

## Keynote

### **Differentiation in Legal Services: Creativity, Collaboration, and Innovation**

In today's legal marketplace, clients are demanding services that require a new skill set and a new mindset from law firm leaders. Based in part on over 100 interviews of General Counsels of large, international corporations and heads of innovation at law firms around the world, this ted-like talk first explores the changing legal marketplace, the new expectations of lawyers, and the gaps that exist in skills, mindset, and behaviors. It then turns to address how law firm leaders can help lawyers meet these new expectations and differentiate their services with creativity, collaboration, and innovation.

**Other keynote subject areas include:** The Changing Legal Profession, Innovation, Teaming, Collaboration, Creative Problem Solving, Culture Creation, Diversity in the Legal Profession, Millennial Lawyers, Compliance/Ethics, and Technology and Virtual Education.