

Bridging the Legal Technology Knowledge Gap

Introduction

Even as legal tech delivers powerful benefits—from workflow automation to data-driven insights—many law firms continue to struggle with slow adoption of new technologies, including AI-powered tools. Attorneys and staff often resist new tools due to concerns about disrupting established workflows, uncertainty over the technology's advantages, and a shortage of effective training. These barriers lead to underused investments, lost productivity, and ultimately a less competitive position in a crowded market. Closing this knowledge gap with a structured, disciplined approach to staff communication, training, and ongoing education is essential to unlocking the full potential of legal technology.

The Challenges in Tech Adoption



Resistance to Change

Attorneys and staff accustomed to long-standing workflows often view new systems as disruptive or unnecessary. This resistance can be particularly strong in firms where billable hours dominate, making time spent learning new tools seem like a direct cost to productivity.



Fear of Disruption

Concerns about job displacement, errors, and undermining the billable hour model can foster hesitation—especially when ROI isn't immediately visible. These fears are often amplified when firms lack transparent metrics or clear evidence that technology can enhance—not replace—the role of legal professionals.



Training Gaps

Inadequate onboarding, product training and ongoing education leave attorneys and staff struggling to use systems to their fullest. Without structured reinforcement, even well-designed tools end up underutilized, wasting both the investment and the opportunity for efficiency gains.



Lack of Understanding

Many professionals simply do not grasp the full scope of benefits modern legal tech can provide, from reducing repetitive tasks and accelerating productivity to improving client satisfaction. This knowledge gap makes it easier to dismiss new solutions as “nice-to-have” rather than business-critical.



Leadership Hesitation

Firm leaders may delay adoption because of concerns about cost, complexity, or implementation risk. Without visible and committed executive sponsorship, adoption efforts stall, time is wasted, and the cultural shift required to embrace new technology never gains traction.

Key Elements of an Effective Bridging Strategy

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Strategic Communication

Begin by clearly articulating why the firm is investing in a particular tool and what problems it solves. Motivate employees and build support by emphasizing demonstrable benefits like reduced repetition, better collaboration, and increased profitability.

Tailored, Ongoing Training

Everyone is different, so offer training that matches different learning styles. Options could include gamified learning, one-on-one coaching, virtual or in-person sessions—focused on real tasks like contract drafting or discovery. If the technology is important, so is the training investment.

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Practical, Incremental Rollout

Start small with focused, role-based pilots that target key workflows. This provides a faster path to value and showcases tangible improvements—for example, a streamlined intake process or smarter document review. Then optimize and scale as needed.

Internal Champions

Employees are often motivated by their peers and success breeds more success. Empower tech-savvy individuals to lead by example, mentor peers, and highlight early wins—shifting the firm culture from wary to energized.

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Embed Practice and Feedback

Use hands-on exercises, mock scenarios, and playbooks. Consider creating an offline “sandbox” where employees can make mistakes without consequences. This builds confidence, reinforces lessons, and surfaces gaps early.

Best Practices Reflecting Industry Trends

Forward-thinking law firms recognize that technology adoption isn't just about buying new tools—it's about reshaping culture, workflows, and client service. The firms leading the way are using structured, people-centered approaches that balance innovation with accountability:



Big Law Innovation

Major firms such as Gibson Dunn, Sidley Austin, and Morgan Lewis are experimenting with generative AI and other advanced technologies in controlled, intentional ways. These pilots include credentialing programs (so only trained professionals use the tools), structured feedback loops (to measure real impact on productivity), and strict governance frameworks (to mitigate risks like confidentiality breaches). This combination allows them to innovate while protecting both firm reputation and client trust.



Training as a Strategic Investment

Instead of one-size-fits-all training, forward-looking firms are tailoring programs to the diverse needs of their workforce. Examples include:

- **Demographic-aware training:**

Acknowledging that younger attorneys may adopt tech more readily than senior partners – and creating programs that bridge those gaps.

- **Reverse mentoring:**

Junior lawyers coach senior partners on digital tools, while also learning from their mentors about legal strategy.

- **Client participation:**

Some firms invite clients into workshops to demonstrate transparency and showcase their commitment to modern, efficient practices.

- **Internal advocacy:**

“Tech Champions” within departments act as peer resources, normalizing adoption and providing day-to-day support.

These strategies help shift mindsets from skepticism to acceptance, turning training into a long-term investment in efficiency, risk management, and client satisfaction.

Conclusion: How Rize Technologies Can Help

For more than 10 years, Rize Technologies has been focused on providing a comprehensive set of managed IT services to law firms of all sizes. Partnering with your IT team, we understand that technology adoption is as much about people as it is about platforms. We work alongside law firm leaders to:



Diagnose adoption bottlenecks and training gaps through targeted assessments.



Design learning programs—blended, role-based, and practice-oriented—to foster real-world fluency.



Facilitate change management via internal champion development and incremental rollouts.



Maintain momentum through follow-up coaching, usage tracking, and evolving support.



With Rize Technologies as your IT partner, we can help your firm empower a culture of continuous improvement, innovation, and client excellence. Let us help ensure your technology investments are fully realized—today and into the future.

For more information, visit our web site or schedule a call using the link below.

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