



**ilta09**

leading technology | optimizing value

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# Creative Adoption Techniques for KM Initiatives

**Panelists:**

Andrea Alliston, Stikeman, Elliott LLP

Janis Croft, Nixon Peabody

Meredith L. Williams, Esq., Baker Donelson

# Nixon Peabody

- 800+ attorneys
- 17 cities, including Boston, Chicago, London, Los Angeles, New York, Paris, Rochester, San Francisco, Shanghai, Silicon Valley, and Washington, DC

- Major Practice Areas include:

Corporate Transactions

Global Finance

Environmental

Franchise & Distribution

Health

Intellectual Property

Labor & Employment

Life Sciences

Litigation & Dispute

Resolution


Real Estate

Securities

Syndication

## Stikeman Elliott LLP

- > 500+ lawyers
- > Offices in Montreal, Toronto, Ottawa, Calgary, Vancouver, London, New York and Sydney
- > Recognized nationally and internationally for the sophistication of its business law practice
- > Canadian leader in core practice areas - corporate finance, M&A, banking, corporate commercial, real estate, tax, insolvency, structured finance, competition, intellectual property, administrative law, employment and business litigation
- > Two official languages
- > Mature KM program with a group of lawyers dedicated full time to KM



**BAKER**  
**DONELSON**  
BEARMAN, CALDWELL  
& BERKOWITZ, PC

- 570 + attorneys
- 15 offices in Alabama, Georgia, District of Columbia, Louisiana, Tennessee and representative offices in London, and UK.
- 5 practice groups:
  - Advocacy
  - Business
  - Health Law/ Public Policy
  - Labor & Employment
  - Tax

# Topics

- **Build a Good Product**
- **Branding**
- **Successful Rollout**
- **Integration into Daily Practice**
- **Continuous Training and Promotion**

# Building a Good Product

- **Baker Donelson**
  - Client Team Sites
- **Stikeman Elliott**
  - KM System – STELLA KM
- **Nixon Peabody**
  - Enterprise search on entire DM system
  - Customizing collaboration spaces for group requirements

**Building A Good Product Is Not Enough!**

# Branding

- **Stikeman Elliott**
  - T shirt, banner, lobby boards, Post-it Notes
  - KM brand distinct from firm brand - created by marketing
  - Used in promotional material and content
- **Nixon Peabody**
  - Branding of the portal
  - Use in emails and posters
- **Baker Donelson**
  - Travel mugs with BakerNet on the launch
  - Branding give-aways (thumb drive)

# Successful Rollout

- **Nixon Peabody**
  - Get the lawyers and staff involved
  - Office by office rollout with individual & group training
- **Baker Donelson**
  - Getting the budget
- **Stikeman Elliott**
  - Don't underestimate the effort needed
  - A project in and of itself; separate project plan

# Integration into Daily Practice

- **Baker Donelson**
  - Getting billable hour credit for km activities.
- **Stikeman Elliott**
  - Contest for creation of km content in Calgary
  - Automated DM searches in Montreal
- **Nixon Peabody**
  - Contest for inputting sales activities

# Continuous Training & Promotion

- **Stikeman Elliott**
  - Captive audience in lawyers lounge
  - KM lawyers provide “stealth” training
- **Nixon Peabody**
  - Targeted Promotion at Practice Group Meetings
- **Baker Donelson**
  - 4 step approach (orientation, constant demonstrations, specialty classes & CLE for specific products)

**Questions?**

**Stories to Share?**

