



Morgan Lewis

BIGGEST CHALLENGE
PEOPLE, PROCESS & TECHNOLOGY

Cowen Cafe - Law Department of the Future

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Define The Problem (or Challenge)

Applies to People, Process & Technology



Cognitive Fixedness

A state of mind in which you consciously or unconsciously assume that there is only one interpretation or approach to a situation. It can prevent people from generating original and insightful ideas.



Status Quo Bias

Users tend to be biased against change, even when it has a clear benefit.



Failure to Address Pain Points and Latent Needs

Explicit Pain Points = issues users can easily express

Latent Needs = needs users have difficulty expressing and may not even be aware they are experiencing

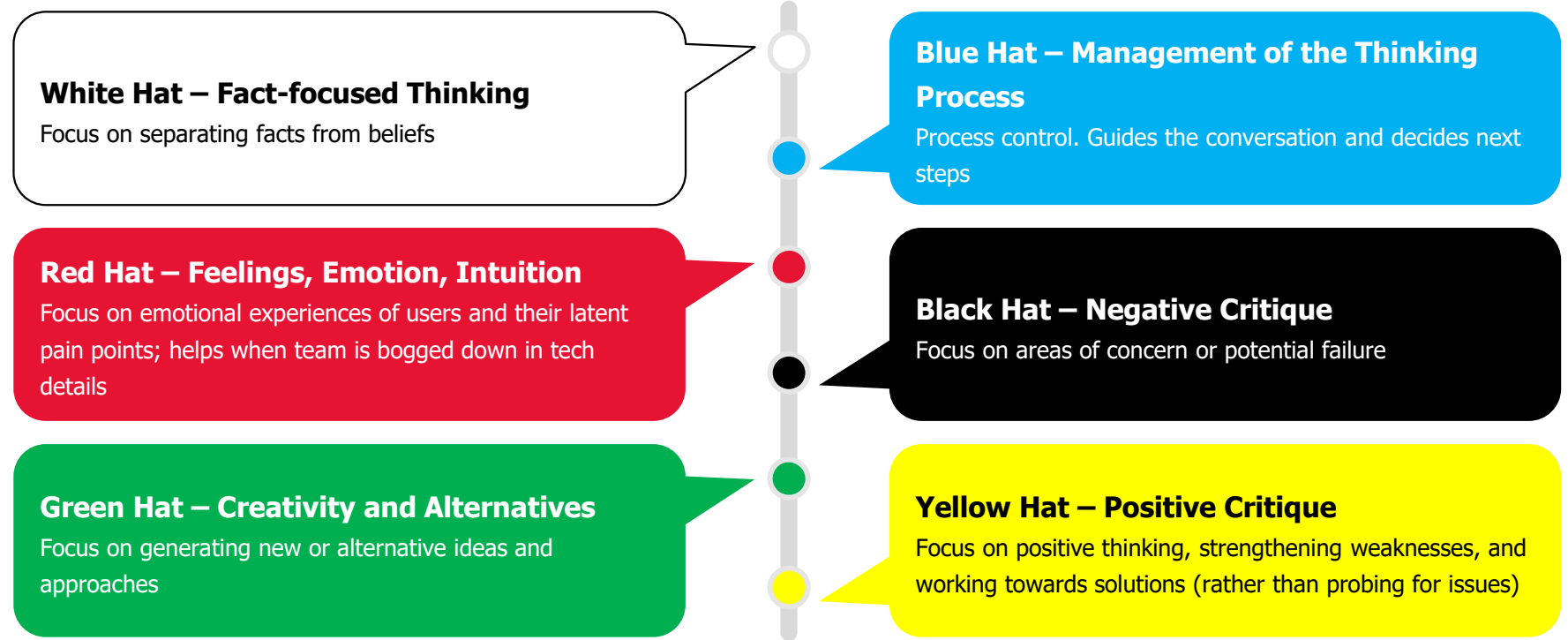


Curse of Knowledge

The idea that once we know something, it is extremely difficult to "unknow" it.

Challenges & Solutions

Six Thinking Hats – Diversity of Team and View (created by Edward de Bono)



Addressing Status Quo Bias

Tension between value of innovation v how much behavior change is required

Low ROI

Low Value, High Change
Difficult to convince users to overcome their skepticism

Quick Wins

Low Value, Low Change
Innovations that require little behavior change, allows you to focus on value they provide

High ROI

High Value, Low Change
Similar to Quick Wins, can focus on innovation's exceptional functional and emotional benefits

Strategic

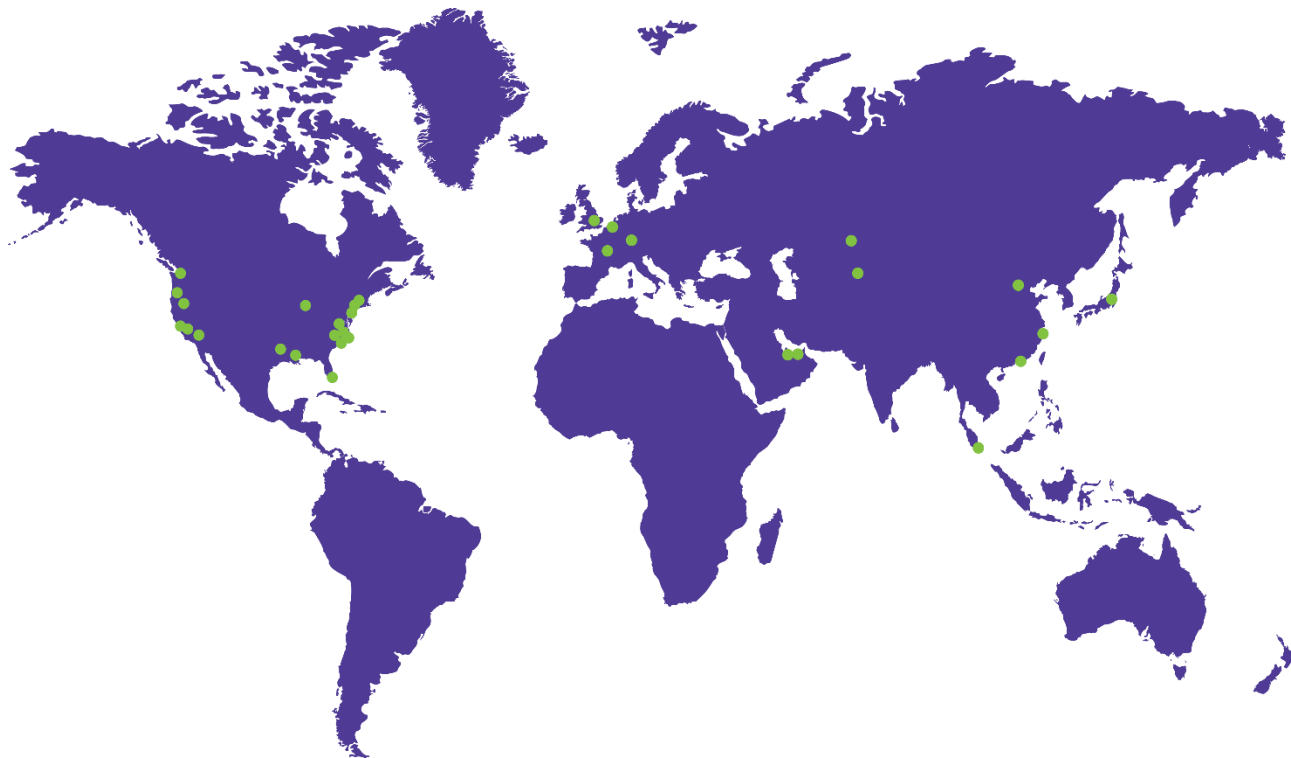
High Value, High Change
Innovations that require a careful communication strategy; one that minimizes costs and maximizes perceived value

Our Global Reach

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Asia Pacific
Europe
Latin America
Middle East
North America

Our Locations

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Brussels
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Chicago
Dallas
Dubai
Frankfurt
Hartford
Hong Kong*
Houston
London
Los Angeles
Miami
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