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# Vive la Révolution

When and why running a better law  
firm requires cultural change







***‘Strength shows not in the ability to persist, but the ability to start over.’***

*- Anonymous*

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When something's not right in the firm, you usually know what it is. What's sometimes less clear is how deep the problem goes. It could be something that you can fix with small tweaks and gradual

reforms, or it might demand something more fundamental.

That's not the only question, though. The next question, and the bigger one, is whether the issue is **procedural** or **cultural**.

Even the most radical change of process is easier than a change of culture. If you've realised the firm needs that kind of overhaul, nobody would blame you for feeling uneasy. **This is your guide** to starting the revolution and seeing it to a successful conclusion.



*‘You cannot buy the revolution. You cannot make the revolution. You can only be the revolution. It is in your spirit, or it is nowhere.’*

*- Ursula K. Le Guin, The Dispossessed*

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Much as we’d love to sell it, you can’t buy change. Yes, you’ll need tools like software and platforms, but they’re the means, not the end. You wouldn’t buy costumes, build a set, and just expect a play to happen. Especially not if the actors are unwilling.

The revolution needs grassroots support to succeed, but that support is easier to drum up than you might fear. If something’s not working, chances are there’s some dissatisfaction.

If something is inefficient or ineffective, it won’t be only the partners who notice. Fee earners and support staff are probably frustrated. The appetite for change is either there or easy to work up – you just need to consult all members of the firm, and you’ll find advocates for a radical new approach.





***‘If I can’t dance, it’s  
not my revolution.’***

***- Emma Goldman***

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When all the partners, practice managers, fee-earners, and support staff have bought into your revolution, the firm will pursue it and protect it with zeal. That’s as it should be, but beware of imposing new dogma.

You hired talented people, and talented people need the space to flourish, licence to exercise their creativity, and trust to make the right decisions. If you impose a new orthodoxy that restricts their practice

and their abilities, then the new culture is doing the opposite of what it was meant to. It was supposed to help your team and your firm, not hinder them.

Always bear in mind that any framework, process, or change should be in service of your people, not the other way around. Resentment will kill progress.





# *“A revolution is not an event. It’s a process.”*

- *Various attributions*

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One important point about your new culture change, is that it won’t be a matter of agreeing a new way of working, implementing it, then enjoying the results. It’s a project that doesn’t really have a completion date.

It also isn’t likely to give you constant or linear improvement. There could be everything from small hiccups to major roadblocks, and sometimes you’ll take two steps forward and one step back. You might even find it painful and start to regret it, but stick with it and it will reward your commitment.

Much as the decision to change should be consultative, so should the process be. Keep an open line of communication and remind your team that an ongoing discussion of their experience is welcome and vital.





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# Tools of the Revolution

While you can't buy your way to becoming a more productive, more compliant, or happier firm, you can find the tools and the insights that will make it easier at [insightlegal.co.uk](https://insightlegal.co.uk).

We've worked with over 1000 firms to shape their practices into more efficient operations that make the most of their talent, and maximise their time. For an informal and no-strings-attached conversation about how we helped them and what you can learn, [get in touch with Nathan](#) and we'll put a call in the diary.

For more tips on transforming your firm, [get your guides here](#).

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