

The Innovation Culture in the Legal Context.

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In another edition of Smart Talks, we had the participation of Daniel Marques to discuss the importance of Innovation Culture in legal organizations and their main challenges.

Check out the main topics of this conversation.

Current scenario



Brazil faces a set of challenges specific to the unique reality experienced in the country: a **legal world that is outstanding** in terms of the number of cases, professionals, courts, and expenses.



Technology is no longer just an element within the branches of Law, **it is the very structure of society**, present throughout the legal universe and its areas.



The dimension of machine time is already part of Law. With Generative AI providing immediate responses, there are **changes in the business model** of law firms and in the relationship with clients.

Technology and innovation



Among the main detractors of the relationship between lawyers and clients are the use of "legalese" and lack of empathy. **Understanding the user and their pain** is essential for the provision of legal services.



Data-driven marks the end of "guesswork" in decision-making. There is no longer room for corporate strategies that are not based on data, metrics, and indicators.



Legal Design is not just about Visual Law. Design is about problem-solving, including system design, organizational design, service design, product design, and information design.

Internal Innovation



Combining **people, processes, and projects management** is essential for the success of the internal innovation strategy in Law Firms and Legal Departments.



Without technology there is no innovation, but technology alone is not sufficient. Technology is the core, but it must be surrounded by other elements, such as **innovation culture and innovation management.**

Walking towards **fostering and driving innovation culture**, TozziniFreire Advogados announced the **"TF 5.0,"** Internal Innovation Program. Various actions will be implemented, such as channels for idea generation and management, competency development paths, and collaboration and engagement networks. **Stay tuned to keep up with the new initiatives!**

These and other topics were addressed in another edition of Smart Talks, a monthly meeting promoted by ThinkFuture that aims to bring TozziniFreire lawyers closer to the different interactions between Law, Innovation, and Technology. **We thank all who were able to attend this meeting!**

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