

Law360 Quotes Stephanie Goutos in “How To Get Attys Excited – Not Scared – About Innovation”

Insights

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Law 360 quotes Gunderson Dettmer lead practice innovation attorney, Stephanie Goutos, in its article, “[How To Get Attys Excited – Not Scared – About Innovation.](#)”

Author Steven Lerner discusses Stephanie’s recent panel session on innovation initiatives during the International Legal Technology Association Conference. Fellow leaders from law firms joined her to discuss ways to engage attorneys during innovation efforts, including using the right mix of incentives and resources to make the staff enthusiastic about new tools.

Stephanie shares how leaders should identify a product champion in the firm who can successfully convince others to use a new tool. She states, “If you don’t have attorneys that believe in it... it’s a lot less likely to succeed.”

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Stephanie L. Goutos
HEAD OF EMPLOYMENT LAW PRACTICE INNOVATION
P +1 646 797 5504

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