
Mind Mapping for Law Firms
Version 1.1
21st June 2006



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1 Making a Difference

The task of the UK Solicitor is a difficult one, the market is increasingly competitive, the clients more demanding. Productivity, efficiency and innovation are all essential areas of focus for today's UK Solicitors.

Improving your business performance incorporates tasks both large and small - running client or internal meetings more effectively, making the right decisions, winning new clients more efficiently. At The Project Factory we have spent the past 12 months undertaking a detailed review of software products that can make a substantial contribution to the productivity of UK Solicitor's firms. We have selected MindManager® software – the world-leading mind mapping product that improves personal and enterprise productivity saving time, harnessing corporate knowledge, and energising your departments and teams. To this we have added IPR of our own plus UK Lawyer-specific services to form the Mind Mapping for Law Firms package.

1.1 What is Mind Mapping?

Mind maps are tools that help you visualise ideas and concepts and to think and learn. Mind mapping (or concept mapping) involves writing down a central idea and capturing new and related ideas that radiate out from the centre. By focussing on key ideas and then looking for branches out and connections between the ideas, you are mapping knowledge in visual and nonlinear way that helps you understand and remember new information.

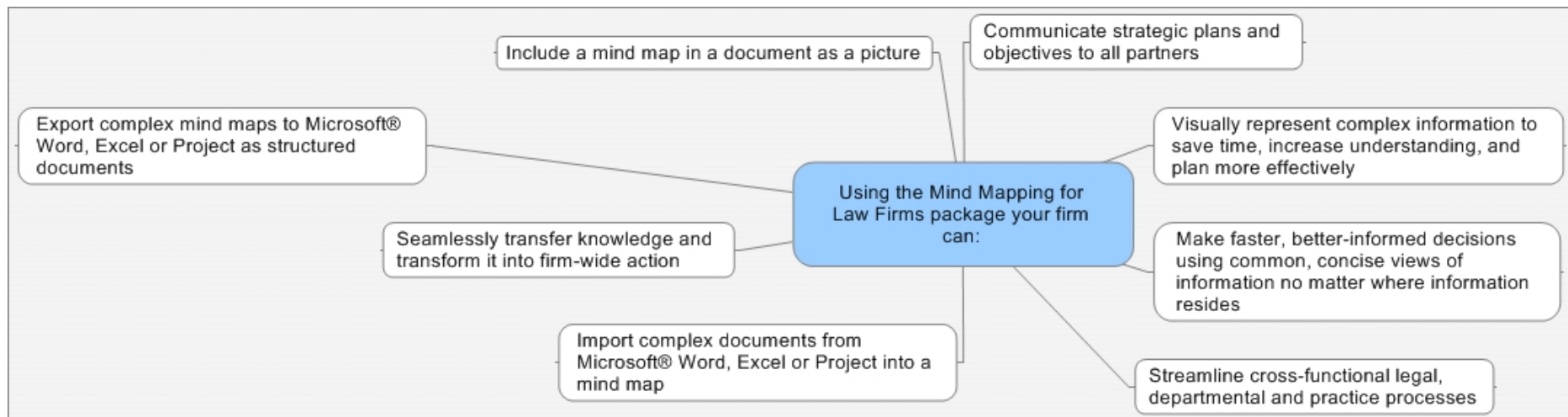
This is done by the use of lines, colours, arrows, branches and other ways to show connections between the ideas generated on your mind map and these relationships may be important in your understanding new information or in constructing a structured document. By personalising the map with your own symbols and designs you will be constructing visual and meaningful relationships between ideas, which will assist in your recall, and understanding.

1.2 The Mind Mapping for Law Firms Package

At The Project Factory we have taken MindManager® and packaged it into a full solution that is specifically focused at UK Solicitors particular needs. Our Mind Mapping for Law Firms package is based on the MindManager® software package, a suite of Legal mind maps to get you going and specialised training on mind mapping with MindManager® for Lawyers. In addition we have founded the UK Legal Mind Mapping User Group, a forum for and run by lawyers.

Using the Mind Mapping for Law Firms package your firm can:

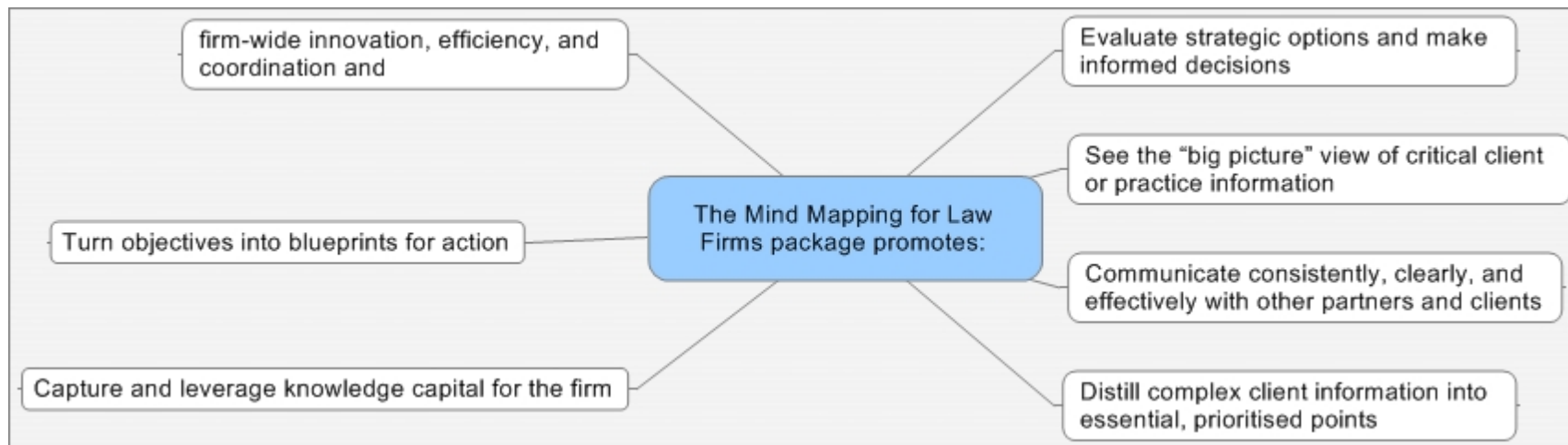
- Visually represent complex information to save time, increase understanding, and plan more effectively
- Make faster, better-informed decisions using common, concise views of information no matter where information resides
- Improve supervision of juniors
- Streamline cross-functional legal, departmental and practice processes
- Seamlessly transfer knowledge and transform it into firm-wide action
- Communicate strategic plans and objectives to all partners
- Import complex documents from Microsoft® Word, Excel or Project into a mind map
- Export complex mind maps to Microsoft® Word, Excel or Project as structured documents
- Include a mind map in a document as a picture



Law firms win when they maximize the impact of their most valuable resource: lawyers. How can you ensure that your firm's experience, insight, and collaborative efforts yield unbeatable results? The Mind Mapping for Law Firms package facilitates individual and group creativity and enables lawyers to focus on clear objectives. From brainstorming to matter management, fees forecasting to intra-departmental communications,

The Mind Mapping for Law Firms package promotes:

- Firm-wide innovation, efficiency, and coordination
- Evaluate strategic options and make informed decisions
- See the “big picture” view of critical client or practice information
- Communicate consistently, clearly, and effectively with other partners and clients
- Distill complex client information into essential, prioritised points
- Improve supervision of juniors
- Capture and leverage knowledge capital for the firm
- Turn objectives into blueprints for action



Law firm's processes are by nature fluid, complex, and prone to variation. But these processes can still be controlled and standardised. Our Mind Mapping for Law Firms package supports and strengthens your quality improvement efforts. Use it to capture, consolidate, access, convey, comprehend, and, with your team, collaborate on process-related information and achieve your quality improvement goals faster by:

- Easily create cause-and-effect diagrams and risk-assessment maps
- Generate, record, and organise service plans and improvements
- Link to surveys, Microsoft® Project plans, and related documents
- Visually organize and present process-specific and contextual information



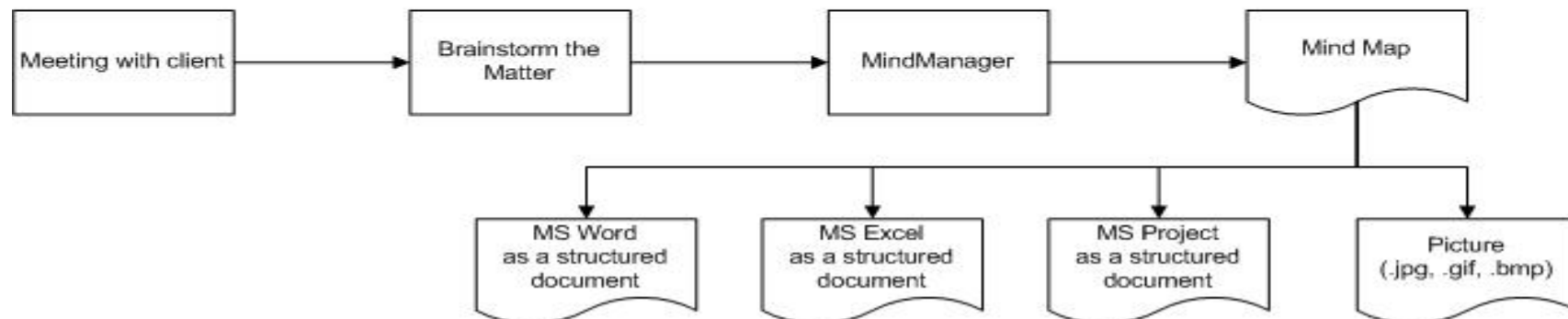
As with all services selling highly specialist expertise, you have to translate between the world of your legal expertise and that of your clients. In doing this efficiency is all-important as is the veracity of the translation between the two domains. Explaining complex legal technical issues to a non-legal client is never simple or easy. Neither is the task of understanding client needs. Take the example of a client who wants to sell a service or product and wants contracts drawn up for the sale of these to the public. There are three main drivers to this: the business model that the client is using, the financial model he is using and the Legal issues surrounding and affecting this.

Much time and effort is expended in the lawyer's task of understanding the first and second and in explaining the third of these. Our Mind Mapping for Law Firms package is an invaluable tool in this area of the Lawyer's daily work.

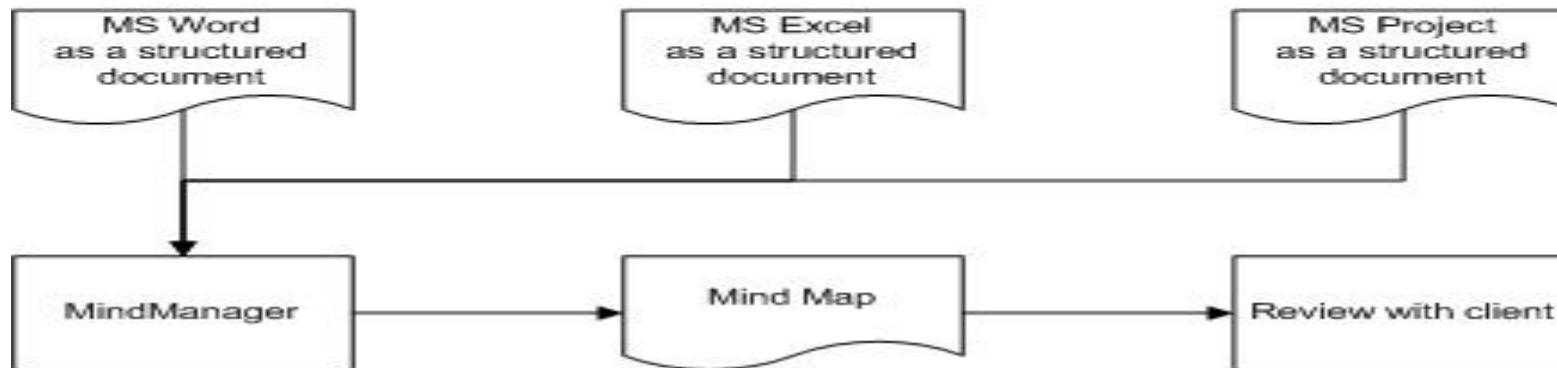
Our Mind Mapping for Law Firms package fits the area of concept capture and debate very well, we have invested in the development of legal mind maps to add value to the core product and in services that will also add value in this highly specialised market.

2 Outline use

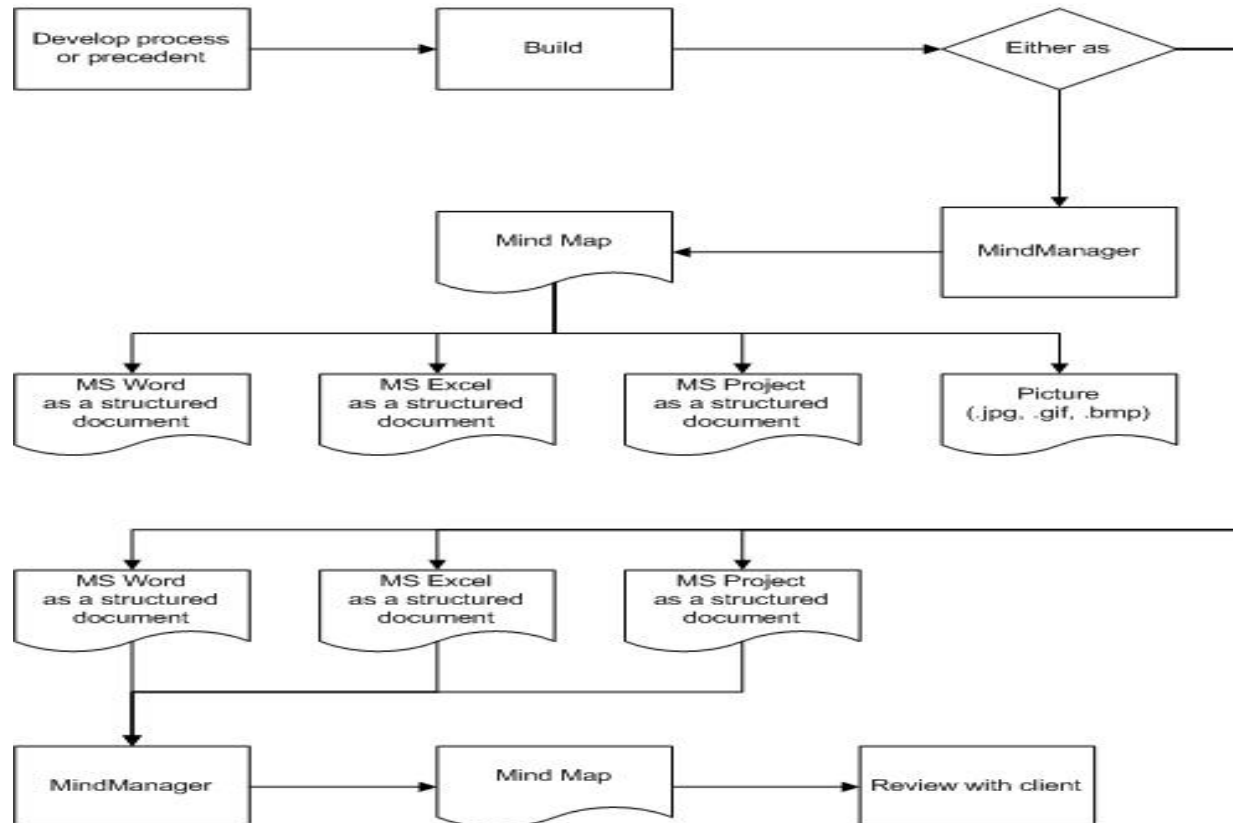
The simplest way that the software can be used is in direct capture of evidence, brainstorming type meetings where you met with a client, capture all the relevant information and then structure it appropriately into a set of related topics using the software package, this can then be output either as a structured MS Word, Excel or Project document or as a picture:



The second basic way in which the software can be used is to make a visual representation of an existing document, here the document is converted from its native form into a mind map so that the client can see a visual representation of the content, this is an extremely useful tool in focusing discussion on complex topics and documents such as contracts or precedents etc:



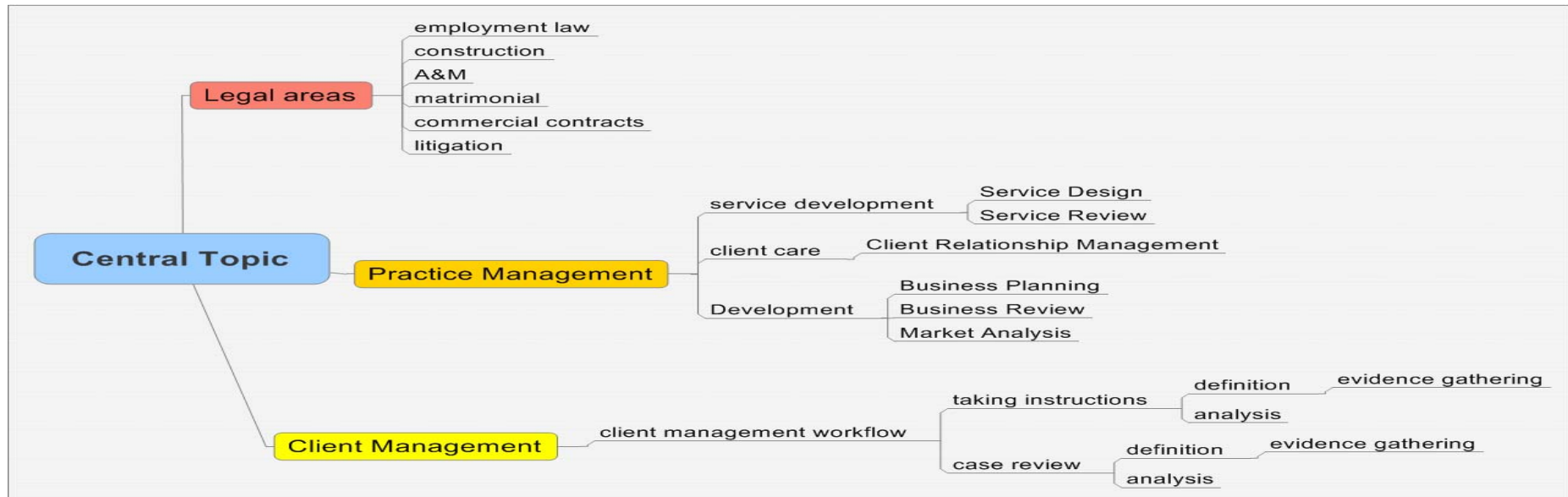
Lastly, the software adds substantially to the value of process improvement, compliance and supervision of junior lawyers, the following sequence outlines a typical approach:



Business processes or precedents can be developed and then stored either as mind maps or as Word, Excel or Project documents or if needs be as pictures. These can then be reviewed with clients or used as the basis for discussion. As this happens, the subtopics of the mind map can be linked directly to the live precedent database, thereby ensuring that only the most up-to-date clauses are included in a selection list from which the most appropriate is included in the working copy of the mind map with the client. Finally the mind map can be stored and also converted into a Word, Excel or Project document from which to develop a more formal legal document, this in turn can be re-converted to a mind map for discussion with the client.

Such visual representations do significantly improve the quality and efficiency of the client-solicitor interaction process.

3 Areas of Benefit



3.1 Legal areas

Initially we have been focusing on the following legal areas of practices to target the development of our Mind Mapping for Law Firms package added value services and product:

- Employment Law
- Construction

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- Merger and Acquisition (M&A)
 - Matrimonial and Family
 - Commercial contracts
 - Litigation
 - Criminal

3.2 Practice Management

Lawyers run service businesses and to that end have all the same issues to contend with as do accountancies, advertising agencies, consultancies and other professional services businesses. In this area of practice management there are a number of immediate areas where our Mind Mapping for Law Firms package can be delivered with bundled services and products to be of immediate benefit to any UK Law firm:

- Service Development
 - Service Design
 - Service Review
- Business Planning
 - Business Review
 - Market Analysis

3.3 Client Care and Management

As with all professional services businesses, care of clients is paramount, the areas where we have been initially focussing are:

- Client Relationship Management
- Client Account Development
 - Tendering and bidding

- Client Management
 - client management workflow
 - taking instructions
 - definition
 - evidence gathering
 - analysis
 - case review
 - definition
 - evidence gathering
 - analysis

4 The User-Group

This is a UK Lawyer-specific user group provided as part of the Mind Mapping for Law Firms package. Existing MindManager® Legal users are able to join the user group for an annual fee of £120 per law firm. The User Group has a constitution and elected representation from the users.

5 Training

We developed Lawyer-specific MindManager® training. Training is bundled in as part of the initial Mind Mapping for Law Firms package in order that the full benefits of the product are realised early on and that the product does not become 'shelf-ware'. We also provide technical consultancy to help implement the package and link it to your various databases and to assist with setting up operative working features of the software if required

6 Legal Mind Maps

The Legal Mind Maps we produce are licensed to our clients as part of the Mind Mapping for Law Firms package together with MindManager®, User-Group membership and an initial training course. Additional Legal Mind Maps will be developed over time by The Project Factory but where a Law firm develops these we may offer to purchase the IPR outright from them.

Next Steps

Our Mind Mapping for Law Firms package may be right for your firm, to talk to our sales team or to book a demonstration then please contact us:

