

# Legal Lean Sigma and Project Management for IP Law: Driving Efficiency, Value and Competitive Advantages Presented by

## **Catherine Alman MacDonagh, JD**

OM02

9/15/2016

1:15 PM - 2:45 PM

The handouts and presentations attached are copyright and trademark protected and provided for individual use only.

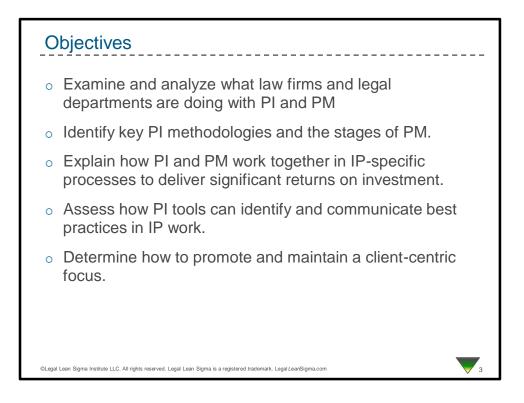


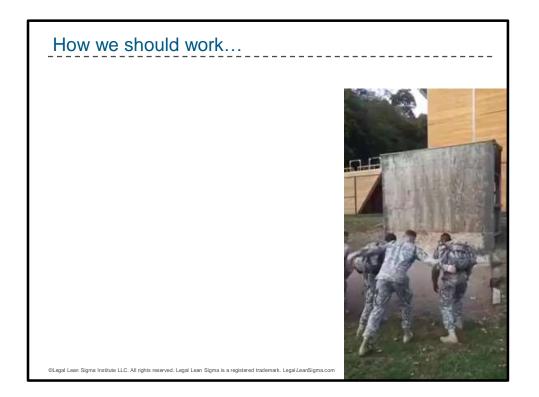


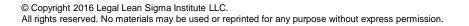




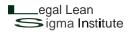


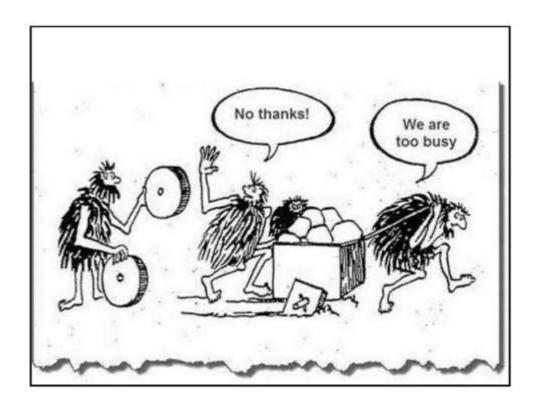


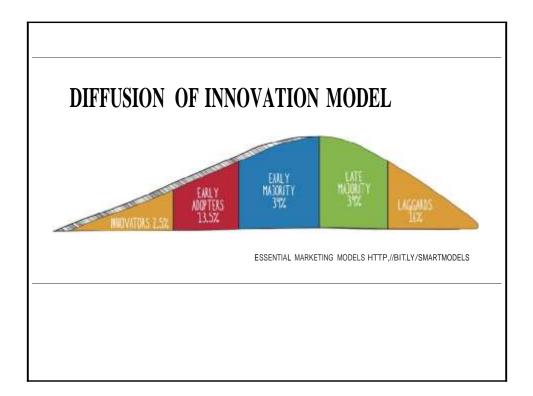






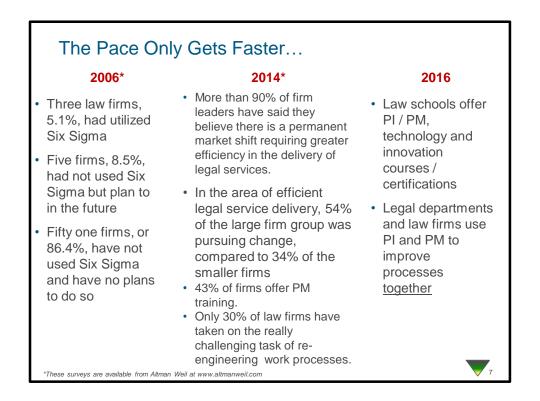










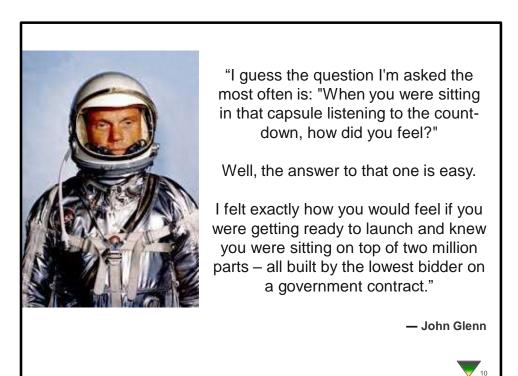






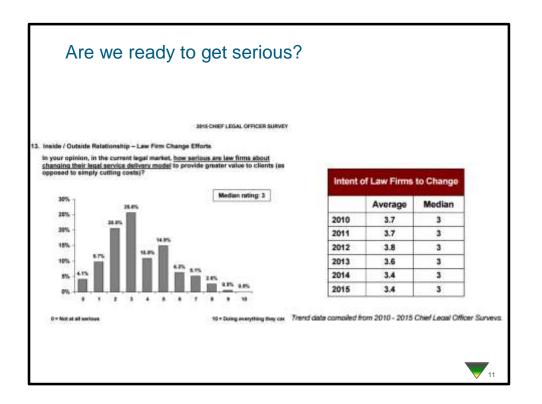




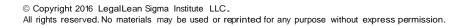






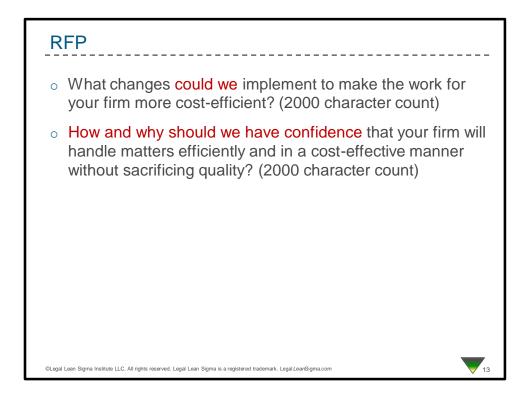




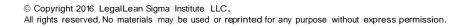








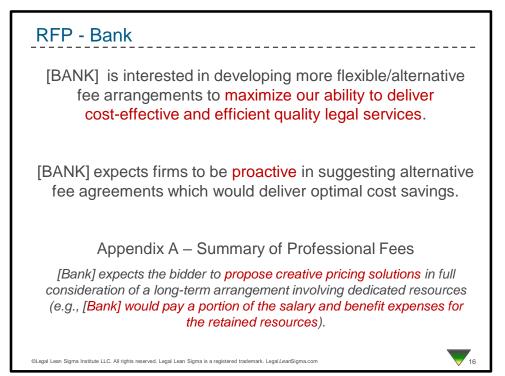
### RFP • Major Criteria. Company A seeks reliable, financially stable Law Firms that can meet stringent cost, quality and service requirements. A team will evaluate each proposal based on various criteria, including, but not limited to: · Quality and capabilities of legal representation Use of coding for electronic invoicing Experience Location of offices/personnel Diversity Competitive, stable and predictable alternative fee arrangement pricing Processes generating operational efficiencies Use of Technology Will a project manager be assigned to the Company A account? o Please address how you will accomplish greater efficiencies. For example, do you employ project management techniques such as Six Sigma or Lean? , 14 ©Legal Lean Sigma Institute LLC. All rights reserved. Legal Lean Sigma is a registered trademark. Legal LeanSigma.

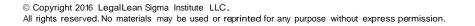








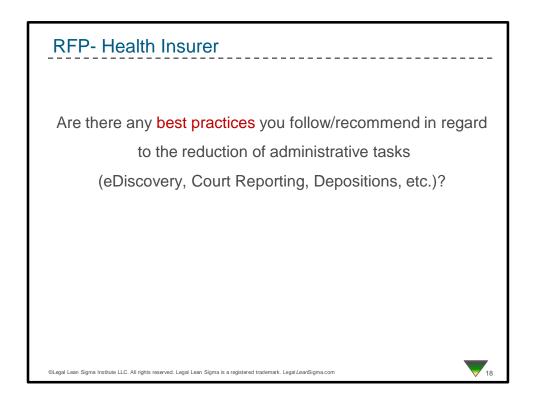








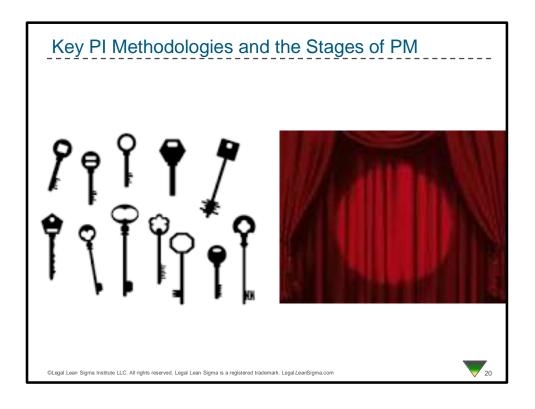


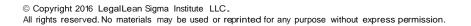






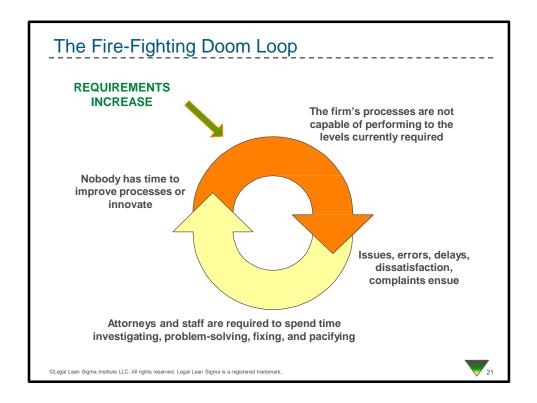












### Why PI and PM Drives Value and is a Win-Win

ΡI

- As soon as we start to describe and measure a process, we will begin to see things that could be improved
  - In the client's eyes
  - In the firm's/department's eyes
  - Both
- When we have a standard process, we can modify it as needed

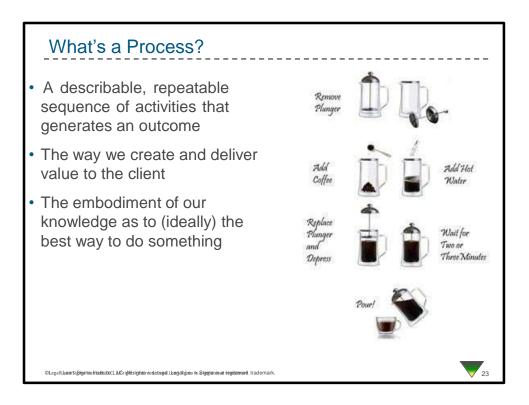
### ΡM

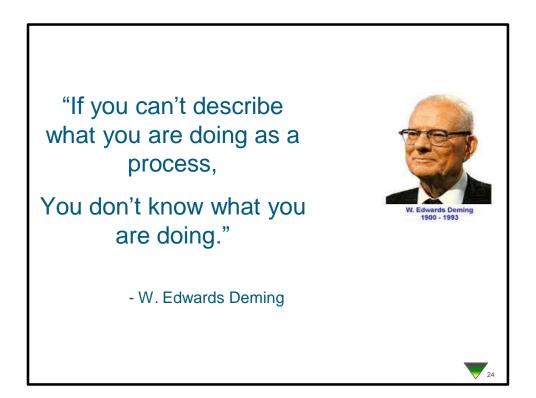
- It is a waste of valuable experience to start each matter as if we have never done this before.
- Planning helps us think through what we will need to succeed in the client's (and our) eyes
- Carrying out the work that we planned helps us
  - Avoid risks of all sorts
  - Maximize the probability that we will deliver the outcomes desired, on time and within budget

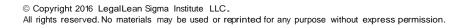






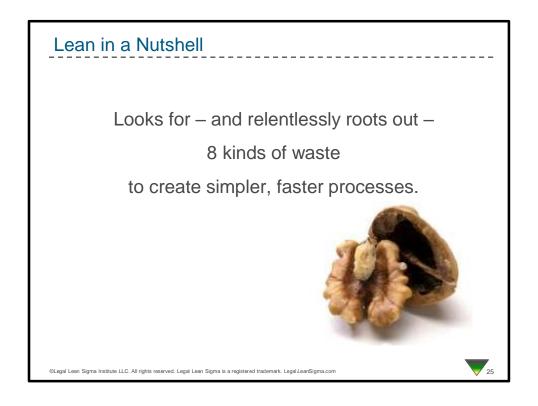










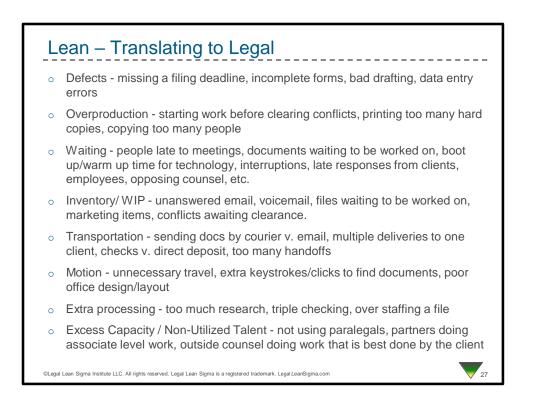


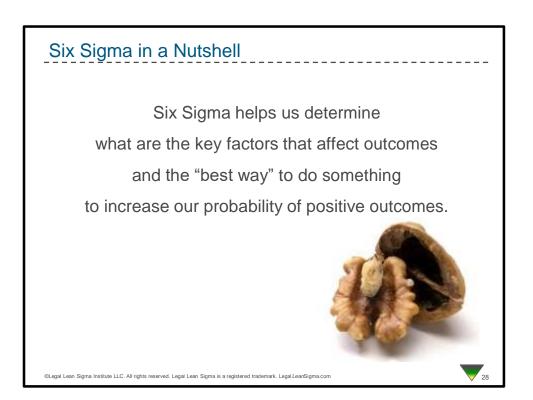










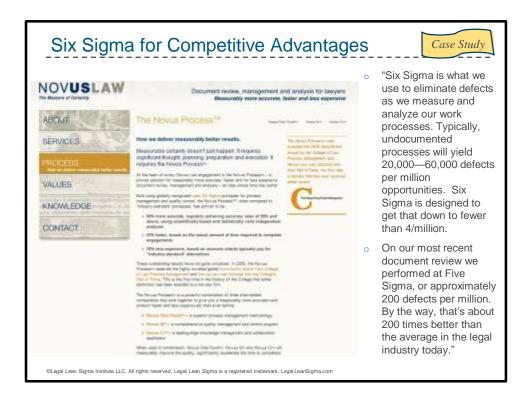








Sigma	Defects Per Million Opportunities	Translation
1	691.462	In e-Discovery, a person reviewing
2	308.538	documents for litigation would only make a mistake on 3.4 documents out of every 1 million
3	66.807	
4	6,210	
5	233	
6	3.4	documents reviewed

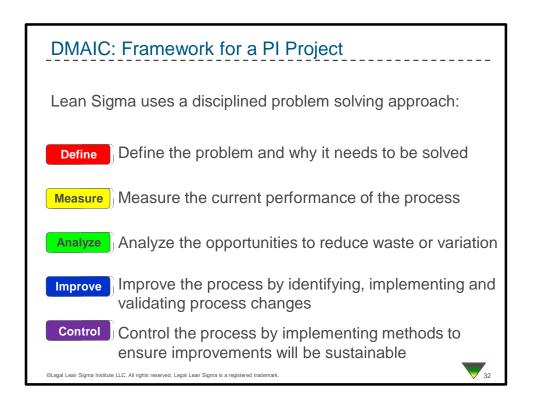


© Copyright 2016 LegalLean Sigma Institute LLC. All rights reserved. No materials may be used or reprinted for any purpose without express permission.



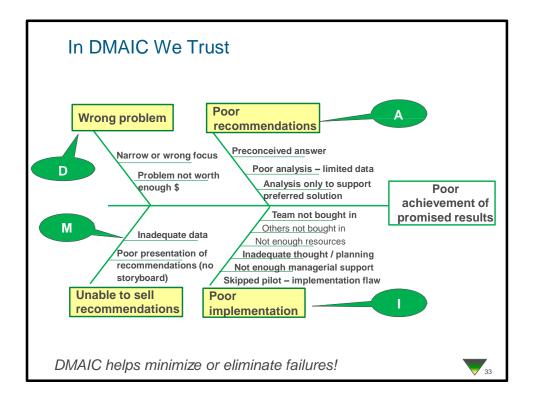


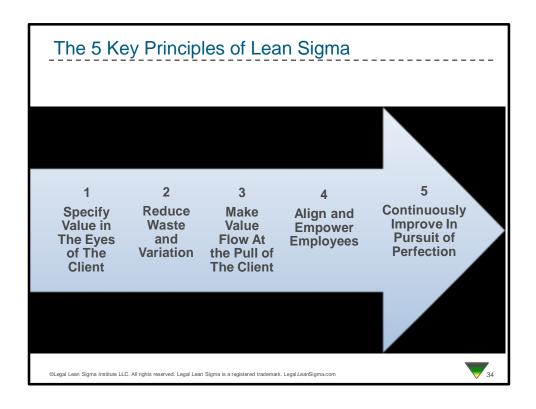










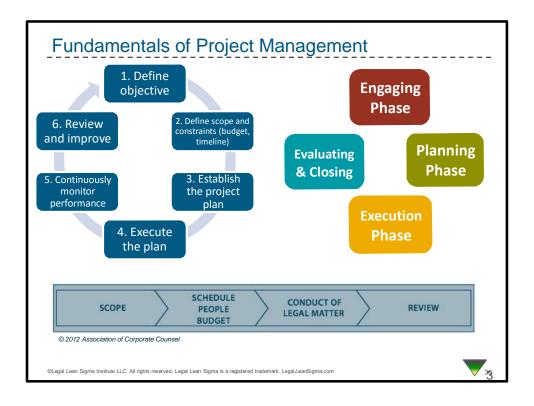








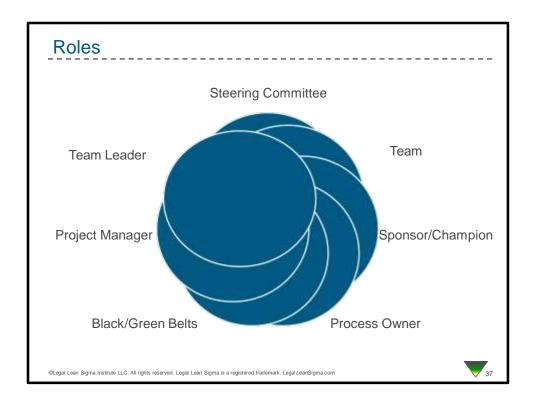


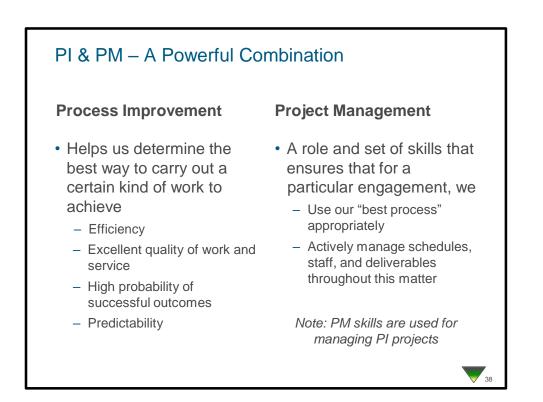










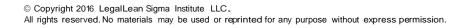






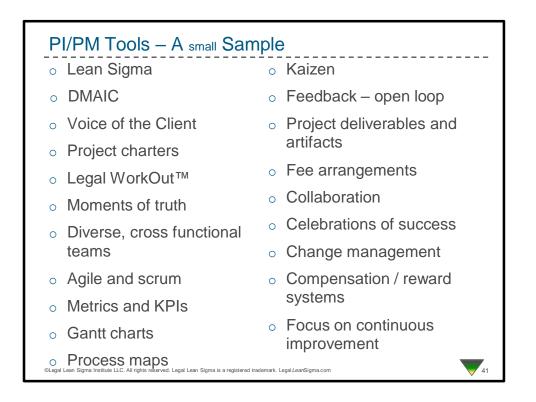








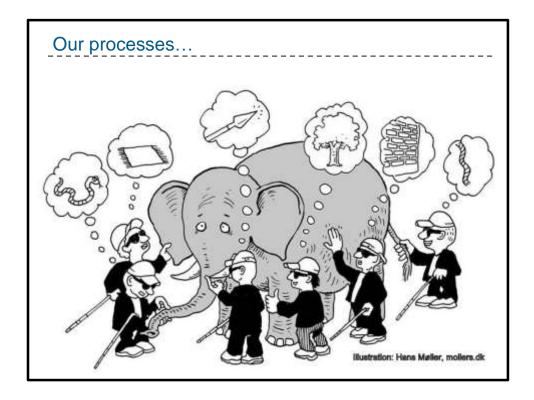




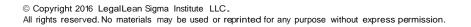
DMAIC Project Charter Worksheet Project Title:						
Problem/Opportunity Statement:						
				-		
Business Case:			Goal Statement:			
Project Scope:			Stakeholders:			
Preliminary Plan	Target		tual	Concerns and Issues:		
	Date	e D		4		
Start Date:				-		
DEFINE MEASURE				4		
ANALYZE				4		
IMPROVE				4		
CONTROL				1		
Completion Date:		1		1		





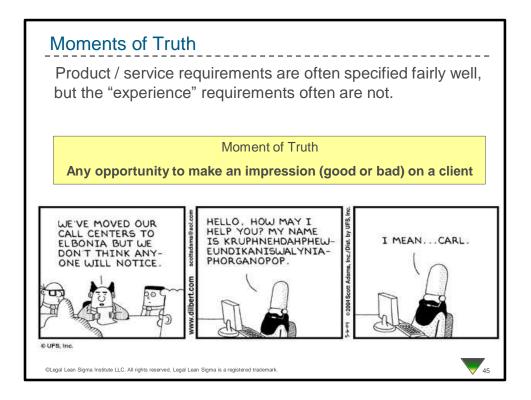


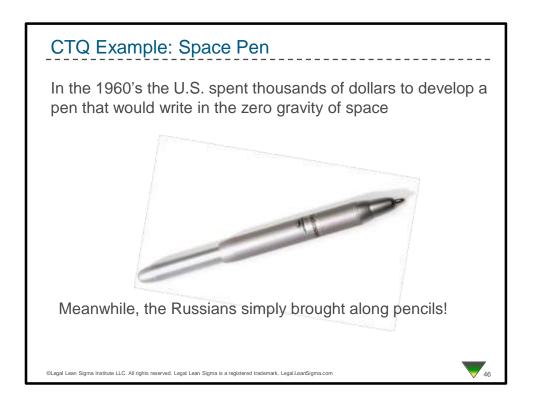
# <section-header><section-header><text><text><section-header><list-item><list-item>

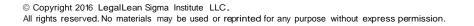


















### Process Mapping Case Study PROJECT SUMMARY

- Major litigation produces massive amounts of documentation, which come from a variety of sources and must be readily available if subpoenaed or requested by the opposing counsel.
- Document management is time-consuming and expensive, not to mention important, for the legal case itself.
- Team demonstrated all costs, then agreed on best digital option for the company's needs, a price, and schedule for scanning all the documents. Developed an IT protocol for the scanning system consistent with existing IT systems. Remapped the document storage and production processes based on a digital process, reducing them to four major steps in total:



### RESULTS

 After the remapped process, a pilot demonstrated that the unit costs of processing a page of documentation could be reduced by more than 50%.

Case Study

- An annual savings of \$1,130,000 for a similar-sized litigation.
- Non-value-added steps were reduced by 70%.
- After full implementation, the electronic system was so successful that it is being migrated across all the company's legal functions, with total estimated savings of approximately \$10 million.

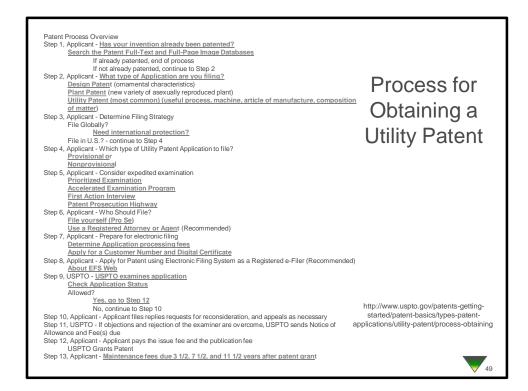
http://www.lasaterinstitute.com/casestudy/Legal/Six%20Sigma% 20Applied%20To%20Legal%20Litigation.pdf

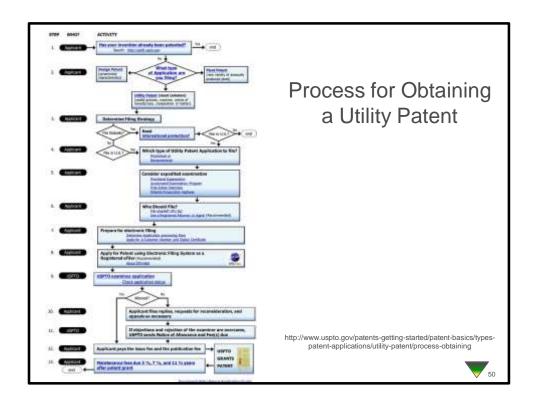


48

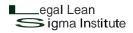
### Using Legal Lean Sigma® and Project Management for IP Law

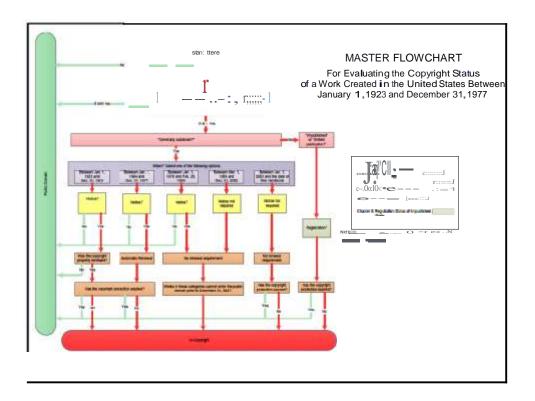


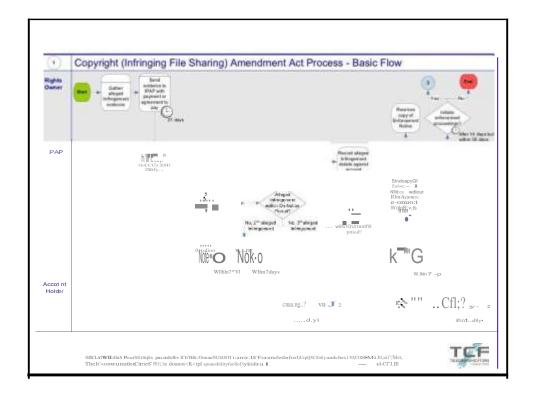




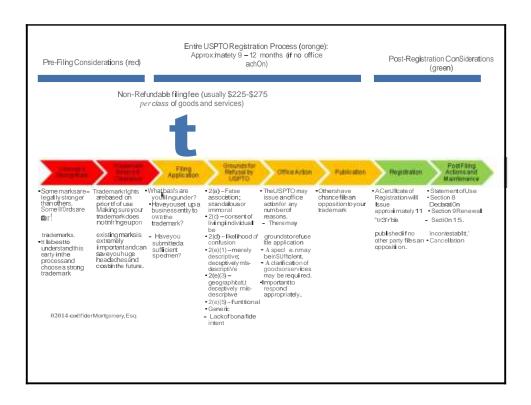


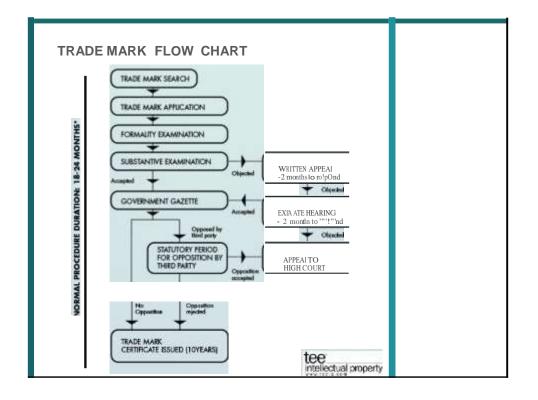














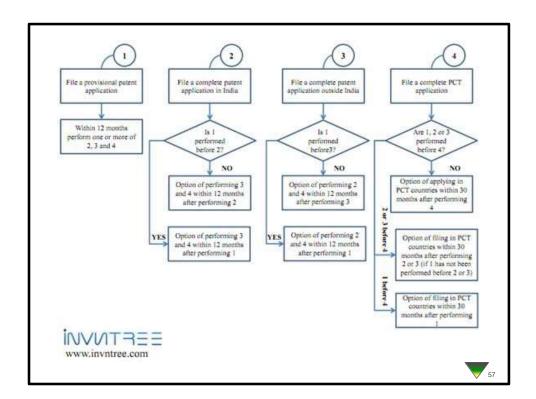


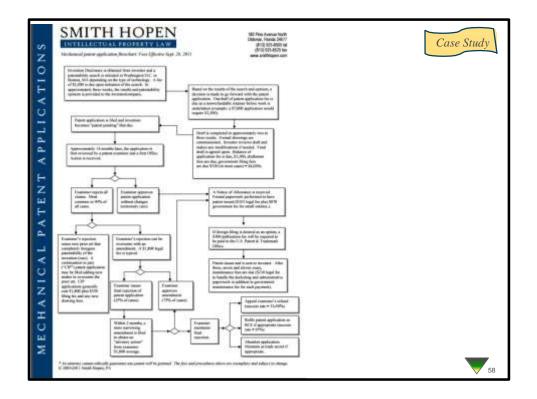






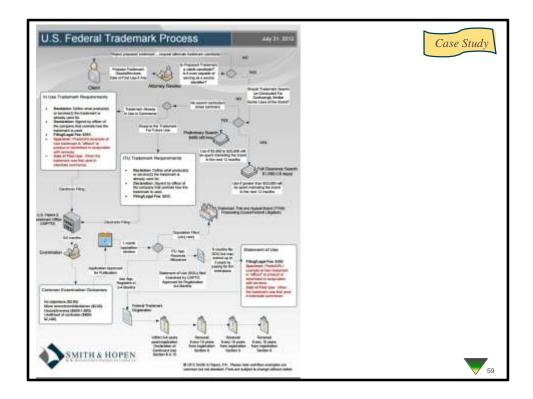


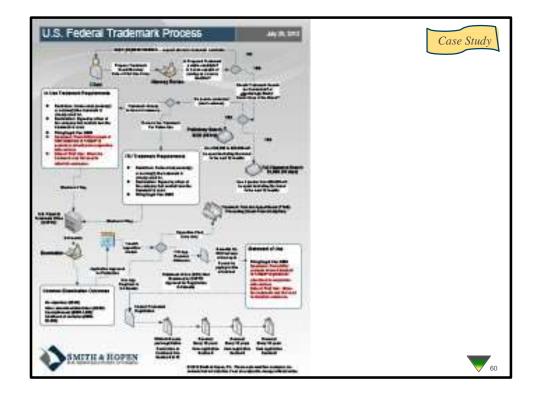






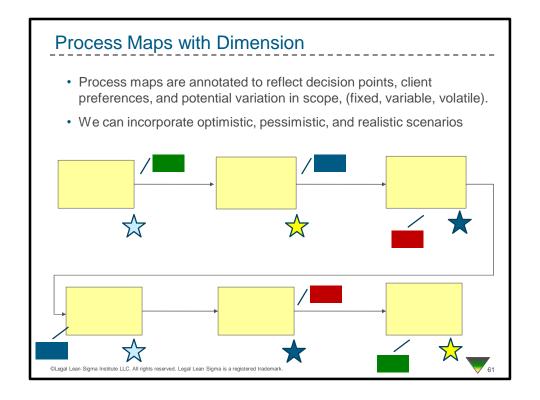


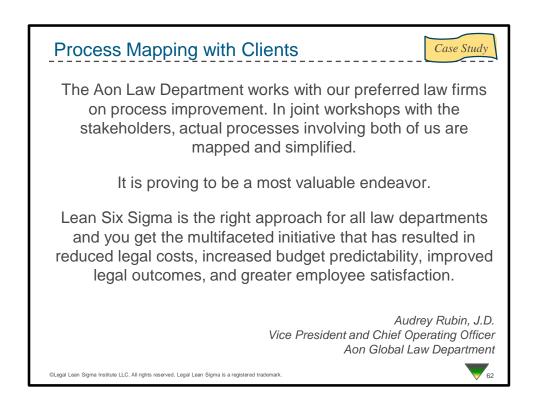


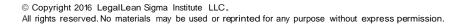


















### Aon's Strategic Improvement Project Case Study · Areas of focus: faster Partnership with procurement department completion time, lower cost, and fewer errors. for RFP process on trademark and other legal Sample results: The total matters dollar amount of rejected • To gain alignment and buyin, legal department and percent. Once the law firm staff attend Legal Lean Sigma Institute a different process, the

invoices decreased by 41 approach was extended to initiative decreased the average subpoena cycle time by 44 percent.



workshops together.





### Collaboration Case Study: IP Procurement and Maintenance

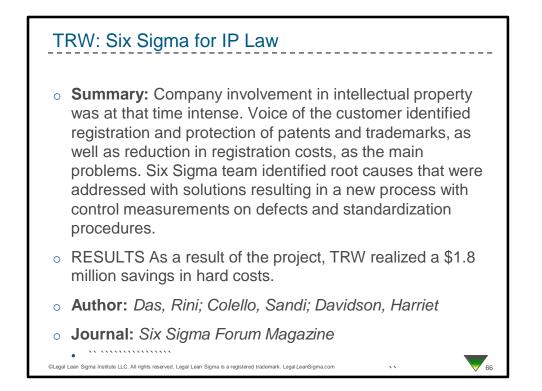
### Key Issues

- Antiquated process required manual handling of documentation
- Excessive time spent reviewing and approving by senior executives
- No documented roles or process ownership
- Cycle time unknown but viewed as "too long"
- No clear decision-making criteria for selection among IP alternatives
- Strategic importance and risks of mismanagement of IP rights not articulated
- Project Summary
  - Charter: Design and install a process for improvement procurement and maintenance of IP that results in measurable business results

- BPI Team: Executives, SMEs, VP Marketing, VP Administration, Board member, internal corp counsel, outside legal counsel and consultant legal counsel plus consultant facilitator
- RESULTS
  - Reduced IP process costs by 38%
  - Improved protection and reduced risk to key IP assets
  - Reduced senior executive review of IP documents by 75%
  - Reduced IP management by VP Administration by 89%
  - Established IP metrics for future improvements

Source: www.kepner-tregoe.com

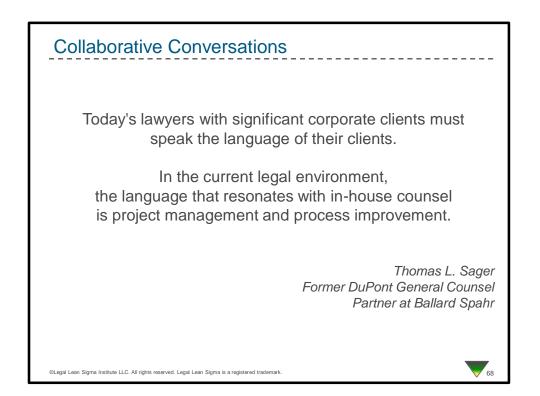








 Bringing More Ideas to Market Faster and for Less As knowledge and innovation become more-critical drivers of business success, the value of intellectual property has never been higher. More than ever, companies now depend on bringing new innovations to market quickly and efficiently. Xerox holds one of the world's largest portfolios of intellectual property. Yet that number of patents was declining relative to competition. Part of the cause was that Xerox's filing time for patents had grown above the industry average. To address this competitive disadvantage, an internal Lean Six Sigma team applied the Define, Measure, Analyze, Improve, Control process (DMAIC) and uncovered opportunities to remove non-value-add steps. For instance, the team discovered and eliminated two steps that caused major delays: the decision either to <sup>21</sup> prepare the files internally or sendero outside counsel, and 67







 Shook Hardy & Bacon (Shook) partnered with a client to utilize Lean Six Sigma tools for a patent application process. The project focused on two goals: (1) to reduce the amount of time it takes to process an application from start to finish; and (2) to reduce the time from the date of assignment to the date the application is filed with the patent office. Shook worked with the client and used various tools, including process maps and cause-andeffect diagrams, to prepare a step-by-step analysis of the entire process. Tasks or functions were then identified for modification or elimination. 9 For example, the project team identified multiple document transfer points where they were able to eliminate or modify various formatting steps, achieving significant cost and time savings. This involved working with another of the client's outside vendors to <sup>elegal</sup> implement archange that eliminated later steps in the

