innovation get more attention and are more likely to be ranked higher.

Your Instructors

David Owens, PhD
Professor for the Practice of Management and Innovation
Associate Professor of Operations Management

David Owens’ research has been featured in the New York Times, the Wall Street Journal, the London Guardian, and NPR’s “Marketplace.” His work in the area of business strategy, innovation process, and product development has included engagements with NASA, LEGO, and Bristol-Myers Squibb. He has also performed product design consulting work for a variety of firms including Daimler Benz, Apple Computer, and Coleman Camping. Most recently, while on leave from Vanderbilt University, Owens served as CEO of Griffin Technology Inc., the largest consumer electronics firm in the MP3/iPod accessory market space.

Larry Bridgesmith, J.D.
Adjunct Professor, Vanderbilt School of Law,
Coordinator Program on Law & Innovation
CEO, LegalAlignment LLC

Larry has practiced law for over 30 years, and has held leadership roles in regional and midsize law firms throughout his career. He applies his career experience to consulting engagements with law firms and in-house legal departments seeking to adapt to the rapid pace of change in the delivery of legal services. As a member of Vanderbilt Law School’s adjunct faculty, he teaches Legal Project Management and coordinates the Program on Law & Innovation. His work with businesses include Credit Suisse, CVS, Bridgestone and UPS.

Innovation in Law is a joint program offered in partnership with the Vanderbilt Law School.
Who Should Attend

- Law firm and legal department leaders challenged by market changes
- Legal professionals charged with leadership in a dynamic era
- Operations counsel responsible for managing change in the legal department
- Practice group leaders who wish to seize the initiative and embrace innovation
- Lawyers who aspire to leadership in the face of disruptive market forces

“Larry is a lively and engaging instructor, knowledgeable and passionate about his subject matter.”

“Professor Owens provides great teaching on how to be innovative in all areas of business and how to apply those ideas in a time efficient matter.”

Cost

$2,150
Cost includes tuition, instructional materials, continental breakfast and lunch (all days).

Innovation in Law – Sample Schedule*

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<td><strong>AM</strong></td>
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<tr>
<td>• Introduction: Context &amp; Definition of Innovation</td>
<td>• Innovation in Action: IDEO Case Study</td>
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<tr>
<td>• Creative Process: Role of the Individual</td>
<td>• Innovation in Action: Seyfarth Shaw</td>
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<td>• Creative Process: Group Dynamics</td>
<td>• Innovation Strategy: Your Project</td>
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<td>• Change in Legal Organizations</td>
<td>• Exercise: Innovation Design Brief</td>
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<td><strong>PM</strong></td>
<td><strong>PM</strong></td>
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<tr>
<td>• Effects of Innovation on Legal Industry</td>
<td>• Exercise: Apply Innovation</td>
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<tr>
<td>• Tradition, Risk and Societal Change</td>
<td>• Discussion and Debrief</td>
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<tr>
<td>• Brainstorming Exercise</td>
<td>• Next Steps for Implementation</td>
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*Program content and faculty subject to change; check website for details.

Classes typically run from 8:00 a.m. to 4:30 p.m. (Central). Breaks are scheduled in a.m., p.m. and for lunch. Schedule is subject to change.

Conveniently located near downtown Nashville, Vanderbilt Owen Graduate School of Management is ranked as a top institution by BusinessWeek, The Economist, U.S. News & World Report, Financial Times and Forbes.

Vanderbilt Executive Education offers proven and practical programs to help individuals and organizations refresh, engage and strengthen management expertise.

Vanderbilt Law School stands out for its path-breaking approaches to preparing lawyers for the 21st century, and is consistently ranked among the top 20 law schools in the nation in U.S. News & World Report.

Located on the Vanderbilt University campus in Nashville, Tennessee, the Vanderbilt Law School combines the advantages of a rigorous legal curriculum delivered by top-tier faculty, a small, carefully selected student body, and a stimulating and diverse university community.