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Consejo Privado de Competitividad

# Innovation in the Legal Profession

More dots, better dots, connect the dots



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Who I am



## Ben Sywulka, MBA, MFin

- Director of Innovation of Guatemala's Consejo Privado de Competitividad
- Innovation and Management Consulting Professor at Hult International Business School
- Innovation Consultant with IXL Center, a leading Global Innovation Practice. Partners founded the Innovation Practice at Arthur D. Little and Monitor Group. Clients include GE, Johnson Controls, CIGNA, Natura, Bunge, Verizon.
- Worked in Silicon Valley



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Business Innovation

Let us consider this question...











# Why do companies need to innovate?

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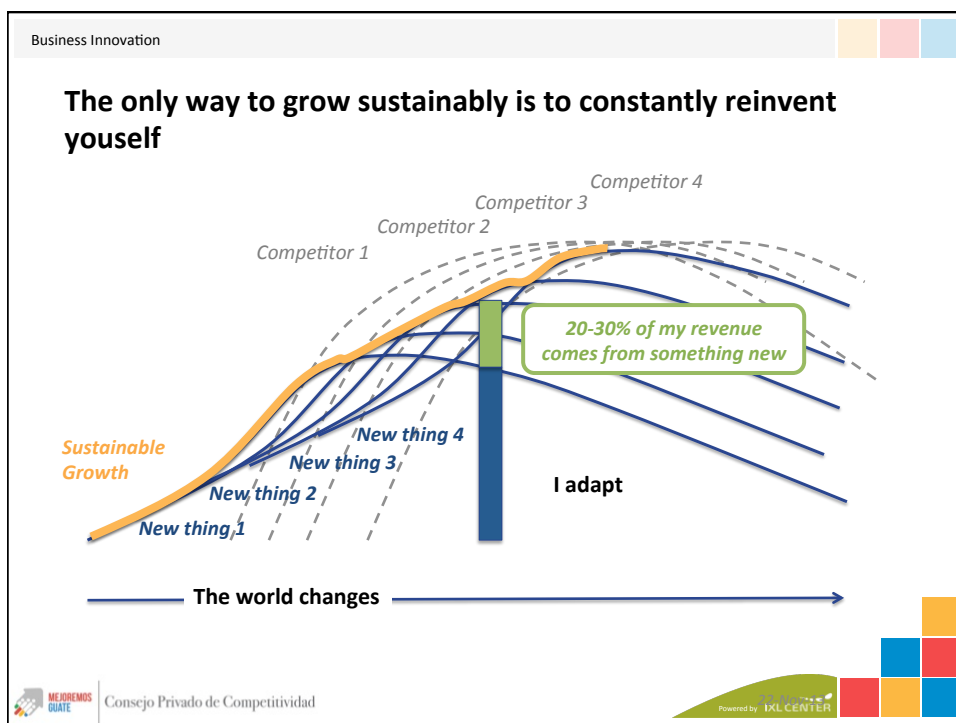
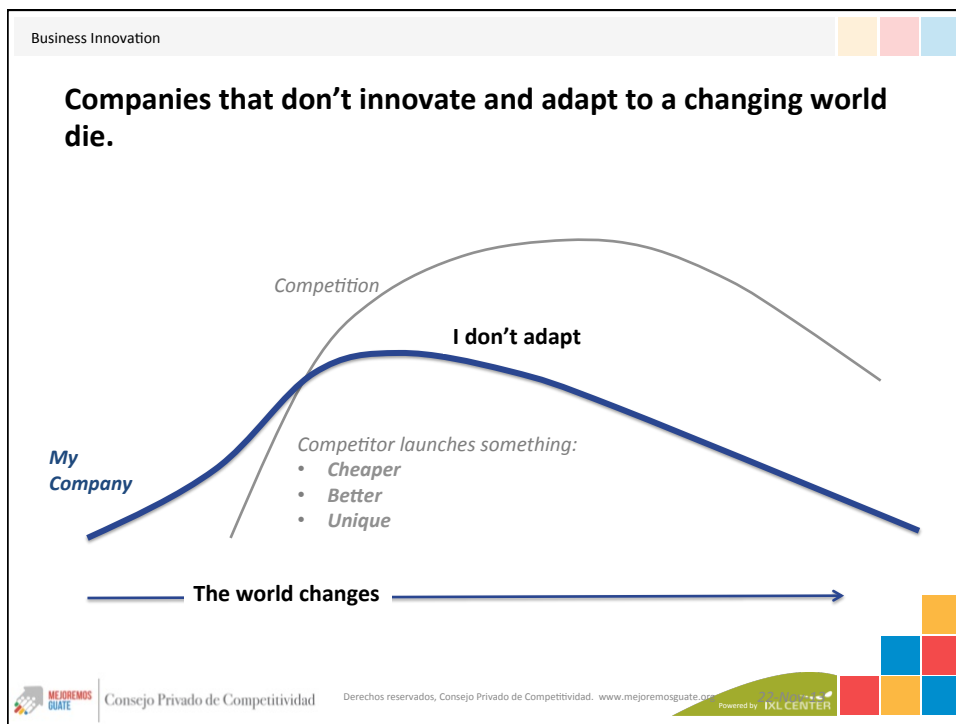
Business Innovation

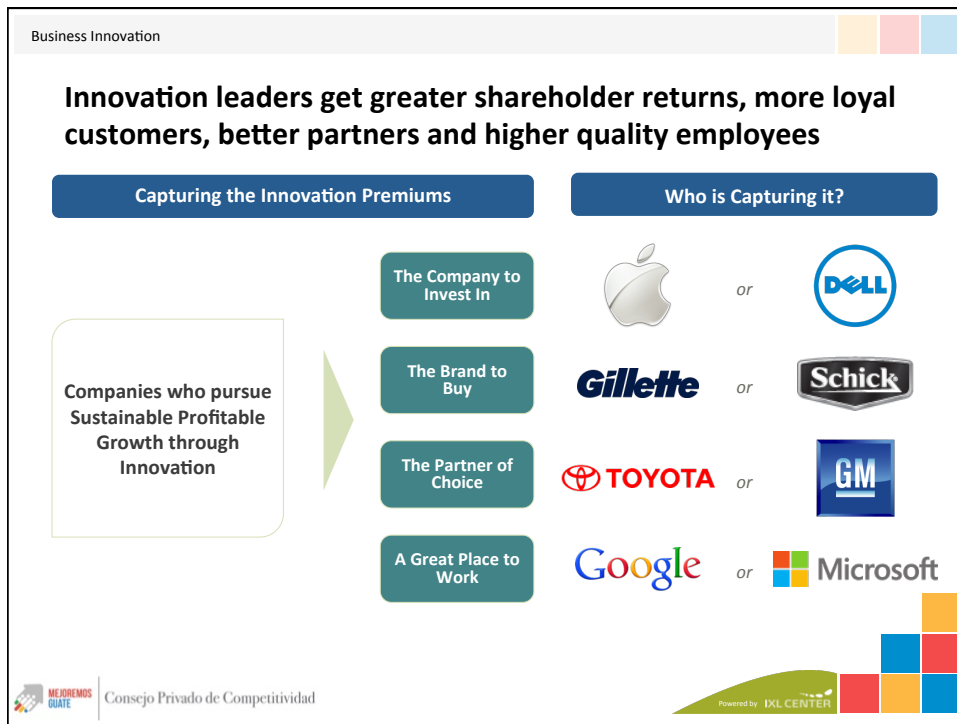
Great companies can still die if they don't continue to innovate

	1980s	1990s	2000	2010+
B2C				
B2B				

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## Innovation as a management discipline is in its early stages



## A lot of books have been written on innovation



Business Innovation

## Innovation experts use different words to describe the same thing and often focus on different parts of innovation management



Becoming Clever	Picking Your Spot	Connecting Dots	Driving Projects	Getting Resources	Capturing Value
<ul style="list-style-type: none"> <li>• Trends</li> <li>• Intelligence</li> <li>• Ideas</li> <li>• Dots</li> <li>• Needs</li> <li>• Pain points</li> <li>• Insights</li> <li>• Creativity</li> <li>• ...</li> </ul>	<ul style="list-style-type: none"> <li>• Themes</li> <li>• Focus</li> <li>• Platforms</li> <li>• Strategy</li> <li>• Portfolios</li> <li>• Fields-of-Plays</li> <li>• ...</li> </ul>	<ul style="list-style-type: none"> <li>• Design Thinking</li> <li>• Connecting Dots</li> <li>• Beyond idea fragments</li> <li>• Value Proposition</li> <li>• Fuzzy Front-End</li> <li>• Robust Ideas</li> <li>• ...</li> </ul>	<ul style="list-style-type: none"> <li>• Decision rights</li> <li>• Resource Allocation</li> <li>• Stage-gate</li> <li>• Projects</li> <li>• Portfolio Management</li> <li>• Pipeline Management</li> <li>• .....</li> </ul>	<ul style="list-style-type: none"> <li>• Partnerships</li> <li>• Networks</li> <li>• Open Innovation</li> <li>• Crowd Sourcing</li> <li>• In-licensing</li> <li>• Culture</li> <li>• ...</li> </ul>	<ul style="list-style-type: none"> <li>• Launch &amp; Rollout</li> <li>• Venturing</li> <li>• Out-Licensing</li> <li>• Carving-out</li> <li>• ...</li> </ul>

**Having the Right Culture**

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Business Innovation

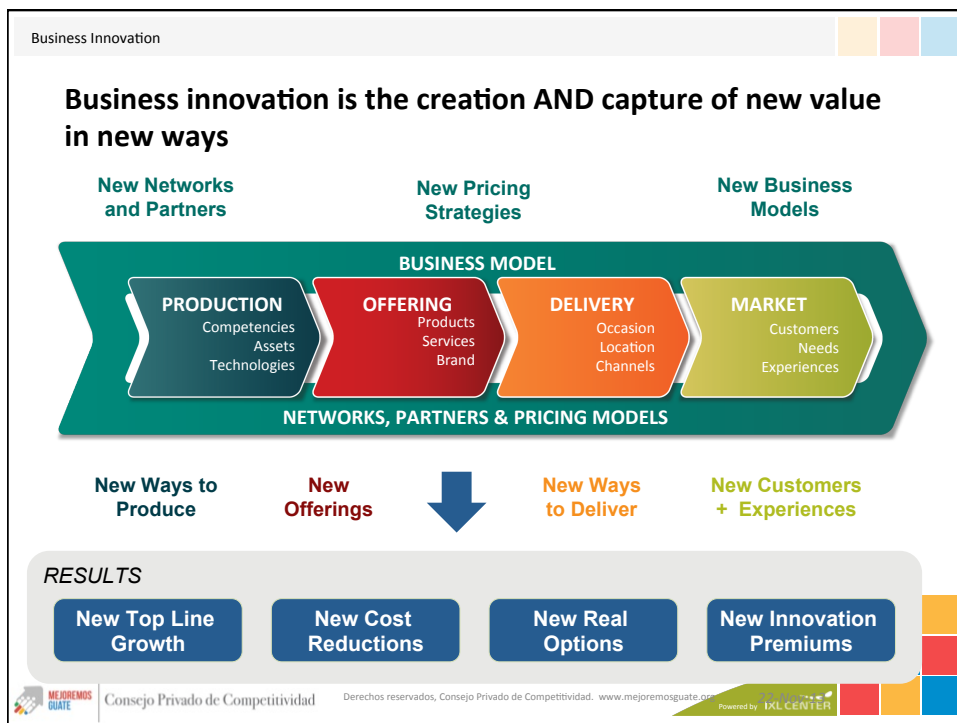
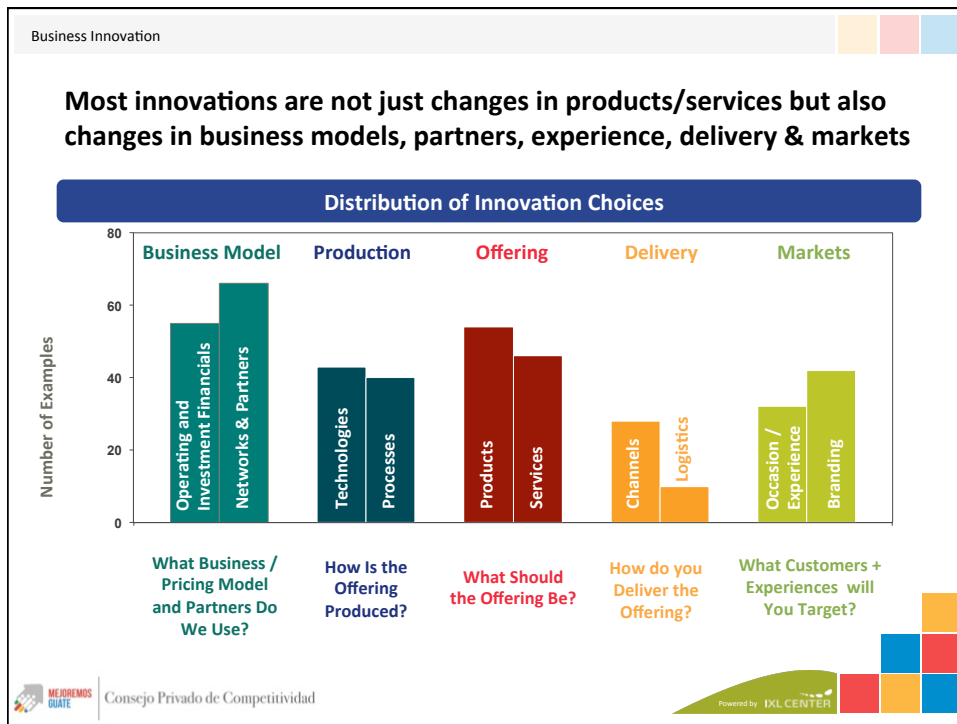
## We have completed broad studies of innovations across industries and geographies to develop our definition of innovation

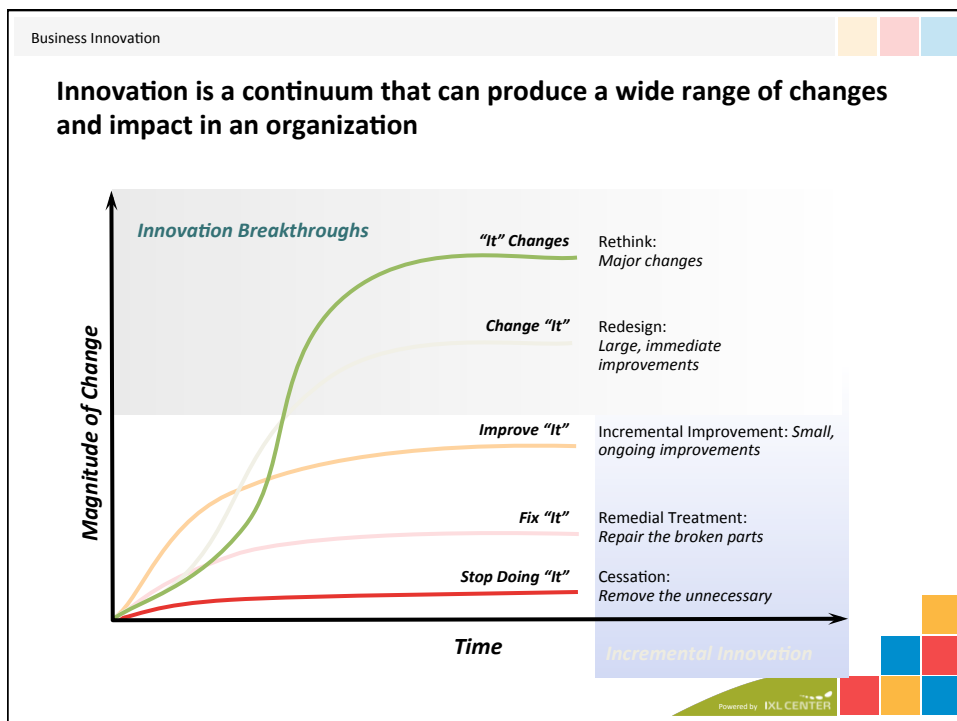
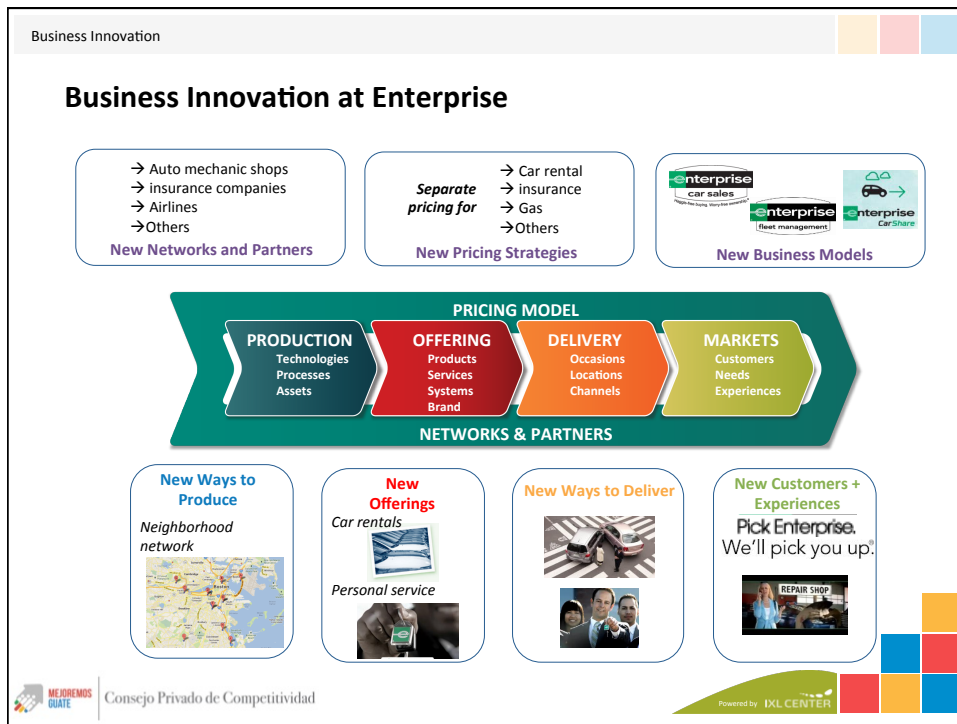
**Examples**

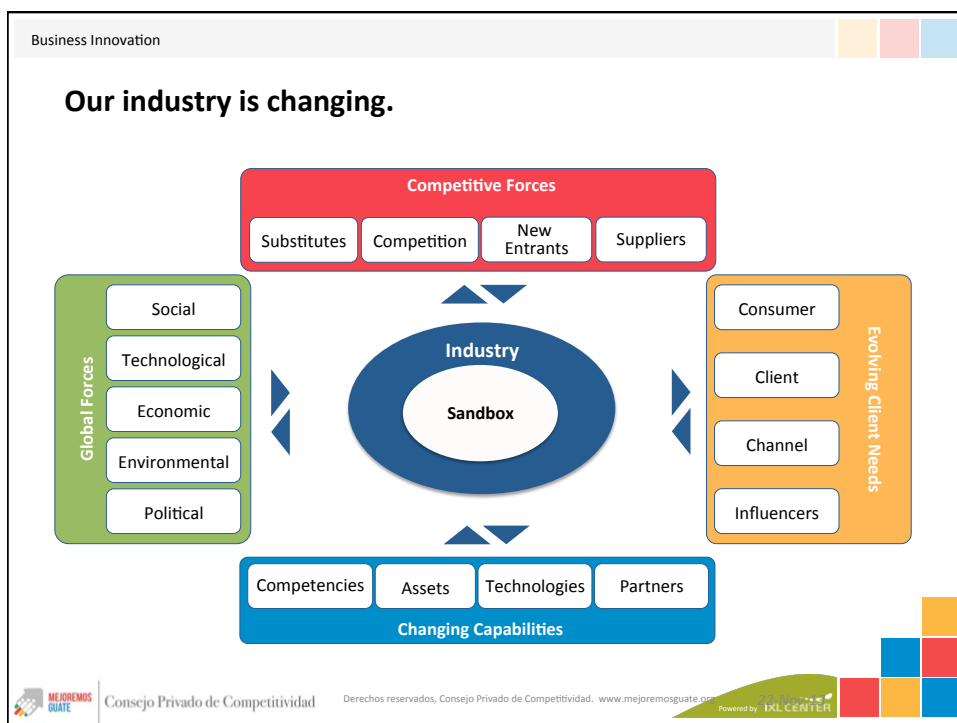
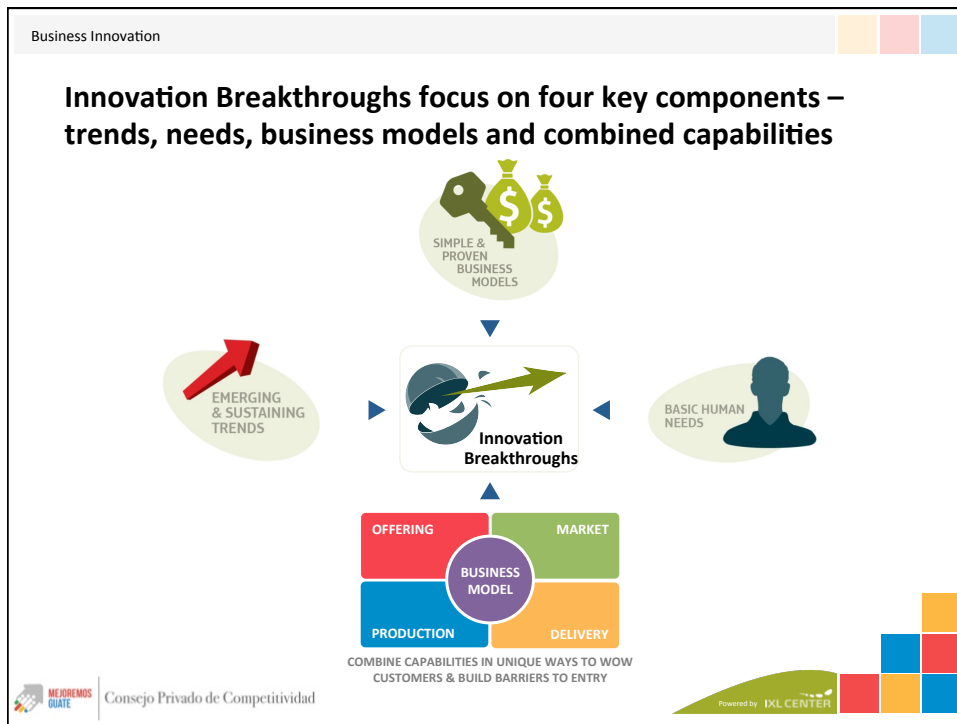


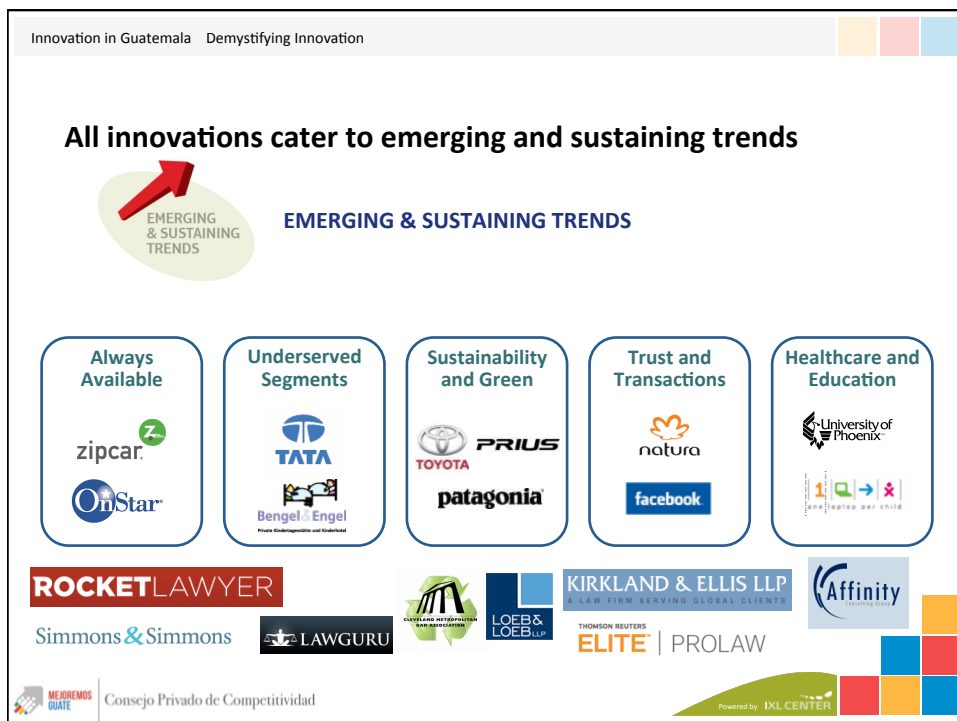
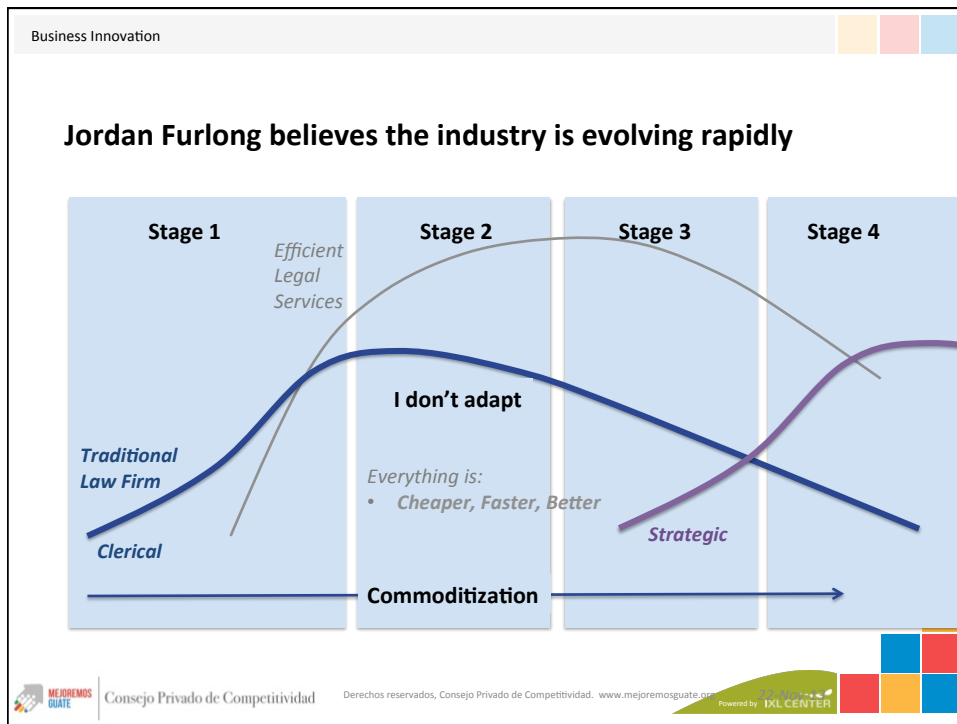
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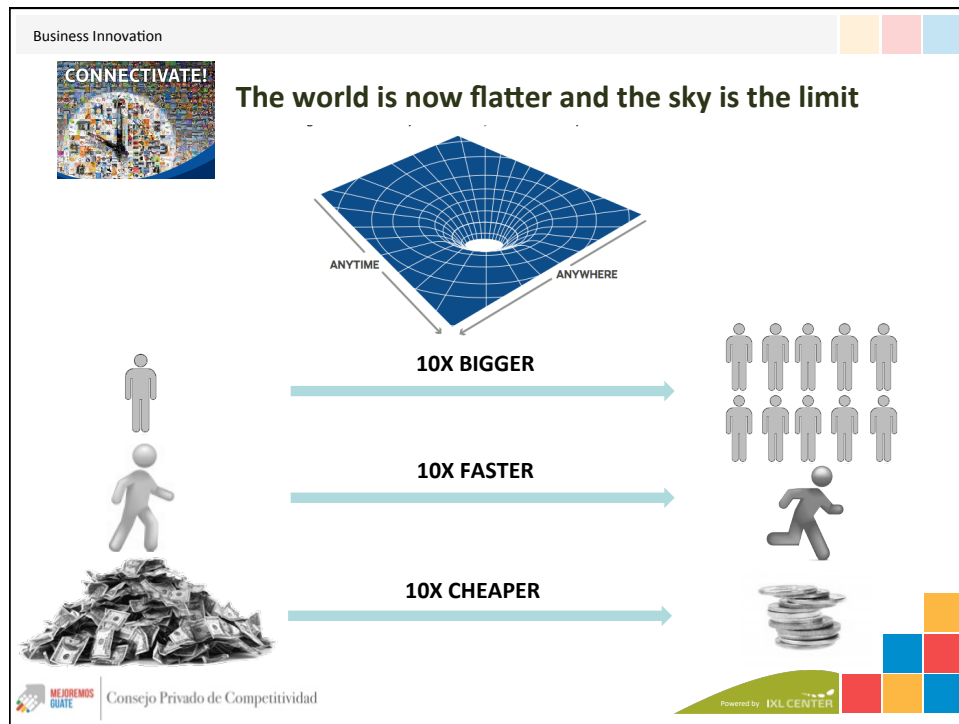
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6 hrs 13 mins ago [f](#) [t](#) [g+](#) [55](#)

**1 Answer** I live in Savannah, Ga. My boyfriend is currently in jail here, for accusations of a convicted...  
8 hrs 57 mins ago [f](#) [t](#) [g+](#) [55](#)

**1 Answer** One of the outlets in our apartment caught fire, luckily we were not home, and it happened...  
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Kirkland has been entering into legal risk-sharing arrangements with clients for more than 20 years and has invested hundreds of millions of dollars in hundreds of our client's matters. These arrangements are designed to accommodate clients who are interested in a fee structure other than standard hourly billing. In return for investing some or all of our fees in the client's matter, or for taking on unusual fee or collection risk, we earn an agreed upon fee based on a set of specified criteria. In these arrangements, we share in both legal fee and outcome risk. Such arrangements, internally called special fee arrangements or SFAs, are maintained in strict confidence.

*What are Alternative Fee Arrangements?*

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*Why Do Clients Seek Alternative Fee Arrangements?*

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Trust and Transactions


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

Business Innovation



## All innovations serve a few basic human needs




 BASIC HUMAN NEEDS


BASIC HUMAN NEEDS


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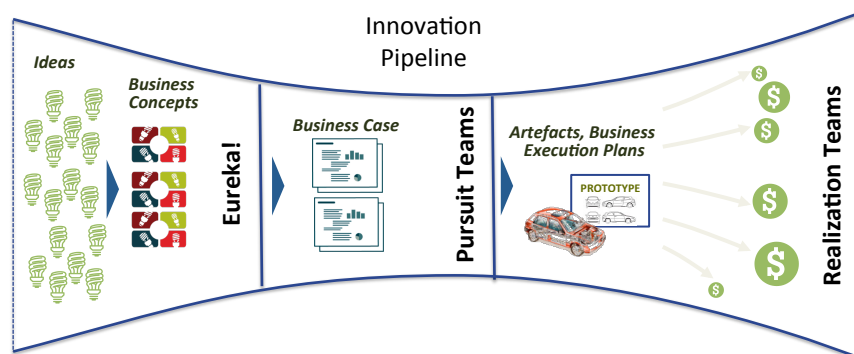
# How do you innovate?



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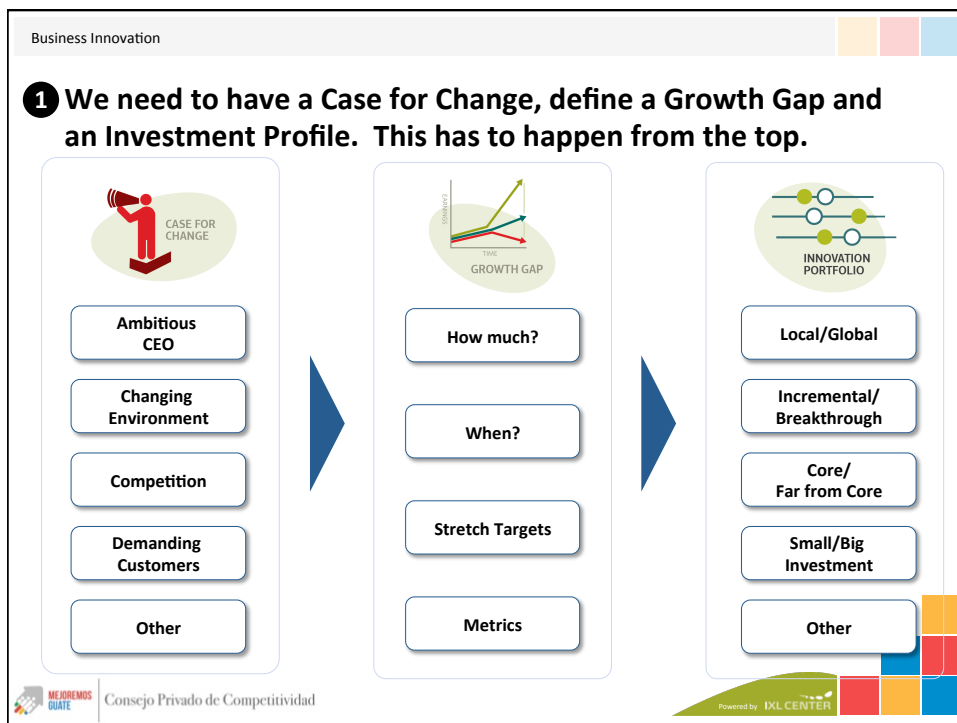
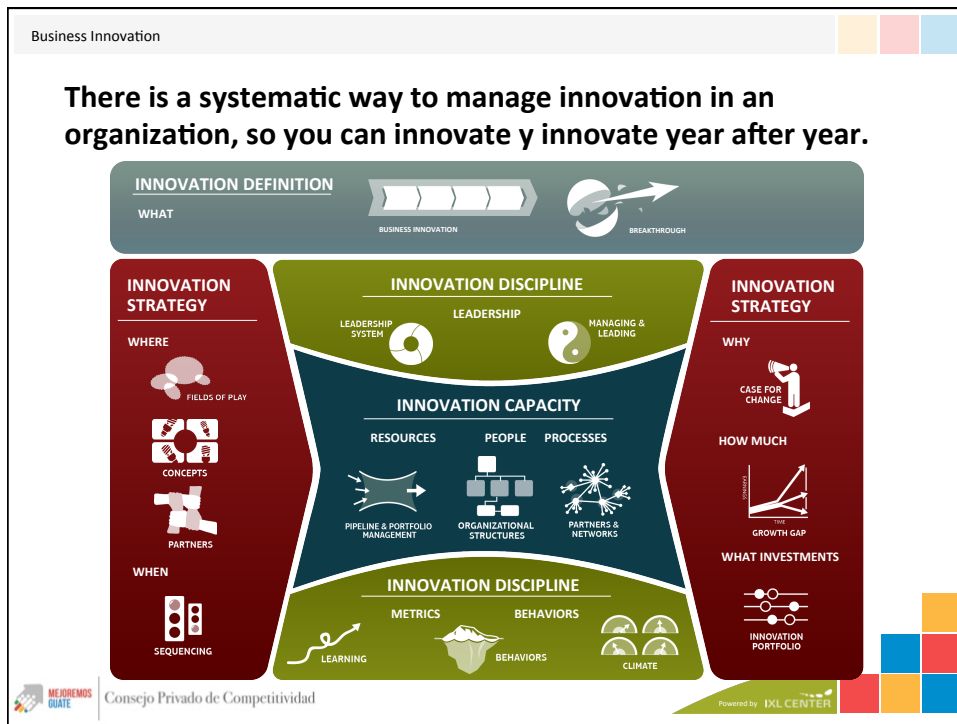


There is a systematic way to grow through breakthrough business innovation



Fuente de Metodología: IXL Center y Global Innovation Management Institute





Business Innovation

## 2 Understand where good ideas from from. Get more dots.

WHERE **GOOD**  
IDEAS COME  
FROM



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Business Innovation

## 2 Get better dots

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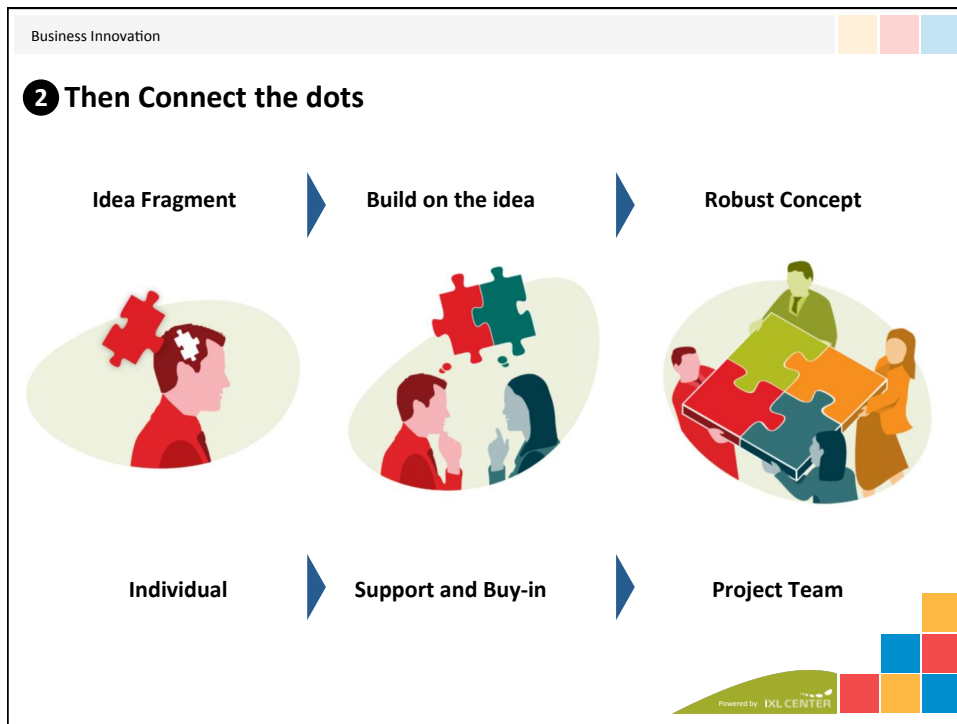
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#### 4 We need to embrace differences to source ideas and gain complementary capabilities

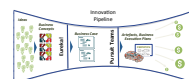


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### Summary

- 1 Innovation is creating and capturing value in new ways across the **whole value chain**
- 2 You should be looking for **breakthrough** business opportunities
- 3 There are **tools and processes** for managing innovation in your organization
- 4 There are tools and processes for taking **breakthrough ideas to market**



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Business Innovation

### Key take-aways to be more innovative

-  Create a **case for change** in your organization
-  Get **more** dots, **better** dots, and **connect** the dots
-  Create **time** and **space** to focus on what-if and what's next
-  Surround yourself with people are **different** than you

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