

SavvySurvey

2020 2021



Savvy Training
& Consulting

Welcome to the First Annual Savvy Survey on Training in the Legal Industry



Granted, 2020 was an odd year to launch an annual survey that we hope will help us track training trends in the legal industry.

However, since 2020 delivered some seismic shifts in the way lawyers and their teams use tech (hello Zoom trials and a surge of e-filing requirements), it may also be the perfect year to benchmark the beginnings of something big.

Some facts about this survey:

- The survey was open from December 8, 2020 through January 4, 2021.
- We received 136 responses.
- Two thirds of all respondents work in IT/Training, with some crossover into other departments, including human resources and operations.
- Respondents were from every firm size (1 attorney to 1000+), but the majority of the respondents worked in firms with 20 to 249 attorneys.

While our goal is to run this survey annually to track trends, this is only Year 1, so there are no trends to report. However, we did see three themes in the data and written responses:

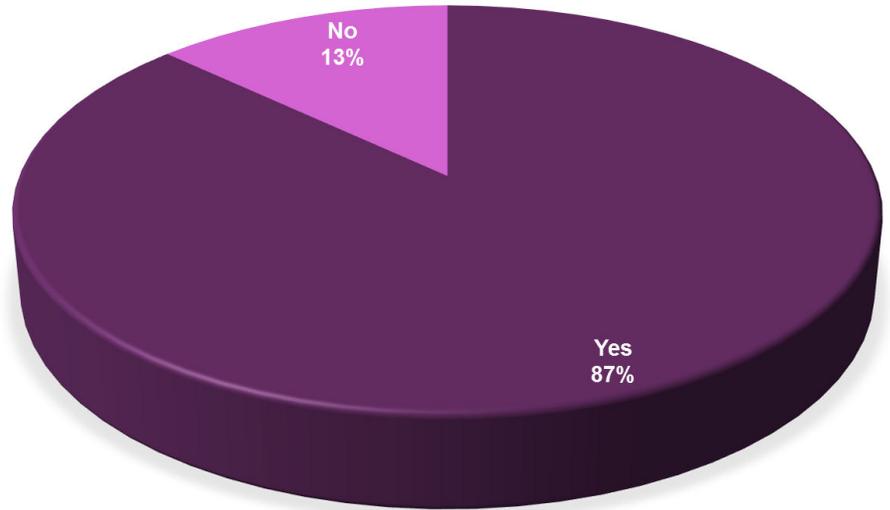
- 1. Cultural barriers to training:** Trainers are not feeling the love from upper management. Across many firms, there seems to be a cultural problem in trying to create a learning environment. Namely, if the bosses don't do it themselves and expect it from others, it's not going to happen.
- 2. Cross-departmental efforts to incentivize training:** Trainers desire a closer connection to HR, including help promoting learning throughout the firm. In the firms where HR and Training have established a partnership, participation in the training program seems particularly strong.
- 3. Security, security, security:** The one area that seems to be getting extremely popular in training circles is security. There is a clear bottom-line impact when a hacker breaks through. If only we could monetize the bottom-line impact of slow, inefficient word processing... we'd probably get just as much attention for Microsoft training as security training!

We hope you find this survey data as interesting as we do. Of note: Our favorite area of the survey was the written responses. We've shared the most inspiring, informational, telling and funny.

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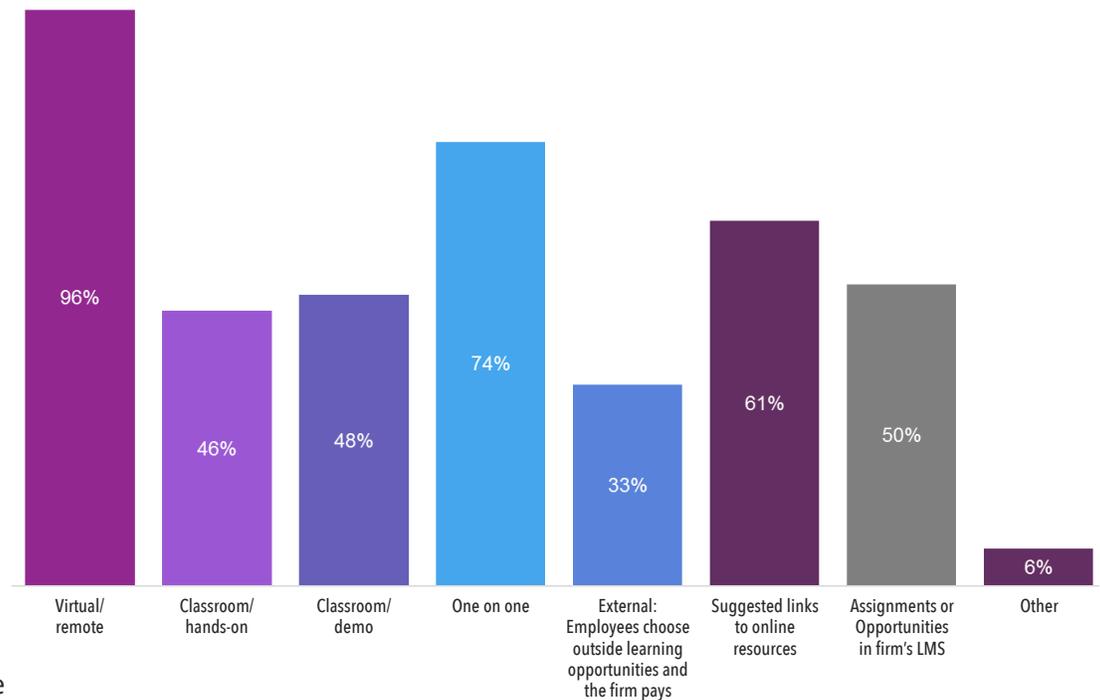
1. Is your firm currently offering training opportunities?

The good news is that most firms – a whopping 87% of respondents – said that they are offering training opportunities to their employees. On the flip side, as we all know, it is one thing to offer training and quite another to get people to take it. As you’ll see in some of the graphs below, an increasing number of firms are starting to set training expectations, including links between training goals and HR incentives like bonuses and salary bumps. “If you build it, they will come” doesn’t work, but “If you pay them to come, they will come” seems to work a lot better.



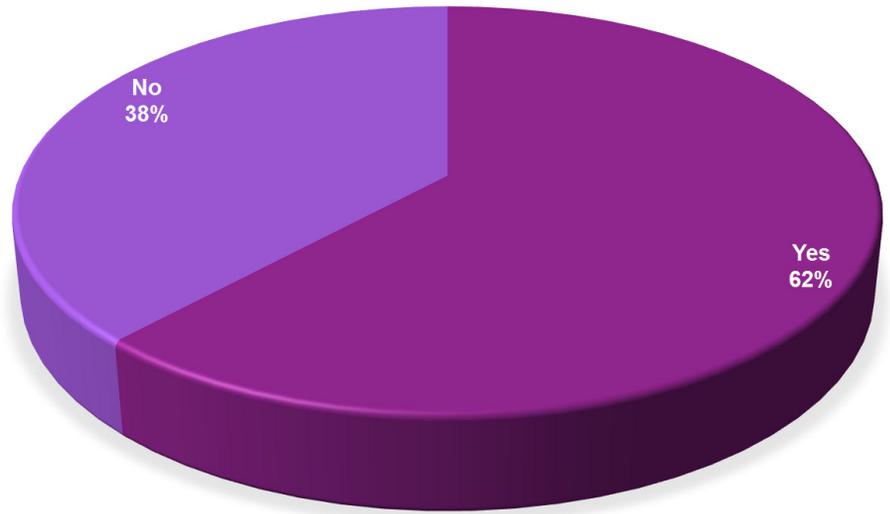
2. Please check all of the types of training opportunities your firm provides.

Not surprisingly, virtual/remote training was the most popular type of training offered by respondents in 2020 since most law firms also sent their workforce home due to COVID restrictions. (See our COVID Impact Survey for more details on work-from-home data.) We received a comment from a respondent who said, “One-on-one was also remote due to COVID.” Therefore, it’s safe to assume that there was an effort to provide most training virtually in 2020.



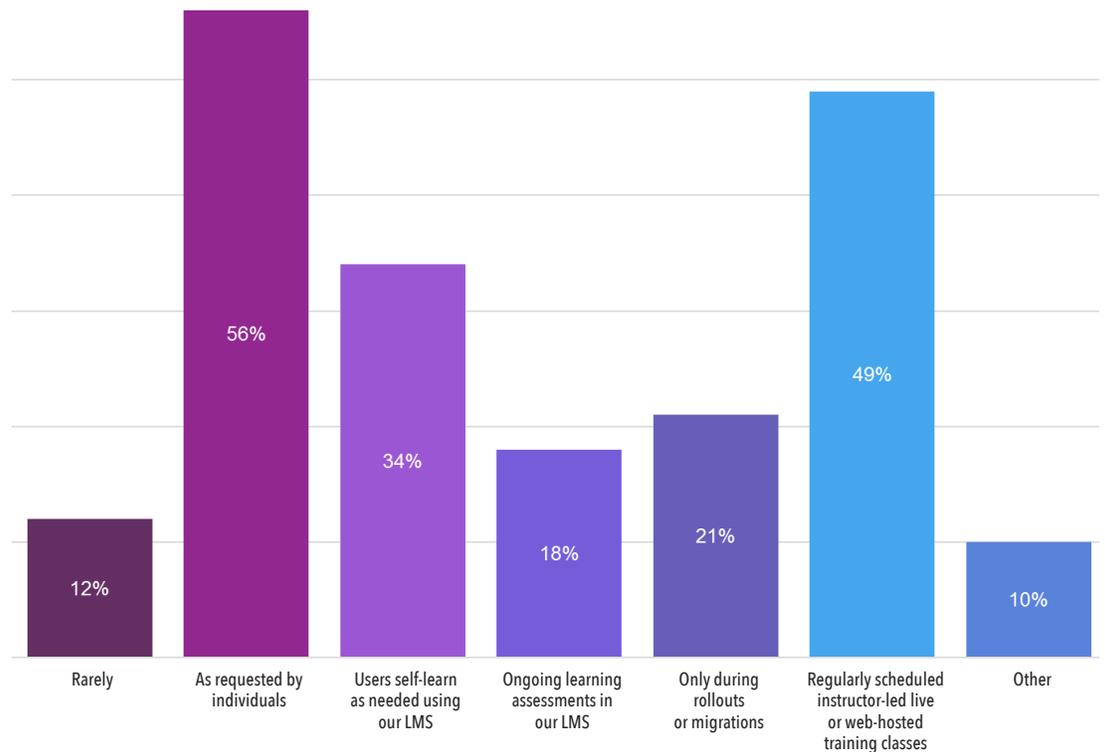
3. Does your firm have a vendor-provided learning management system (as opposed to an internal intranet for training materials)?

Those firms that entered 2020 with a cloud-based learning management system probably had a relatively easy time transitioning to training-from-home. The top 5 vendors named as LMS providers included: Savvy Training & Consulting, Profiscience (UniversitySite), viGlobal, TutorPro, Absorb and Helix (tie).



4. How often does your firm offer formal technology training?

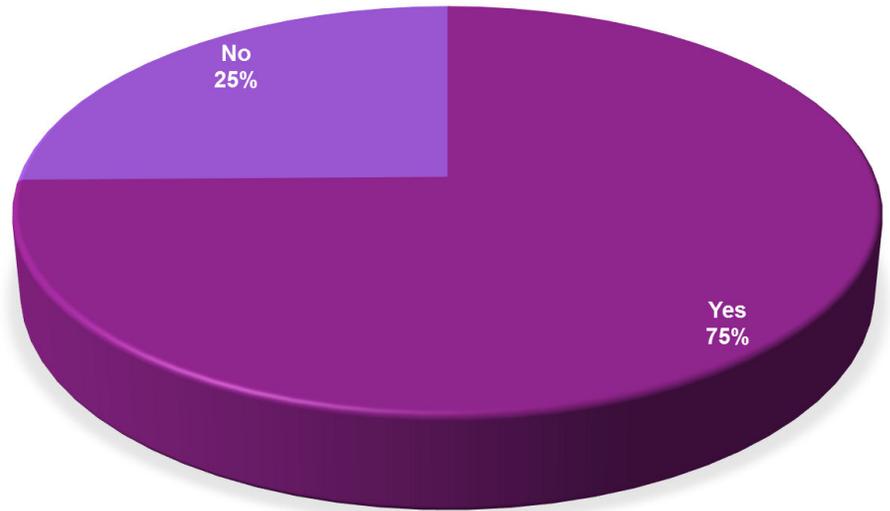
Most law firm trainers will recognize this graph as telling a story about their lives. When the largest share of training is “as requested by individuals,” it likely means that the firm’s employees are not incentivized to be continuous learners. Instead, employees expect that, when they run into an issue, they should be able to reach out to a trainer/the help desk



and get help pronto. Conversely, in our experience, the “stickiest” forms of training, the most effective, are “ongoing learning assessments in our LMS” and “regularly scheduled instructor-led live or web-hosted training classes.” The firms that offer these kinds of learning opportunities are likely more poised for the technology changes (and client expectations) ahead.

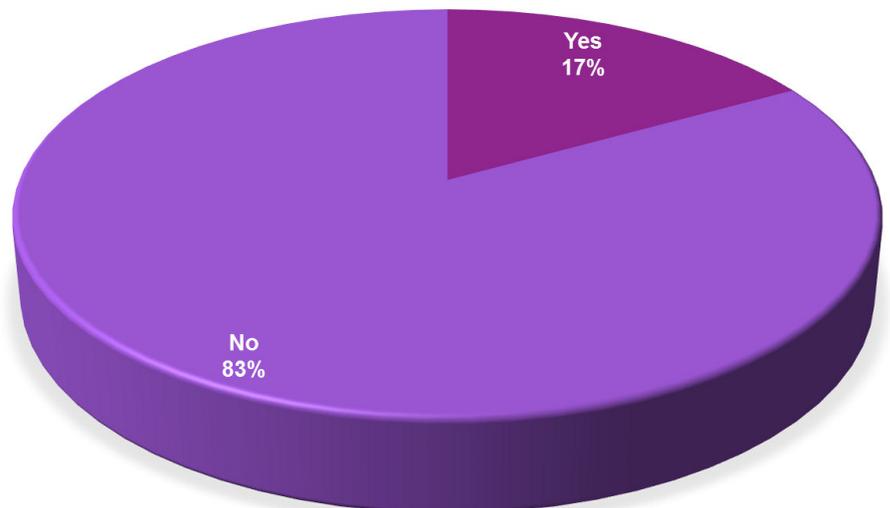
5. Do you currently work with a security awareness training vendor?

This graph is very encouraging since, as we know, law firms are under constant attack from cyber criminals. Of the vendors named by respondents, the overwhelming top vendor choice was KnowBe4, with the following getting one or two mentions each: Traveling Coaches, CQR, TeachPrivacy, Proofpoint, MediaPRO, BTM, Ironscales, MimeCast, Keystone and ImageQuest.

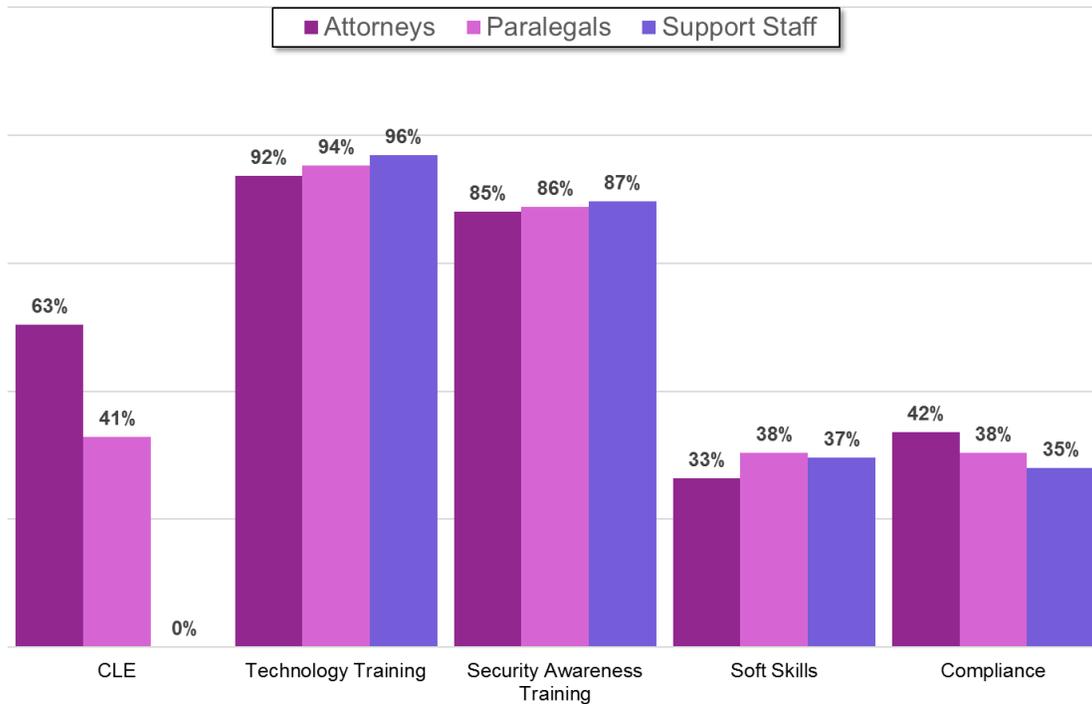


6. Do you currently work with a soft skills training vendor?

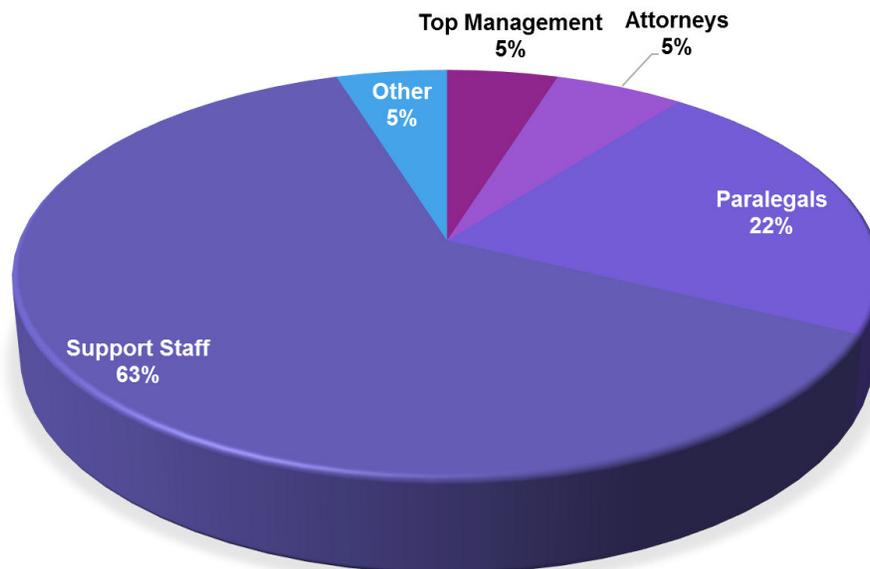
More and more states are passing laws that require employers to provide so-called "soft skills" training, such as sexual harassment prevention and diversity trainings. Therefore, we expect to see this "yes" pie grow in the years ahead. Of those who do work with soft skills training vendors, the names that came up most often were Traliant, Open Sesame, New Horizons, and LinkedIn Learning.



7. What kind of training do you offer?



8. Who are the people most receptive to training in your firm?

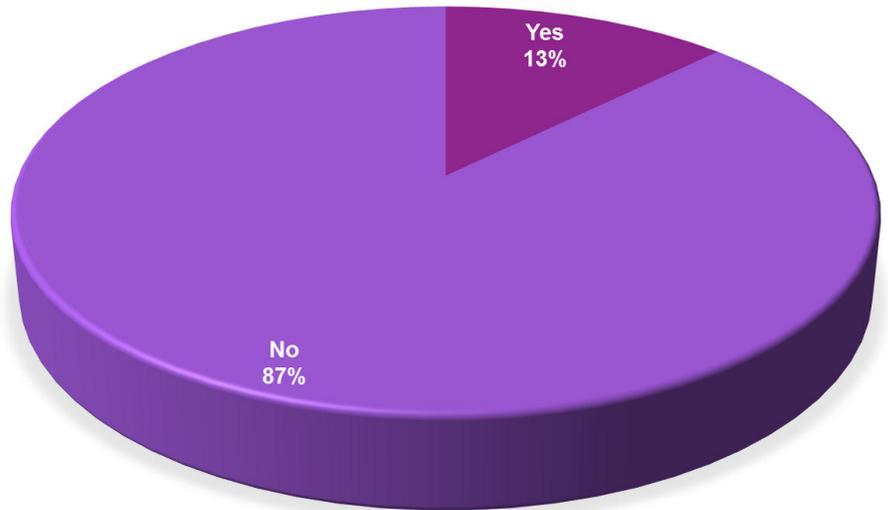


These two graphs, when taken in tandem, tell another story of firm culture that most trainers will recognize. Namely, attorneys are offered many types of training but are among the least receptive to them. In our experience, if the top management of a firm does not buy into the value of a continuous learning environment, neither will attorneys. The end result is a culture that tends to remain static and resistant to new technologies. (But let's hear it for the Support Staff! These people are the production workhorses of a law firm, so it's great to see that they are also the most receptive to learning.)

9. Does your firm set an annual training goal or requirement for its employees? (e.g. hours, credits, number of classes)

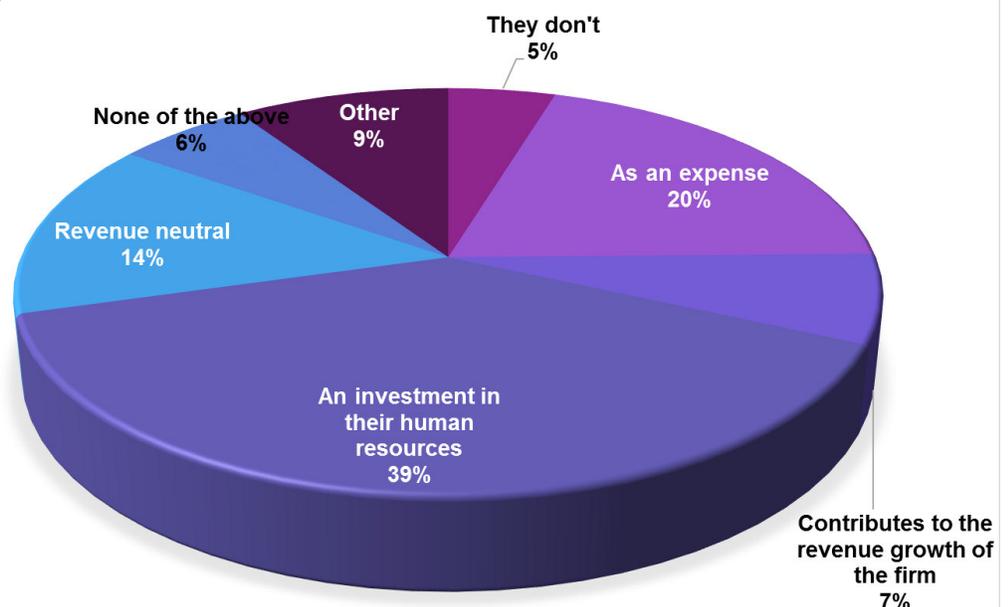
Granted, 2020 would have been a very hard year to institute and maintain training requirements. However, with the explosion of technological changes that 2020 brought to the legal industry (trial by Zoom!), we anticipate that 2021 will see growth in institutional training expectations. We did receive some interesting comments from the “Yes” respondents when we asked, “Please provide more information on the annual training goal or requirements for employees,” including:

- “Each employee is enrolled in a Learning Plan. Completion is only required when there is a rollout, otherwise, it is encouraged and PTO is given to hourly employees who complete theirs.”
- “Legal Assistants (5 courses in the LMS annual), Paralegals (4 courses in the LMS Annual), Harassment Training (Annual), IT Security Training (quarterly).”
- “Staff must do 8 hours per year: 5 general and 3 cyber security. Attorneys must do 3 hours per year of cyber.”

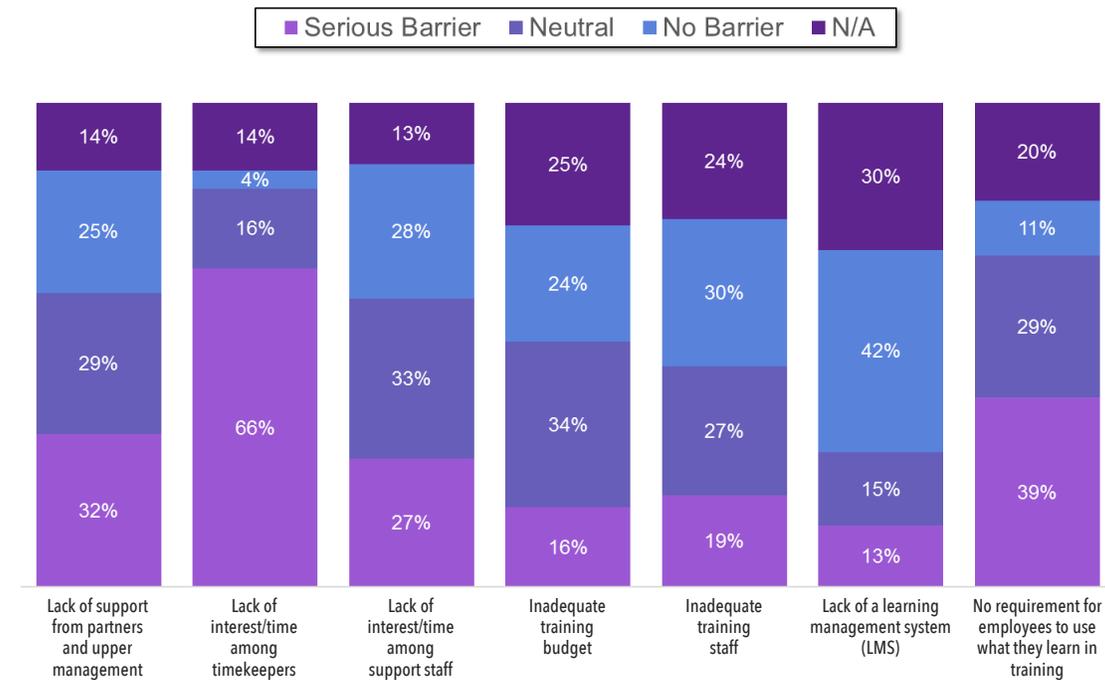


10. In your opinion, how does your firm’s top management primarily view training?

It’s interesting to note that nearly half (39% + 7%) of top management believe that training is an investment in human resources or contributes to the growth of the firm, but (as shown in graph #8) they don’t have any interest in it for themselves. When we asked for additional comments from trainers on this, we received weary comments like, “They see it as a necessary evil,” and “It’s great for everyone else; there is little interest for themselves except CLE.”



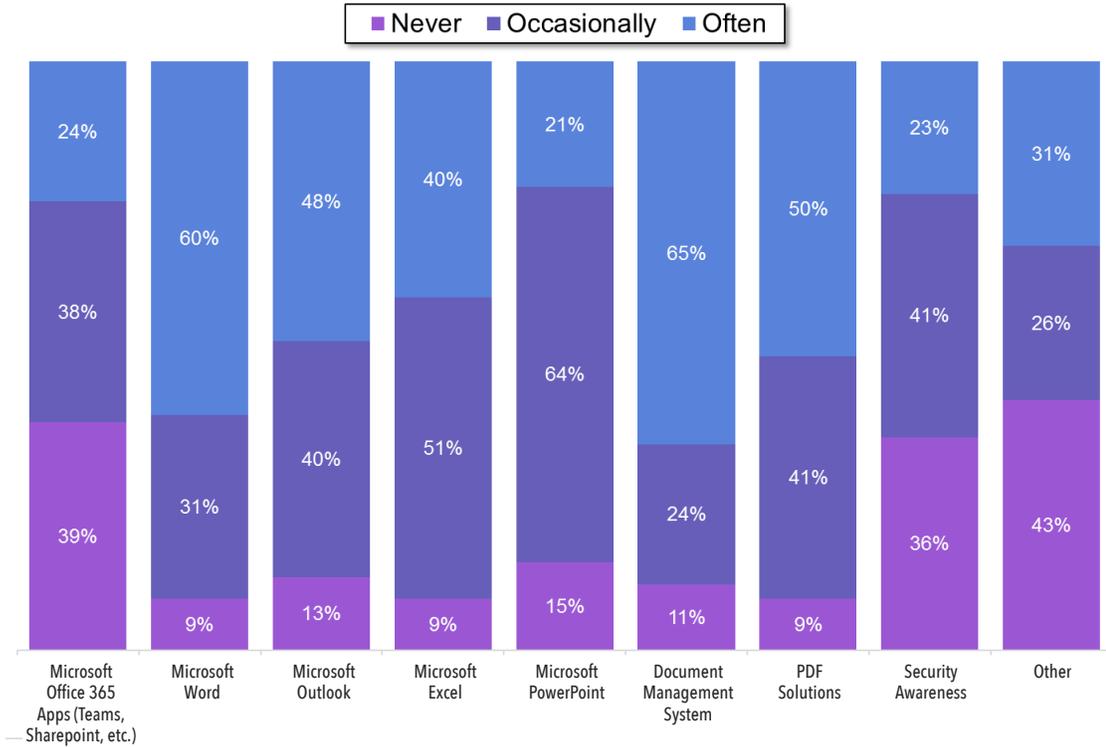
11. If you are the firm's trainer, how would you describe the barriers you face in moving training forward in your firm?



The biggest barriers are: 1) Lack of interest/time among timekeepers; 2) No requirement for employees to use what they learn in training; 3) Lack of support from partners and upper management. Imagine if all three of these barriers exist in a firm. That firm is likely to lack the ability to embrace innovative technologies. Involving HR to incentivize learning could be the key in reducing barriers and encouraging adoption of critical technologies. Some of the comments we received with this question include:

- "Time is the biggest hindrance to training in a law firm as everyone's worth is defined by their time use."
- "It's a mindset problem. Senior lawyers leverage juniors and support staff to do EVERYTHING they don't want to do, including basic technology (Outlook, time/billing, and Microsoft)."
- "No tech training goals. No recourse for inability to demonstrate tech skills. No buy in or participation from attorneys or upper management."
- "Would be nice if technology skills (i.e. software knowledge) was part of yearly evaluation."

12. If you are a trainer, how often are you asked to cover the following? If you are an end-user, how often do you need help on the following?



These results match what we see at Savvy. Document management systems are being adopted and upgraded at law firms with a fervor, requiring implementation and, ideally, ongoing training. Further, we have always seen high demand for Microsoft products trainings, especially since the company drops updates about every 30 seconds.

One theme definitely stands out: trainers desire a partnership with HR so that they can hold learners accountable to annual learning expectations.

If you had a blank check...

Lastly, we asked survey respondents, "If you had a blank check, how would you use it to bolster training at your firm?" We got some great ideas! One theme definitely stands out: trainers desire a partnership with HR so that they can hold learners accountable to annual learning expectations.

- "As technology advances, we need to invest in our staff and offer ongoing training/support to our Legal Administrative Assistants ("LAA"), Paralegals and Associates. In addition, I would like to have a platform whereby we can monitor progress and one where our LAAs will complete assessments on the training sessions being offered as they progress from basic to intermediate to advanced applications."
- "Make it mandatory."
- "Would get a learning management system and attempt to convince the firm to make a certain allotment of training hours mandatory for all employees."
- "1. Require 2-4 hours per month for admins;
2. Require follow-up training within 30 days of new hire training;
3. Require annual skill certification (99% of the people hired in the last 10 years did not know styles. Most users do not know how to use Acrobat Professional. NONE have known Excel);
4. Get the training CLE-certified to encourage attorney attendance."
- "Don't know if I could buy the lack of support from management that would force attorneys to use the tools we pay for. It really serves no purpose to force staff to train when the people they support are not required to learn the same tools."
- "Offer direct bonuses to all who attend training."
- "Buy an LMS!!!!!!"
- "Purchase desirable incentives for completing training. Rather than just giving away cheap gift cards to Starbucks, Publix, or other popular food chains, I would purchase things like a new iPad... or a new computer... or an all-expenses paid trip somewhere for those people who are first to complete a rigorous training program. I would also purchase an elaborate gaming area to hold regular training challenges (complete with buzzers, digital displays, lights, etc...) so that we can gauge the level of knowledge of users, while at the same time letting them have fun and win great prizes." (Well, we did offer a blank check!)

About SAVVY Training



Savvy Training & Consulting trains corporate legal departments and law firm staff for maximum efficiency and security. We partner with firms that embrace change as they adopt new technologies and improve efficiency in existing, foundational platforms, such as Microsoft products, document management systems, and more. From weekly opt-in webinars, to firm-specific, instructor-led trainings, to a robust, subscriber-based learning management system that comes fully loaded with training content, our work translates directly into higher earning power for law firms throughout the United States, Canada and Europe.

While 2020 was a tricky year to launch an annual survey, we look forward to tracking trends as the coming years unfold.

Thank you for your interest and to those of you who responded.

Contact Savvy Training & Consulting
for a free demo of any of our
products or services.



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