



Lucy Dickens

Bestselling author, speaker, lawyer, and podcast host

INNOVATION IN LAW

2.00pm-3.00pm

It's time to do law differently – the six steps of the Productise and Profit Model

When you design products for your customer's needs, sell solutions instead of time, and systemise service delivery, you will free yourself from the grunt work and build a successful business that lets you spend your time doing the work you love. This presentation will help you understand the journey to create a productised ecosystem that lets you simplify your business, escape the billable hour and do more of what you love.

During this session, Lucy will take you through the six steps of the Productise and Profit Model:

Step 1: Find your vision

Step 2: Deeply understand your clients

Step 3: Create amazing solutions

Step 4: Productise your services

Step 5: Embrace modern marketing

Step 6: Optimise your operations

About Lucy Dickens

Like most lawyers, Lucy's career in law started the traditional way: as a law clerk. She quickly discovered that her skills and passion lay not just in the practice of law, but in the business of law too. From early on in her career, she developed her skills in various roles, including lawyer, service designer, team leader, HR manager, business analyst, practice manager and marketing manager.

Today, she is known as a leader in legal innovation. While so many people focus on the 'what' and the 'why', Lucy's approach focuses on action. She is all about the 'how' and is just as interested in coming up with ideas as she is in seeing them brought to life.

Lucy is the author of the Amazon #1 bestseller, *It's Time To Do Law Differently: How To Reshape Your Firm and Regain Your Life*, a regular keynote speaker and host of the Top 10 *Doing Law Differently* Podcast.

In 2020, Lucy was recognised as Lawyer of the Year by The Law Society of Western Australia for her contribution to the legal profession, helping law firm owners and operators reshape their firms to keep pace with the changing economy.

Lucy is a Senior Associate at Birman & Ride, and is also the co-host of the successful podcast *The Juggle*, where she explores topics to help career women have a satisfying career and a fulfilling family life.