



Corporate Legal Innovation Consultants

A hand is shown in the lower-left foreground, reaching towards a digital globe. The globe is composed of a white wireframe mesh and is surrounded by a network of white dots connected by thin lines, all set against a dark blue background with a blurred cityscape. The overall aesthetic is futuristic and technological.

Does your company need a Chief Legal Innovation Officer?

Innovation and the Corporate Legal Department

May 8, 2020

Two seemingly opposing views on innovation

“The 3 Cs of modern innovation are community, crowdsourcing and co-creation.”

John Wilkins, Naked Communications

VS.

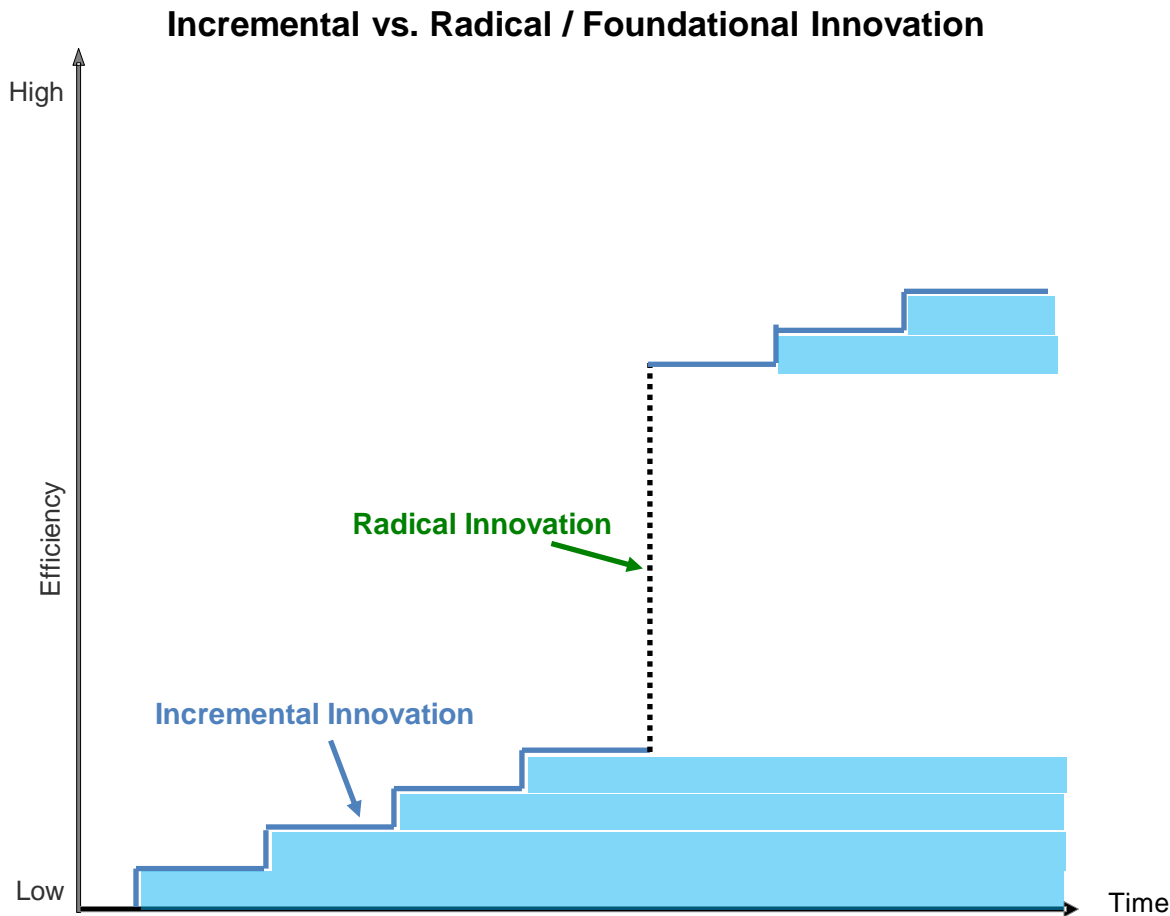
“It is really hard to design products by focus groups. A lot of times people don’t know what they want until you show it to them.”

Steve Jobs, Apple

So, who is right?... They are both right. It depends on the kind of innovation you need.

Incremental vs. radical innovation

- Incremental innovation seeks to improve existing systems and products to make them better, cheaper or faster. Radical or foundational innovations are focused on developing revolutionary new technologies, markets, and business models
- To date innovation within the Corporate Legal Department (CLD) has been incremental innovation



Examples of Radical Innovation



Apple iPhone



Amazon



airbnb



ZipCar



Netflix



Uber



Wikipedia



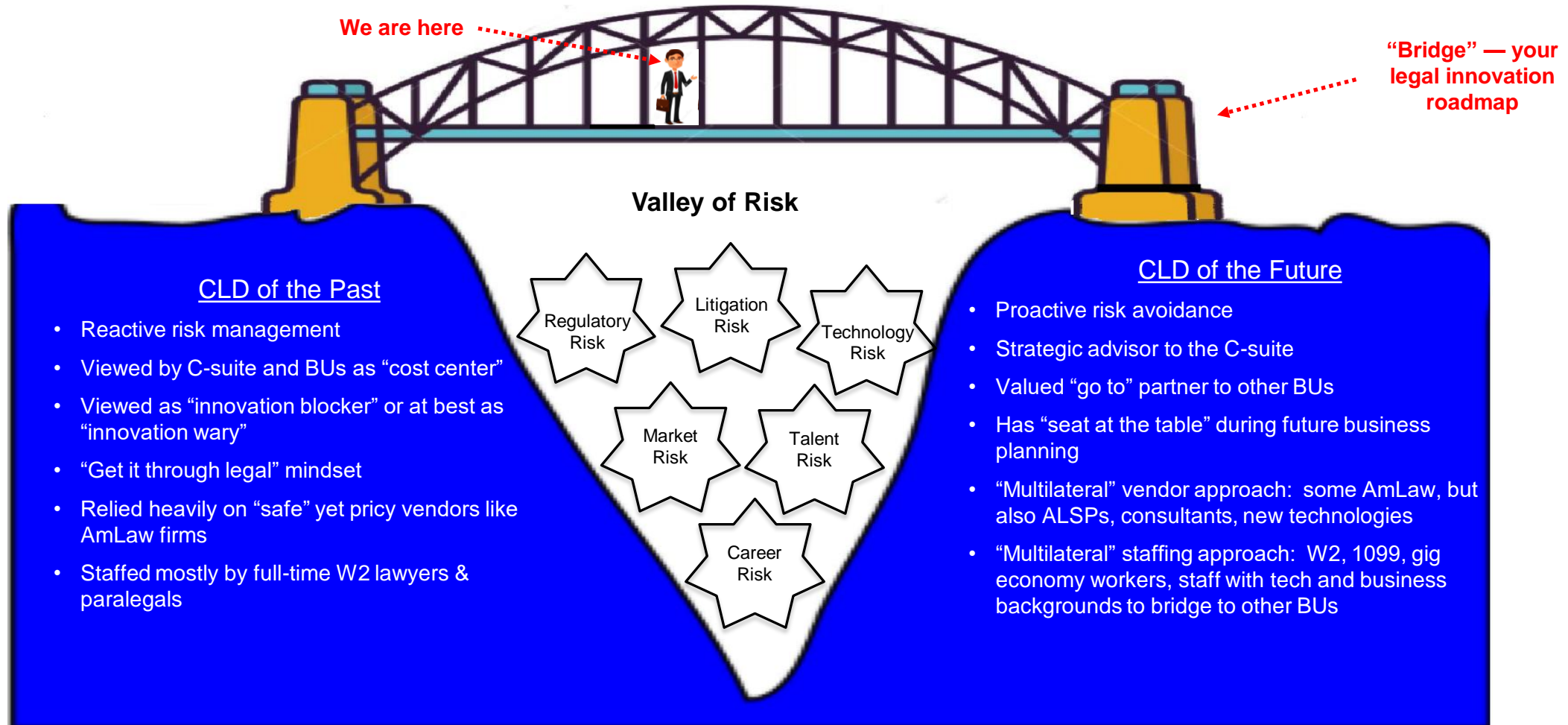
Dollar Shave Club



Google

Incremental innovation has improved CLD operations, however there is more to be done...

- The “CLD of the Future” will be user friendly, integrated, efficient, data driven — and will leverage all players in the legal services ecosystem
- CLDs will need to drive additional, and potentially foundational innovation, to build the “bridge to the future” without creating unacceptable risk



Need for a Chief Legal Innovation Officer

- To drive more fundamental innovation, the CLD might need to bring in a Chief Legal Innovation Officer (CLIO), who can:
 - Define the “right position” for CLD on the innovation spectrum (closer to incremental change or closer to radical change?)
 - Build and grow innovation capabilities — internally and through “right fit” external partners and advisors
 - Champion innovation internally and externally
 - Socialize CLD members for new culture of innovation

Duties of the “CLIO”



Abilities of an Effective Chief Legal Innovation Officer

Skills Needed in an Effective Chief Legal Innovation Officer

