

8

rules for innovators

For law firms in a changing industry, innovation is the key to success in the marketplace. Here are eight rules for innovators, provided by **Kate White** and **Andy Peterson**, from **DWT De Novo**, the innovation engine of **Davis Wright Tremaine**, ILTA's 2015 Innovative Law Firm of the Year.



Find your champions

work first with people who share your mindset.



Get buy-in from the C suite

they can provide resources, ideas and air cover.



Identify internal resources

the marketers, recruiters, developers, etc. you'll need.



Identify contract resources

who can you hire to augment your internal capabilities?



Identify existing tools

your firm owns a lot of different software – learn about it.



Start out with a clear, specific focus

but don't be surprised when it changes over time.



Set your goals

target revenue? change the culture internally?



Identify metrics

both hard (dollars, hours) and soft (anecdotes, feedback)