

CLI Legalpreneurs Lab Innovation Incubator Program 2021 (Asia, Australia and New Zealand) Frequently Asked Questions

Key dates:

- ✓ **Innovation Incubator information webinar at 1pm-2pm AEST on 31 May 2021 (Monday) – Register [here](#)**
- ✓ **Innovation Incubator Applications open on 31 May 2021 (Monday)**
- ✓ **Submission of online Application Forms (including uploaded documentation) close at 5pm AEST on 5 July 2021 (Monday). No extensions. Please use the Application Form [here](#).**
- ✓ **Email from LP Lab to successful Innovation Incubator applicants no later than 5pm AEST on 16 July (Friday).**
- ✓ **Email acceptance of Innovation Incubator place from applicants to LP Lab no later than 5pm AEST on 20 July (Tuesday).**

All email communications to: LPLab@collaw.edu.au please.

Where it all began...

In 2019, the [Centre for Legal Innovation \(CLI\)](#) at The College of Law held several mini sprints in Asia, Australia and New Zealand on the topic “Can we fix the law firm business model?” The mini sprints were designed by [Melissa Lyon](#) and part of her [CLI Distinguished Fellowship](#). Inspired by the resounding “yes” expressed by participants in these sprints, CLI launched its first Innovation Incubator Program in 2020.

Advancing a New Way to Solve the Wicked Legal Practice Problems – Innovation Incubator Program 2021!

The purpose of the Innovation Incubator Program 2021 is to support projects nominated by successful applicants that innovate legal practice in their law firms/legal departments/community legal centres/ALSPs in one of the **four areas** below:

1. **Client centred design** focusing on how user centred design can be applied to understand the client journey, minimising or removing client pain points, and enhancing client experience to the level that your clients become the best advocates for your legal services and products.
2. **Redefining value** focusing on how pricing can transform your firm and your relationship with your clients; new key predictive indicators, metrics and compensation models for timeless law firms in the 2020's.
3. **Building a digital strategy** focusing on developing the right tech stack for your clients, people and practice; knowing how, when and where to use data to support decision

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making in your practice; how your digital strategy connects to and integrates with your business strategy and performance goals; and leading and managing the change management process that links all of this together.

4. **Legal Workforce 2025** focusing on the future of legal work; the integration of digital and human labour; working differently and doing different work; the changing nature and incidence of internal communications; the use of technology in internal communication and collaboration; the needs and capabilities of a multidisciplinary workforce; and the consequent impact on talent recruitment, relearning/learning, retention and retrenchment.

Who can participate in the Innovation Incubator Program?

On 31 May 2021 at 1pm-2pm AEST, we will launch the Innovation Incubator Program 2021 via an information webinar and call for applications from law firms, legal departments, community legal centres and ALSPs located in Asia, Australia and New Zealand (more on the application process below). **Please note, the Innovation Incubator Program is for organisations and not individuals.**

The submission of the Application Form is a self-nomination by the law firm, legal department, community legal centre or ALSP. When completing the Form, you will be asked to provide a description of your project, a brief project plan, and confirm which of the **four areas** noted above it falls into. **This is YOUR project and something YOU most want to change or innovate.**

Because projects will be chosen BY the law firm, legal department, community legal centre or ALSP FOR their organisation, the projects in the Incubator will be both practical AND tailored to that organisation's needs.

We'll also ask each law firm/legal department/community legal centre/ALSPs to nominate a Project Leader. This person will be the main contact for the Incubator AND the ONLY person attending the monthly group coaching circles (more on this below).

Please note, we will give preference to law firms/legal departments/community legal centres/ALSPs who have individuals as members of CLI's [Legalpreneurs Lab](#). Membership of the Lab is free and there is still have time to apply [here](#).

How many law firms/legal departments/community legal centres/ALSPs can participate?

We will invite a maximum of 4 law firms/legal departments/community legal centres/ALSPs located in Asia, Australia and New Zealand to participant in each of the **four areas** in our Innovation Incubator Program 2021. This means in the 2021 cohort, we will work with a maximum of 16 firms/organisations and support 16 projects in total:

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Area	Number of Innovation Incubator Program participant organisations from Asia, Australia and New Zealand
Client Centred Design	4
Redefining Value	4
Building a Digital Strategy	4
Legal Workforce 2025	4
Total projects all areas	16

When will projects start?

The Innovation Incubator Program 2021 will kick off in Asia, Australia and New Zealand in August 2021. Participants should expect their first coaching call with their area Specialist Coaches and group coaching circle the same month.

How long will each project take?

The length of the project or the law firm's/legal department's/community legal centre's/ALSP's time in the Innovation Incubator Program 2021 will depend on the project itself and how it progresses but, we expect each project to take no more than 9 months from inception. Please note, the initial term for any project in the incubator is a maximum of 9 months. This may be extended.

We should again mention that as the Innovation Incubator Program meetings are conducted as coaching circles, your Project Leader's attendance at each session is critical. **For this reason, and unexpected emergencies to one side, any Project Leader who misses more than one coaching circle session, will be asked to withdraw their project from the Innovation Incubator Program.**

For all these reasons, we urge you to consider the time and the commitment required by the Innovation Incubator Program carefully please before you sign up. It takes time, resources and commitment to work an innovation project through from concept to implementation and things will change along the way – we'll help you get there but we need you to work with us to move the project along.

What time/resource commitment will it take?

The project you work on in the Innovation Incubator Program is, as noted earlier, chosen BY you for YOUR law firm/legal department/community legal centre/ALSP so, we will assume this is something that matters to your clients, to your staff and/or to your organisation. It's something you want to change or solve. It's important.

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As we mentioned earlier, places are limited and we want to make sure if you are in the Incubator, you're all in - **here's what that means:**

- **Your Project Leader is expected to attend and actively contribute to EACH coaching sessions each month (more on that below)**
- **Your Project Leader is expected to attend EACH one of the six-week intensive Innovation Incubator Booster Series sessions (more on that below)**
- **Your Project Leader and project team will need to have the time and resources to progress the project.**

Please DO NOT apply to the Innovation Incubator Program if you are unable to fulfill these commitments.

What is the Six-Week Intensive Innovation Incubator Booster Series?

The intensive is a series of webinars hosted by global leaders in legal innovation – you'll get to learn from those who have been there and done it and will share their experience with you.

The objectives of the 6-week intensive are to assist you in:

- Thinking differently
- Designing your project with the user in mind
- Helping to identify, effectively and efficiently allocate the right resources for your project
- Building buy inside and outside your organisation
- Thinking about the project outputs and ROI for your organisation.

We will run the first three sessions of the intensive in August 2021 and schedule your first coaching circle towards the end of that month. We'll follow on with the second three sessions in September and your second coaching circle in the last week of that month too.

As the end of the intensive, you should have redeveloped, refined or reaffirmed the framework for your project, and you'll know where to go next to start moving ahead with it.

We understand that not all the live intensive sessions will fall at convenient times so, we will record these and make them available for viewing by Incubator participants for a period of two weeks after each live session. These recordings cannot be downloaded. Coaching circles will progress based on, and with reference to, these sessions so engaging in them live or via the recording, is considered to be an essential part of the Innovation Incubator Program.

In the Application Form, you will be asked to confirm your Project Leader will attend or view the recordings of this six-week intensive in the time frame in which these are available. We will not accept your Innovation Incubator Application if you are not able to make this commitment to the intensive series.

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Will key learnings be shared?

CLI is committed to supporting the transformation of the legal industry through collaboration, shared experience and practical solutions. That being noted, we will ask each of the four **area groups** to nominate one project or, a compilation of lessons learned from all projects in that area, to be featured in a video or a short presentation at a CLI event so stories can be shared, and learnings disseminated to the wider CLI community.

Will we be supported in getting our projects off the ground and beyond?

Absolutely! If we left you with a great idea and nothing more, things might stall so, we'll provide support and accountability, this is where our Specialist Coaches come in...

From the get-go, each group in each area will work with these amazing Specialist Coaches:

Area	Specialist Coaches
1. Client Centred Design	Bronwyn Eynon-Lewis Co-founder Lacuna Legal Providers Melissa Lyon Executive Director and Experience Designer Hive Legal
2. Redefining value	John Chisholm Director Innovim Group Michael Morrissey Managing Director and Founder Morrissey Law + Advisory
3. Building a Digital Strategy	Jemima Harris Legal and Strategic Projects Director Megaport Gene Turner Managing Director LawHawk
4. Legal Workforce 2025	Jan Christie Capability + Development Manager Gilbert + Tobin Katherine Thomas CEO Free Range Lawyers

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What do the area Specialist Coaches do?

Coaches will check in with you via videoconference every month from August 2021 to April 2022 (for a maximum of 8 sessions over 9 months). We expect that there will be a break month for all groups in December or January.

In these coaching circle sessions, the Specialist Coaches chat with you as a group, see how your projects are developing, ask you to share successes and failures, together with you, suggest ways to entrench what has worked and keep you focussed on the things that will be most helpful in working through any challenges – the coaches are there to listen, help you get unstuck, keep your project moving along, pause and focus on lessons learned, and help you through any roadblocks.

In our best-case scenario, your group will evolve into a highly productive coaching circle – a new network of legalpreneurs would have been born!

What Guidelines Govern Coaching Circle Meetings?

In the Application Form, you will be asked to confirm you have read and agree to the Coaching Code of Conduct (Code). You will find a PDF of the Code [here](#). The Code is intended as ground rules for the coaching circle sessions your Project Leader will participant in and, it also requires his/her agreement to some fundamental behaviours. The Code helps to ensure that everyone is clear about what is expected of them from the outset. **We will not accept your Innovation Incubator Application if you do not agree the terms outlined in the Code.**

What does it cost?

Not a thing – WHAT? Yep, that's right!

CLI is picking up the tab on this one. We all believe and are passionate not only about supporting the legal industry in its transformation but in paying it forward. It's why we want you to commit your time and resources to this and stay involved with the Innovation Incubator Program even when your project is done – it's a great way for you to make progress on a project that matters to you and pay it forward too!

What's CLI's role?

As we mentioned earlier, the Innovation Incubator Program is an initiative of our LP Lab. We created it, we are committed to it and we are invested in your success. We'll work with the coaches and we'll work with you from concept to inception.

We'll provide admin support for the Incubator, insights and advice too – we'll keep the wheels rolling and be on hand to chat about how things are going, if you need more support, point you in the right direction, etc. CLI will also ensure you stay connected to your group, your coach and the Incubator.

CLI won't provide secretarial support, or make appointments for you, or undertake research or typing up of your project plan – all that admin and management related to your project will need to be undertaken by you or your firm/organisation - it's part of the resourcing you will need to consider before you apply to the Innovation Incubator.

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Ready to sign up?

If you have any questions about the Innovation Incubator Program, please contact [Terri Mottershead](#), Executive Director, CLI: LPLab@collaw.edu.au or by phone 0438 355 427.

If you're ready to apply now – fabulous – but we still think you should attend or watch the Information Session/video first! The live session will be held on 31 May at 1pm-2pm AEST. You can register for it [here](#).

When you are ready to go, please complete this online [Application Form](#) (including uploading all relevant documentation) and submit it no later than 5pm AEST on 5 July 2021 (Monday).

There will be no extensions.

When will we know if our project has been chosen for the Incubator?

Your application will be reviewed and discussed by a panel comprising:

- The Executive Director of the Centre for Legal Innovation;
- The Specialist Coaches in your area; and
- A local practitioner or experienced professional working in the legal or professional services space.

The decision of the panel is final.

Successful applicants will be invited, via email addressed to their nominated Project Leader, to join the Innovation Incubator Program no later than 5pm AEST on 16 July (Friday).

Please make sure our email address does not get caught up in a SPAM filter: LPLab@collaw.edu.au.

Do we have to confirm our involvement in the innovation incubator once chosen?

Yes, absolutely – that's very important!

The nominated Project Leader of the successful applicant must confirm their law firm's/organisation's place in the Innovation Incubator Program by 5pm AEST on 20 July (Tuesday). Please address all email communications to: LPLab@collaw.edu.au.

And please also note, if we don't hear from you in time, we'll assume you don't want to take up your place in the Innovation Incubator Program. We'll be preparing a waitlist of applicants when we review all the Applications so, we'll invite the first firm/organisation on the waitlist (and so forth) in that area to take your place immediately 5.01pm AEST on 20 July (Tuesday) rolls around.