

Hogan Lovells



Customer

Hogan Lovells is an American-British law firm co-headquartered in London and Washington, D.C and one of the top 10 global legal services providers.

Audience

Managing and Senior Partners

Country

Germany

Challenge

To improve collaboration and unlock creativity across the organisation

James Taylor's Solution

- 45 minute 'SuperCreativity' keynote
- 75 minute 'Unlock Your Creative Potential' workshop

Results

- Attendees were given a high-energy keynote on creativity, innovation and artificial intelligence
- The workshop provided training on a number of creative thinking tools for better generation, development and evaluation of new ideas.
- The keynote and workshop resulted in a number of new ideas being generated related to improving efficiency, reducing costs and improving collaboration between global offices.

James Taylor helps top legal services firm Hogan Lovells accelerate innovation

Hogan Lovells became a top 10 global legal services provider through an unprecedented combination of two firms with international credentials, U.S.-based firm Hogan & Hartson and European-based firm Lovells. Modern-day Hogan Lovells carries on the tradition of excellence established by their founders and further builds on their legacy.

The legal services industry, and the global clients they serve, are going through technological disruption which brings both risks and opportunities. Hogan Lovells prides itself on anticipating change, adapting quickly and solving difficult challenges for their clients.

Hogan Lovells invited James Taylor to give a keynote speech and workshop as part of the global meeting of partners from their intellectual property practice. The event was held in Berlin, Germany and brought together partners and lawyers from the Americas, Asia-Pacific and Europe, specialising in copyright, patents, trademarks and brands, and intellectual property & technology transactions.

The first part of the morning consisted of James Taylor giving an inspiring keynote on business creativity, innovation and artificial intelligence and how they will change the legal services industry and business more generally. As this was the first day of the conference James also included an ice-breaker activity.

After a short coffee break James gave his 'Unlock Your Creative Potential' workshop and facilitated a session where attendees learned and then applied creative thinking techniques to a number of areas and processes where the firm was looking to improve.

The morning generated a number of new ideas around improving efficiency, reducing costs and improving collaboration between the firms global offices. The event was such a success that James Taylor was invited to speak at another Hogan Lovells a few months later.

James Taylor

KEYNOTE SPEAKER

About James Taylor

James Taylor is an award-winning entrepreneur, author, host, and inspiring keynote speaker on a global mission to unlock creativity, increase productivity and accelerate innovation.

JAMESTAYLOR
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