

Autumn Legal Update

Legal Design Coffee Break

Global

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Applied Legal Design



What does it all mean, anyways?

Applied Legal Design goes beyond looking good—it makes active business sense. Our methodologies deliver value through advanced alignment with client needs and culture.

THREE KEY THEMES TO CONSIDER:



COMMUNICATION: How can we best communicate with others (the wider business, our customers, the world), and how can they best communicate with us?



CULTURE CREATION: How can we infuse and promote company values, goals, and change in tangible and intangible ways?



EMPOWERED INFORMATION: How can we enable better decision-making by employing smart design?

- Crafting consumer-friendly T&Cs
- Simplifying complex information
- Innovating new processes
- Facilitating delicate dialogues
- Enabling experiential learning
- Measuring training performance
- Visualising risks and behaviours
- Using data to demonstrate regulatory compliance

Why design leadership matters

Don't just listen to us...



Double the growth:

Companies that excel at design grow revenues and shareholder returns at nearly twice the rate of their industry peers.



Four factors to design-fuelled growth:

1. Design leadership
2. Cross-functional talent
3. Iterative processes
4. End-to-end user experiences

Legal design shapes successful leaders:

- Create bold, user-centric strategies
- Frame strategic questions (and find new answers)
- Bring unique, value-driving insights



Case studies



Driving positive impact through legal design

Revamping regulatory mandated training

It's also worth noting that the shell company responsible for paying Simon has a special relationship with Dannl.

The second is a signed power of attorney, which gives power to Wanda Wife, Charlie's wife.

SWITZERLAND

Reimagining employee and governance handbooks

Use case:
Reimagining a corporate handbook

VISUAL AIDS:
Give users clear and familiar visual aids (e.g., thermometers) to intuitively understand and contextualize important information.

0%	40%	50%	80%	100%
Below 40%, the company is unlikely to be dominant, although competition authorities have previously identified dominant positions below 40%.	Above 40%, concerns of dominance arise, but it is always possible to demonstrate otherwise.	Above 50%, the company is presumed to hold a dominant position on the relevant market and it is up to the company to prove that it is not dominant.	Above 80%, competition authorities seem to retain the notion of super dominance.	

Redesigning terms and conditions

Engagement Terms
Data Retention

Us

- If we use a 3rd party then we will ensure any of your data they hold is securely deleted within 3 months.

You

- If you have any objections then you must let us know in writing.
email - legal@acme.co.uk

We will securely delete your data from our systems from the end of engagement.

Engagement Terms
Complaints

Us

- We will do our utmost to respond to any complaints about or issues with our services.

You

- If you unhappy about our fees then you may apply to court for an assessment of invoice. There are strict time limits to apply and you may wish to seek independent advice.
- If you have a personal data concern then you can email privacy.officer@acme.co.uk
- If you are not satisfied with our response then you have the legal right to lodge a complaint with the ICO go to - ico.org.uk/concerns

Spotting opportunities

Transform your business

Remember 3 factors:

- Communication
- Culture creation
- Empowered information

Is it...

- A customer-facing document?
- A document used by lots of people?
- Something stale and in need of a major makeover? (Regulatory leadership?)

Do you want to...

- Get closer to your clients and business?
- Learn something new?
- Have fun?

**Your questions,
answered**

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