

## 4 Month Experiential Learning Program

### Program Objectives

- Empower participants to become intrapreneurs through learning innovation skills so that they can collaborate more effectively and drive change inside and outside of department/firm
- Facilitate better teaming, work practices, and cross-group interaction
- Strengthen capabilities in the areas of collaboration, innovation, creative problem solving, adaptive leadership, project management, mentoring, presentation/pitching skills, commercial awareness, business development, technology, and networking
- Introduce trends in the marketplace highlighting the importance of innovation through creativity, collaboration, and transformative thinking
- Motivate employee engagement in solving key firm and/or department challenges
- Build community and commonality of purpose and enhance transparency across groups within department/firm in order in order to drive long lasting cultural change
- Hone the skillsets, mindsets, and behaviors of innovators to be able to provide the type of service that delights clients

### Program Overview

The program is a part-virtual team-based experiential learning program wherein multidisciplinary teams made of individuals from your organization work on a challenge over the course of 4 months. Teams are guided from problem to solution using the 3-4-5 Method of Innovation designed specifically for lawyers and grounded in design-thinking methodology.

The 3-4-5 Method of Innovation for Lawyers is called this because it is divided into 3 Phases over 4 Months with 5 Iterative Steps overlaid along the way. It is designed to help teams (with lawyers on them) to learn to innovate and to create a solution to a problem. It is also designed to create culture change and build relationships, and to fill in the skills and training gaps found in present-day legal practice.

The program is divided into 3 phases:

- KickOff:
  - 2-day, in-person kickoff in one location to learn about the program, the other members of their team, and the key concepts they will apply over the course of the program
- Virtual Teaming:
  - Webinars: five 60-minute interactive, webinars (with real time video, audio, and chat) that help develop the perspectives and skills necessary to be effective leaders and creative problem solvers and, importantly, to complete the team projects
  - Virtual Coaching/Advisory Meetings with the MOVE $\Delta$ W leadership team and external coaches (including pitch coaches, a branding coach and business planning advisor)

- ConPosium:
  - Culminating event during which teams present their final proposal in 15-20 minutes (followed by 10 minutes of Q&A) to a panel of executive judges (Senior Leaders selected by entity), preferably at an annual or mid-year meeting at one of entity's main locations or events

## **Program Outputs**

- Teams will practice ideating, exploratory interviewing/investigating, problem finding, prototyping, scripting and developing commercials and taglines, consumer storytelling, branding/marketing, pitching, slide-deck development, presencing, presenting in ignite format, and problem solving.
- Teams will identify a discrete problem within the challenge provided and create a solution with a business case, prototype, brand, consumer story commercial, and dynamic presentation deck.
- Teams will present solutions in a dynamic style format to a panel of "judges" sourced from department/firm who will ask questions and assess the viability, creativity, and value of the project.
- Teams will hone professional services skills including intreprenurial, cultural competency, leadership, mentoring, giving feedback, project management, business acumen, empathy, listening, communication, technology, and networking skills.