



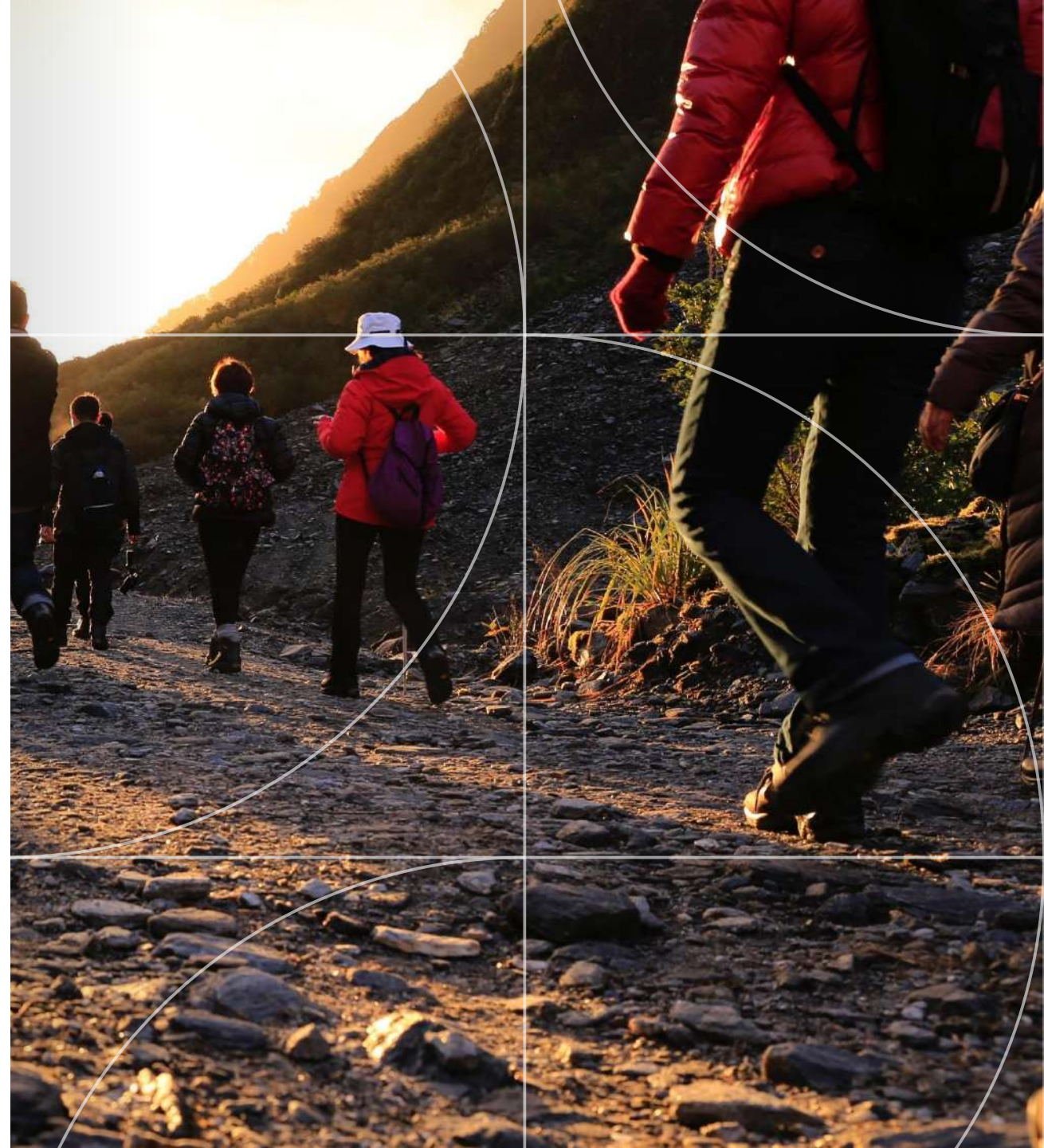
# Now to Next, Together:

## Defining, Creating and Adding Value in the Legal Landscape

*The Power of Technology, Data, and Collaboration*  
*Presented by Lorie Almon*

**Seyfarth Shaw LLP**

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The background features a complex, abstract design. It consists of several overlapping layers of wavy, horizontal lines in shades of blue and yellow. These lines are set against a background of a fine, grid-like pattern of small dots or lines, creating a sense of depth and movement. The overall color palette is dominated by cool blues and warm yellows, with some darker and lighter variations throughout.

**A shift...**

# Why Value Matters Now

Evolution of the Legal Profession:  
From Cost Centers to Value Drivers

Pressure to demonstrate  
ROI and reduce costs

Clients need more  
tailored solutions

Technology transforming  
possibilities



# Defining Value

A Shared Perspective

**Case win  $\neq$  Value**

Client may  
prioritize reputation, culture, future  
business engagements, risk  
reduction, expenses



**Negotiating for the last  
dollar  $\neq$  Value**

Client may prioritize ongoing  
relationship with counter-party,  
the competition, speed

# Creating Value

Harnessing  
Technology and Data



AI for contract analysis



Predictive analytics for litigation outcomes



Workflow automation for efficiency

# Adding Value

Partnering for Win-Win Solutions

## *DEFINE*

Early alignment on goals.

## *CREATE*

Transparent communication using shared data.

## *ADD*

Building trust and innovation through collaboration

# Call to Action

*From Now to Next: Make Value Your Focus*

- ✓ Start value conversation early
- ✓ Embrace data and technology as tools for alignment
- ✓ Commit to collaboration that drives innovation



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*The future of our profession is not just about adapting to change—it's about leading it, together.*

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***Thank you!***

