


Why lawyers need taxonomies - adventures in organising legal knowledge


Or why you need to name your kid's trousers

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ISKO – 10 November 2010

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To meet the needs of today's tough and complex business world we offer the full range of **legal services**, delivered in a way that makes the legal side of business as easy as possible for our clients.


We handle challenging and complex legal business needs across a wide variety of **market sectors** and **jurisdictions** in a way that makes legal matters more straightforward and ultimately less stressful.

Whether public or private companies, governments and financial institutions, our commitment is to listen and understand their needs and to actively work harder to make it easier for them.

Our 'no barriers' working culture, driven by our **values** makes this possible and ensures that our clients benefit from the full resources and experience of the firm.


Allied to our service ethic - to work hard to make it easier - we offer our clients an experience which they tell us they really appreciate and value.

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+ Gulf Region Practice

Alliance with Salans



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From recession to recovery - optimising your position



+ Maximise Opportunity, Minimise Risk

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- Leading planning partner joins Pinsent Masons
- Arrival of new partner enhances Pinsent Masons' corporate group in China
- Pinsent Masons advises FirstAssist Services shareholders on sale to Capita Group

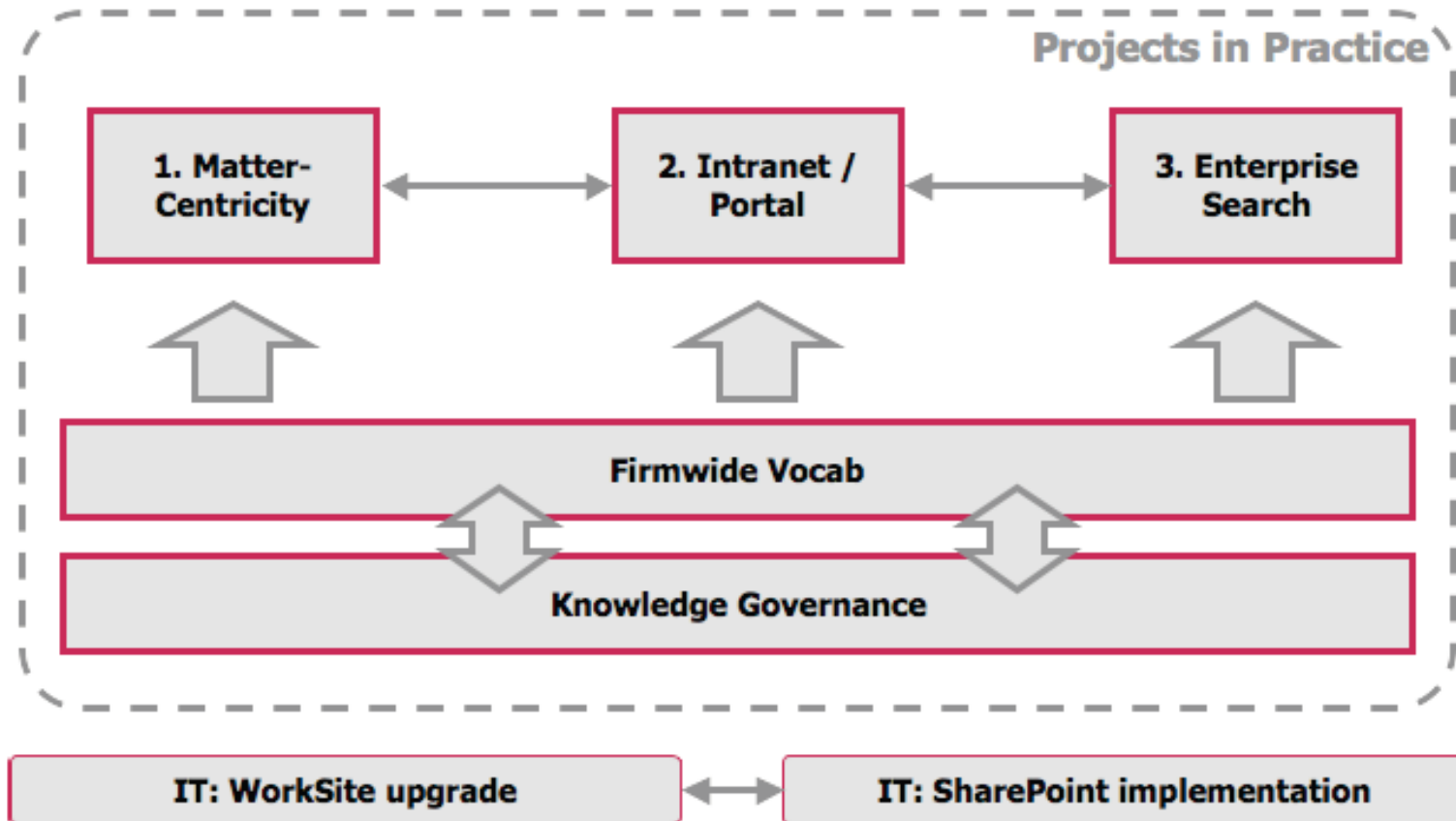
Knowledge at PM

- Major investment project for the current strategic plan
- No formal knowledge team
- Great history of getting external help

Why can't I find my stuff

- Became the mantra of the projects
 - starting point for workshops
 - good way to refocus a discussion throughout the projects
 - good way to reference the workshops
 - good message linking internal comms

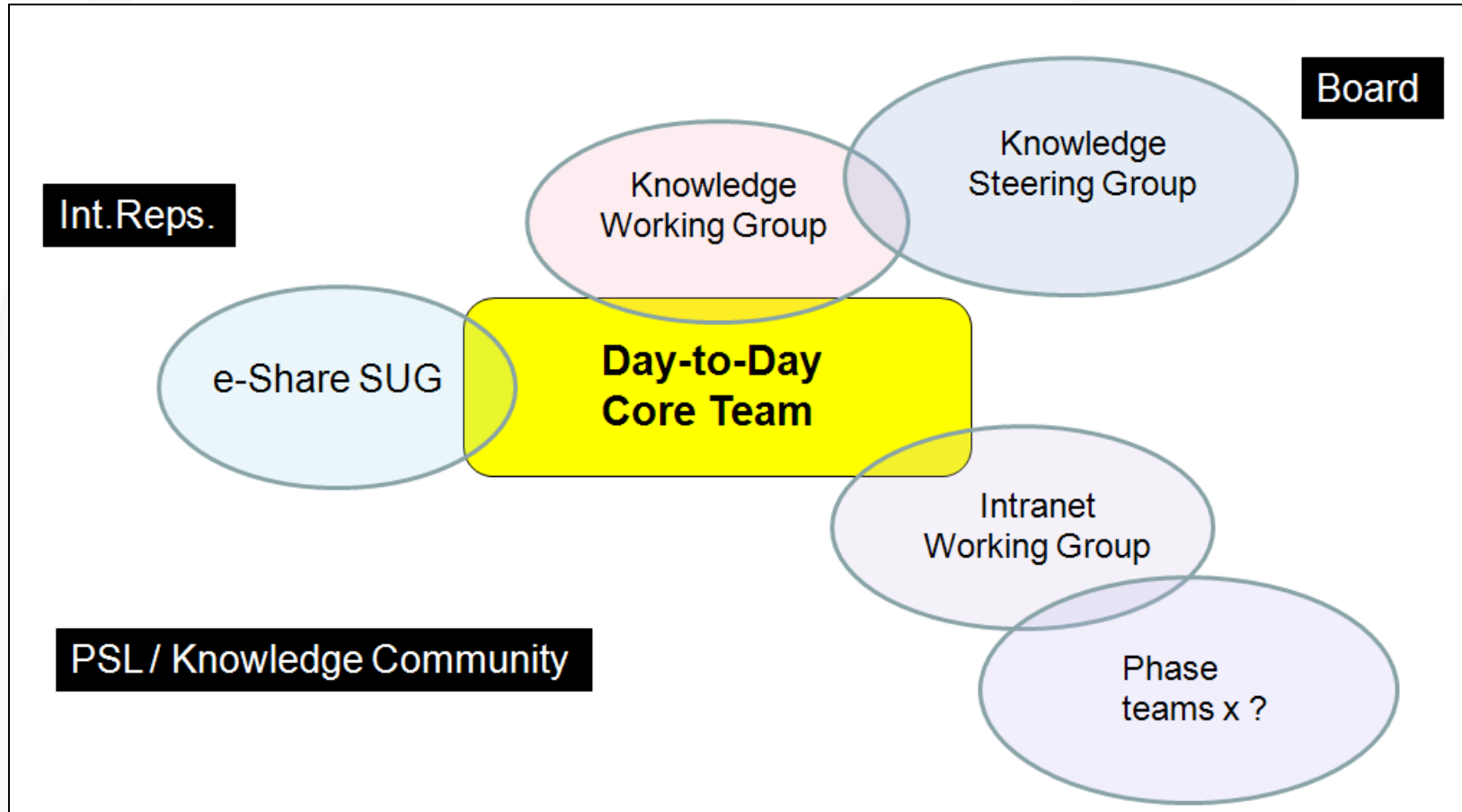
Knowledge projects @ PM



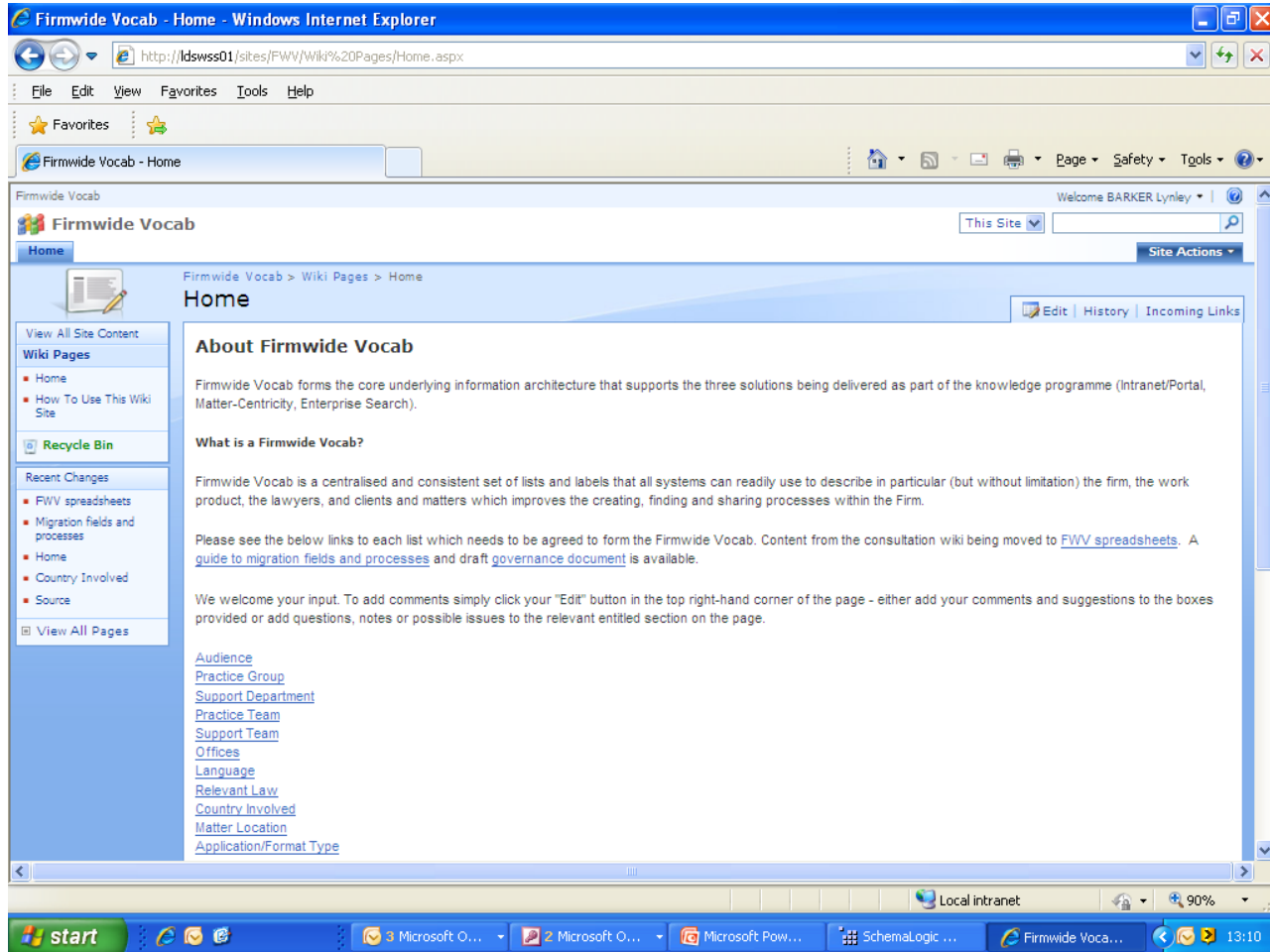
Consultation Continued

- Workshops
- Senior partners – group heads, sector heads, MP etc
- Business support heads
- Various teams

Governance @ PM



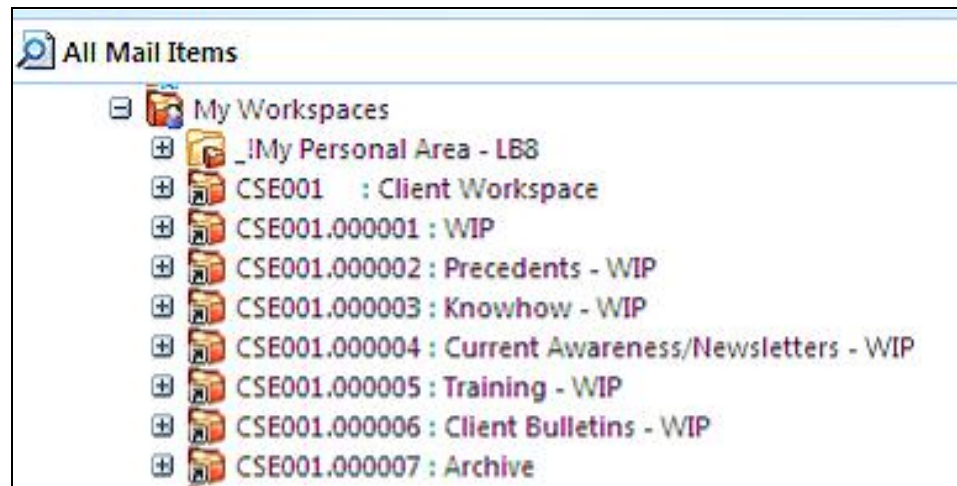
Firmwide Vocab @ PM



Firmwide Vocab - SchemaLogic

The screenshot displays the SchemaLogic Workshop 4.7.1 interface. The main window is titled 'SchemaLogic Workshop 4.7.1' and features a menu bar (File, Tools, View, Window, Help) and a toolbar with various icons. The left pane shows a tree view under 'Object Groups' with 'Vocabularies (24)' expanded. The 'Area of Law' vocabulary is selected. Below this, a list of vocabularies is shown, including 'Investment Funds', 'Joint Venture', 'M&A', 'Partnerships', 'Private Equity', 'Reorganisations', 'Takeovers', 'Arbitration', 'Dispute Resolution & Litigation', 'Criminal', and 'Education'. The 'Arbitration' vocabulary is highlighted. The right pane is titled 'Explore Area of Law' and contains a search bar and a list of terms under the 'Arbitration' category, including 'Applications to court', 'Arbitral seats', 'Arbitration Act 1996', 'Arbitration agreements', 'Arbitrators', 'Awards, challenges & enforcement', 'Commencing & conducting an arbitration', 'Conflicts of law issues', 'Costs', 'Evidence', 'Institutional & ad-hoc arbitration', 'Interim measures', 'Investment treaties', 'Jurisdictional issues', and 'Multiparty'.

Matter centric working @ PM



Enterprise search @ PM



Findability - working practices

- Big emphasis on embedding the knowledge mindset
- Workshops on working practices before matter centric working is rolled out
- Publishing communities
- Governance committees

Findability – working practices

- Naming conventions
 - “if you don’t name your kid’s trousers when they go to school don’t expect to ever see those trousers again”

Doc type	Naming convention	Example(s)
Email	Subject matter	Mark up of SPA Second draft of confidentiality agreement
Document	Title/type of document - name/codename of key parties - indication of draft status and purpose of draft - date	Term sheet – Mole Ltd – draft incorporating ABC’s comment – 20 09 10 Policy doc – XYZ plc – personal draft – 22 09 10
Letter	Date of letter (YYYY-MM-DD) - 'PM L' for outgoing letter/'L' for incoming letter - '+' for attachments - name/code name of addressee or sender - subject matter - indication of draft status	2010-10-08 – PM L to S Smith – Ratchet provision – draft 2010-10-08 – L+ from J Brown – Code issues
Fax	Date of fax (YYYY-MM-DD) - 'PM Fax' for outgoing fax - 'Fax' for incoming fax - as above for a letter	2010-10-08 – PM Fax+ to O Wim – Patent issues 2010-10-08 – Fax+ T Sharma – Tax restructure
Attendance note	Date of call/interview(YYYY-MM-DD) - 'AN' followed by 'T' (telephone call) or 'PI' (personal interview) - fee earners initials - subject matter - name/codename of other party	2010-10-08 – AN – T – SMS – Arbitration – Karen Wright 2010-10-08 – AN – PI – OVO – Witness statement George Brown

IS role going forward

- Guardians of the PM FWV - future proofed by:
 - buying a substantial beast of a tool
 - promotion of FWV within the firm
 - reliance upon database exceptions
- Blending the internal and external worlds
- Bringing pragmatic and intelligent options to the table

Working hard to make it easier

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