



INNOVATE TO ELEVATE

***The Power of Client Experience (CX) in driving
Change and Innovation in Legal & Compliance A
Fast-Track Masterclass to “Lawyer 3.0”***

An SCCA exclusive in collaboration with Transforming.Legal



"INNOVATE TO ELEVATE: MASTERCLASS FOR LAWYER 3.0"

① Introduction to Client Experience (CX) in Legal & Compliance

- Focus: Understanding CX and its importance in legal and compliance roles.
- Topics Covered:
 - What CX means in the legal profession.
 - Key trends driving CX in legal and compliance sectors.
 - Impact of aligning services with client needs.
- Interactive Session: Client Journey Mapping to evaluate and improve current services.
- Learning Objectives:
 - Identify bottlenecks in CX delivery.
 - Brainstorm solutions for better alignment with evolving client expectations.

② Overcoming Barriers to Innovation

- Focus: Identifying and addressing challenges to CX and innovation.
- Topics Covered:
 - Root causes of resistance to innovation: leadership, culture, structure.
 - Organizational inertia and process inefficiencies.
- Interactive Session: Root Cause Analysis to identify and solve CX barriers.
- Learning Objectives:
 - Foster an innovation mindset.
 - Define strategies for organization-wide buy-in.

③ Leveraging Technology and AI in Legal & Compliance

- Focus: Using AI and automation to enhance CX and streamline operations.
- Topics Covered:
 - AI's role in simplifying legal processes and policies.
 - Identifying opportunities for automation.
 - Balancing the human factor with technological advancements.
- Interactive Session: Creating a mini action plan for AI and tech adoption.
- Objectives:
 - Pinpoint processes ripe for innovation.
 - Build confidence in starting tech-driven CX initiatives.

④ Driving Change and Leadership in Legal & Compliance

- Focus: Leadership's role in fostering innovation and managing change.
- Topics Covered:
 - Skills and expectations for leaders in the era of AI.
 - Managing ethical dilemmas and resistance to change.
 - Aligning team goals with business and CX objectives.
- Interactive Session: Designing a Change and Innovation Plan to address common pitfalls.
- Learning Objectives:
 - Develop actionable strategies for effective change management.
 - Use data and AI to enhance team performance and work-life balance



Course Overview

The "Innovate to Elevate" masterclass empowers senior legal and compliance leaders to redefine their roles by integrating cutting-edge client experience (CX) strategies and technological innovation. Participants will explore the importance of aligning legal services with evolving client needs, leveraging AI and automation, and overcoming organizational barriers to change. Through interactive exercises like customer journey mapping, root cause analysis, and legaltech problem-solving, they'll gain practical tools to streamline operations and enhance CX in their organizations.

Led by industry thought leaders Dr. Francis Goh and Tom Pfennig, this intensive program combines insights into leadership, innovation, and ethical considerations in the age of AI. Participants will learn to foster team alignment, navigate change management, and create actionable innovation plans. With a focus on collaborative discussions and real-world applications, this masterclass provides the strategies and confidence to drive meaningful transformation in legal and compliance functions.

This one day INNOVATE TO ELEVATE course is particularly relevant for in-house lawyers as it empowers them to enhance Customer Experience (CX) within their organizations by identifying and addressing operational bottlenecks, particularly during post-merger integrations. Learners will gain skills to innovate and streamline processes, evaluate and improve current Legal and Compliance (L&C) services, and leverage AI and automation to optimize workflows. The course also provides insights into developing change and innovation plans, steering budgets effectively through data, and improving work-life balance by managing workloads with AI. These skills are crucial for in-house lawyers to enhance efficiency, drive innovation, and deliver superior CX in their legal departments.

Course Objectives

Upon completion of this course, learners will be able to:

- 1 Understand the importance of CX in the Legal and Compliance profession
- 2 Identify operational bottlenecks impacting CX in post-merger and other scenarios, e.g., using Service Blueprint
- 3 Innovate solutions to streamline processes and enhance CX
- 4 Map out and evaluate their respective organizations' current L & C services
- 5 Identify opportunities to improve operational processes post-merger through innovation.
- 6 Identify processes in their organizations that benefit from AI & Automation. Create a mini action plan for AI and tech implementation.
- 7 Outline key elements of a change and innovation plan that addresses common pitfalls and anticipates various attacks.
- 8 Leverage data to steer budgets, FTE, staN and client satisfaction. • Using AI and automation to manage workload and improve work-life balance



Target Audience

- General Counsels
- Chief Compliance Officers
- Heads of Legal Operations
- Managing Partners

Why These Participants Should Join:

- **Strategic Decision-Makers:**

These roles are directly responsible for steering legal and compliance functions, aligning them with broader business objectives, and ensuring operational efficiency.

- **Client-Centric Focus:**

These professionals need to align their services with evolving client needs, making the focus on Customer Experience (CX) crucial to their success.

- **Innovation and Technology Leaders:**

As leaders in their fields, these participants are positioned to champion the adoption of AI, automation, and innovative practices in legal and compliance departments.

- **Change Agents:**

Participants will gain tools and frameworks to overcome barriers to innovation, enabling them to drive cultural and operational transformation within their organizations.

- **Enhanced Leadership Skills:**

The program focuses on leadership in the era of AI and technology, equipping participants with forward-thinking strategies to navigate ethical dilemmas, organizational resistance, and team alignment.

- **Peer Collaboration and Insights:**

Limited to 20 participants, this masterclass ensures a collaborative and interactive environment where leaders can exchange ideas, share experiences, and co-create solutions.

- **Comprehensive Skill Development:**

With a blend of theoretical insights and hands-on exercises, participants will leave with actionable strategies to enhance client satisfaction, streamline operations, and foster innovation.

- **Access to Thought Leaders:**

The moderators, Dr. Francis Goh and Tom Pfennig, bring extensive expertise in CX, innovation, and legal technology, offering invaluable perspectives and mentorship.

- **Networking Opportunities:**

Connecting with peers facing similar challenges allows for the formation of a supportive network of legal and compliance leaders.

This program is a unique opportunity for senior legal and compliance professionals to stay ahead in an evolving industry, leveraging innovation to elevate both their organizations and their personal leadership capabilities.

Prerequisite Skills and Qualifications for Participants

To maximize the value of the program, participants should possess the following skills and qualifications:

Professional Qualifications

1. **Leadership Experience:**

- Senior roles such as General Counsel, Chief Compliance Officer, Head of Legal Operations, or Managing Partner.
- Proven track record of leading teams and influencing organizational decision-making.

2. **Legal and Compliance Expertise:**

- Strong foundational knowledge of legal, compliance, and regulatory frameworks.
- Experience in managing complex legal and compliance issues, such as mergers, acquisitions, or global operations.

3. **Operational Oversight:**

- Involvement in designing, implementing, or managing operational processes within legal and compliance functions.
- Familiarity with organizational structures and workflows.

Skills

- Strategic Thinking:**
 - Ability to align legal and compliance services with overarching business goals.
 - Vision to identify areas for innovation and long-term improvement.
- Client-Centric Mindset:**
 - Understanding of client needs and how they impact legal and compliance services.
 - Experience in mapping and enhancing client journeys or services.
- Technological Awareness:**
 - Basic understanding of legal technologies (e.g., AI, automation tools).
 - Comfort with exploring and adopting new technological solutions to streamline processes.
- Problem-Solving Abilities:**
 - Experience in analyzing organizational challenges and developing practical, innovative solutions.
 - Ability to facilitate or lead brainstorming sessions.
- Change Management:**
 - Familiarity with principles of organizational change and strategies to overcome resistance.
 - Experience in implementing and managing change initiatives.
- Collaborative Skills:**
 - Ability to work effectively in cross-functional teams and engage in peer discussions.
 - Willingness to share insights and learn from others.
- Data-Driven Decision-Making:**
 - Basic knowledge of leveraging data to improve decision-making, assess CX, and optimize resource allocation.

Mindset

- Innovative and Open-Minded:**
 - Willingness to challenge traditional approaches and embrace new ideas.
 - Enthusiasm for experimenting with novel solutions to improve legal and compliance functions.
- Ethical Sensibility:**
 - Strong commitment to ethical leadership, particularly in leveraging AI and automation.
 - Ability to balance technological innovation with ethical considerations.

Educational Background

- Law degree or equivalent legal qualifications (required).
- Advanced certifications or training in compliance, legal operations, or technology (preferred but not mandatory).

SCCA Competency Framework

- Where this course maps on the competency framework.
- View the SCCA Competency Framework

COMPETENCY LEVELS	LEARNING PILLARS		
	TECHNICAL	BUSINESS	FUTURE-READY
LEVEL 1 MODULES: BASIC			✓
LEVEL 2 MODULES: ADVANCED	✓		
LEVEL 3 MODULES: EXPERT			

SILE-Accredited Activity

- Practice Area: **TBA**
- Training Level: **TBA**
- Public CPD Points: **TBA**



About the Trainers



DR FRANCIS GOH

AUTHOR OF AT INNOVATE TO ELEVATE – A JOURNEY THROUGH MINDSET AND GENAI TO ENHANCE CUSTOMER EXPERIENCE

IN A NUTSHELL

Francis Goh brings a wealth of expertise in digital innovation and customer experience, helping business executives solve complex challenges through innovation and Gen AI tools.

PROFESSIONAL ROLE

Digital Innovation Leader at Amazon

- Spearheaded innovation engagements with key clients across the region.
- Delivered transformative solutions that enhanced business performance and customer satisfaction.

AREAS OF SPECIALIZATION

- Emerging solutions and breakthrough business models.
- Innovation strategies tailored to enhance organizational performance.
- High-performance team building and leadership.

KEY ACHIEVEMENTS

- Proven track record in achieving remarkable results and driving top-line growth.
- Successfully developed and deployed new go-to-market strategies in sales, operations, and resource management.
- Helped clients across industries in the Asia Pacific region achieve transformational success.

EXPERTISE AND VALUE

- Deep knowledge of innovation and Gen AI tools to address business challenges.
- Skilled in establishing core innovative business models and enhancing brand positioning.
- Hands-on leadership style with a focus on practical solutions and strategic insights.

VALUE TO BUSINESS EXECUTIVES

Francis provides strategic guidance to optimize operations, enhance customer experiences, and drive new revenue streams. His unique blend of strategic insight and practical experience makes him an ideal partner for navigating the complexities of today's business environment.



THOMAS PFENNIG

CEO & FOUNDER OF TRANSFORMING.LEGAL GMBH /
GLOBAL PROFESSIONAL NETWORK | 25 YEARS IN-HOUSE
EXPERIENCE IN GLOBAL LEGAL & COMPLIANCE

IN A NUTSHELL

From 2016 to 2023, Mr. Pfennig served as SVP and Global Head of Compliance & Data Privacy at Bayer AG, playing a pivotal role in the company's digital transformation in the Legal and Compliance department.

KEY CONTRIBUTIONS AT BAYER AG

- Architected Bayer's digital transformation in a department comprising over 1,000 lawyers and compliance professionals.
- Contributed to Bayer receiving the Financial Times Award for the "Most Innovative In-House Legal Department in Europe".
- Acted as Regional Country Caretaker for Asian regions, including Singapore and India.

PREVIOUS EXPERIENCE

- BMW of North America LLC
- AT&T Broadband in the United States

EDUCATIONAL BACKGROUND

- University of Bonn, Germany: Completed legal studies.
- University of Denver Law School: Master in American and Comparative Law (Fulbright Foundation Scholarship).
- Graduate Business Management Programs:
 1. University of Pittsburgh Katz School of Business
 2. Oxford University Said Business School
- Digital Transformation Programs at IMD Lausanne.

LEGAL CREDENTIALS

Admitted to the German Bar and the New York Bar.

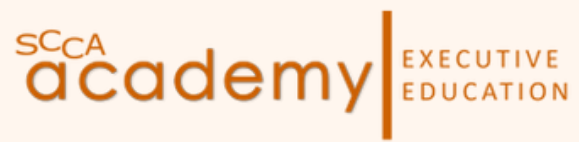
CURRENT ROLE

Founder and CEO of Transforming.Legal

- Aiming to establish the world's leading legal transformation boutique.
- Current presence in the United States, Europe, and Singapore.

VISION

Mr. Pfennig's work bridges legal expertise and digital innovation, offering transformative solutions for legal departments worldwide.



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