

# **HOTSHOT**

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**Digital Learning for Lawyers**



GUNDERTSON DETTMER

**Schulte Roth & Zabel**

# AGENDA

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- Trends in digital learning
- Application to legal
- Schulte Roth & Zabel case studies
- Gunderson Dettmer case studies

# LEGAL TRAINING IS A HOT TOPIC!

## Who Will Train Tomorrow's Lawyers and How Will They Learn?



**Mark A. Cohen**, CONTRIBUTOR

*I write about changes in the global legal marketplace.* [FULL BIO](#) ✓

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The legal industry is an ecosystem; there's an interdependency between and among its elements. So, for example, when clients sneeze, law firms catch a cold; law schools get the flu; and law students contract pneumonia. A recent *American Lawyer* [article](#), "Pay for Associate Hours? More Companies Say 'No Thanks'" underscored the interdependency--and misalignment-- of law's stakeholders. It quoted from a speech by Mark Smolik, the general counsel of DHL Supply Chain Americas, saying he would no longer subsidize on-the-job-training of law firm associates. That's an industry secret everyone knows, but it is newsworthy when the GC of a major corporation says it publicly.

# DIGITAL LEARNING OUTSIDE LEGAL

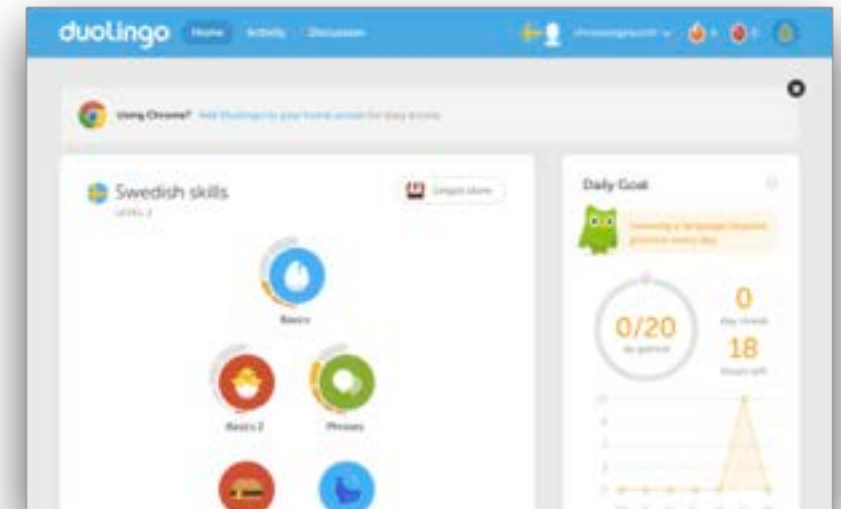
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**MICHELLE PHAN**

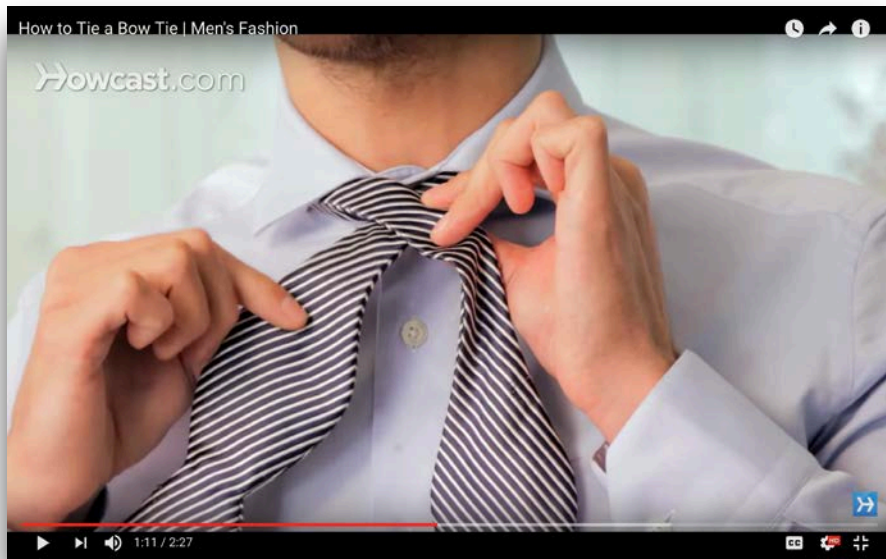


**KHAN ACADEMY**

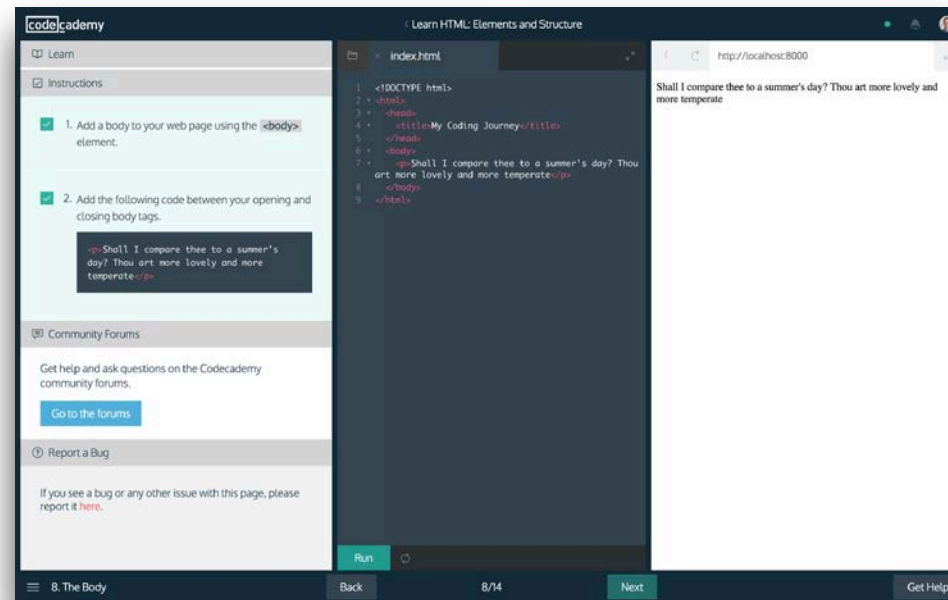


**DUOLINGO**

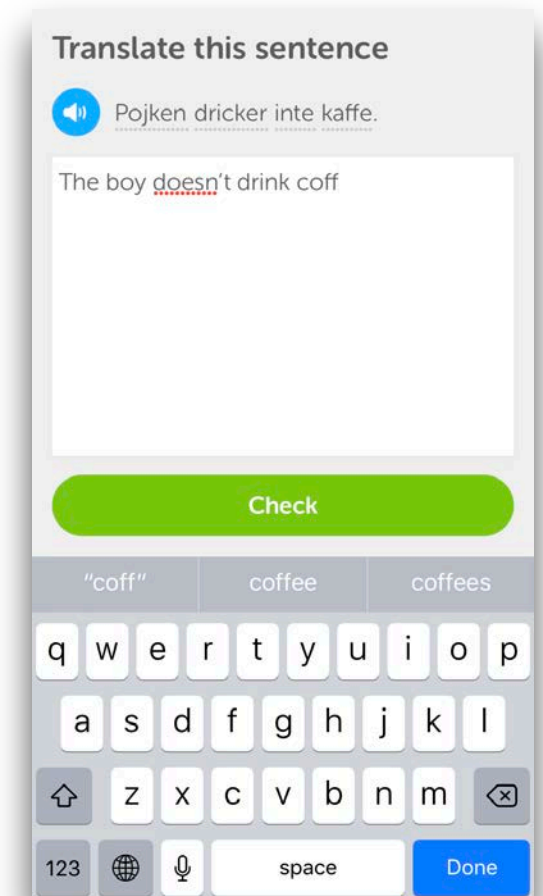
# 4 TRENDS IN DIGITAL LEARNING



SHORT VIDEOS

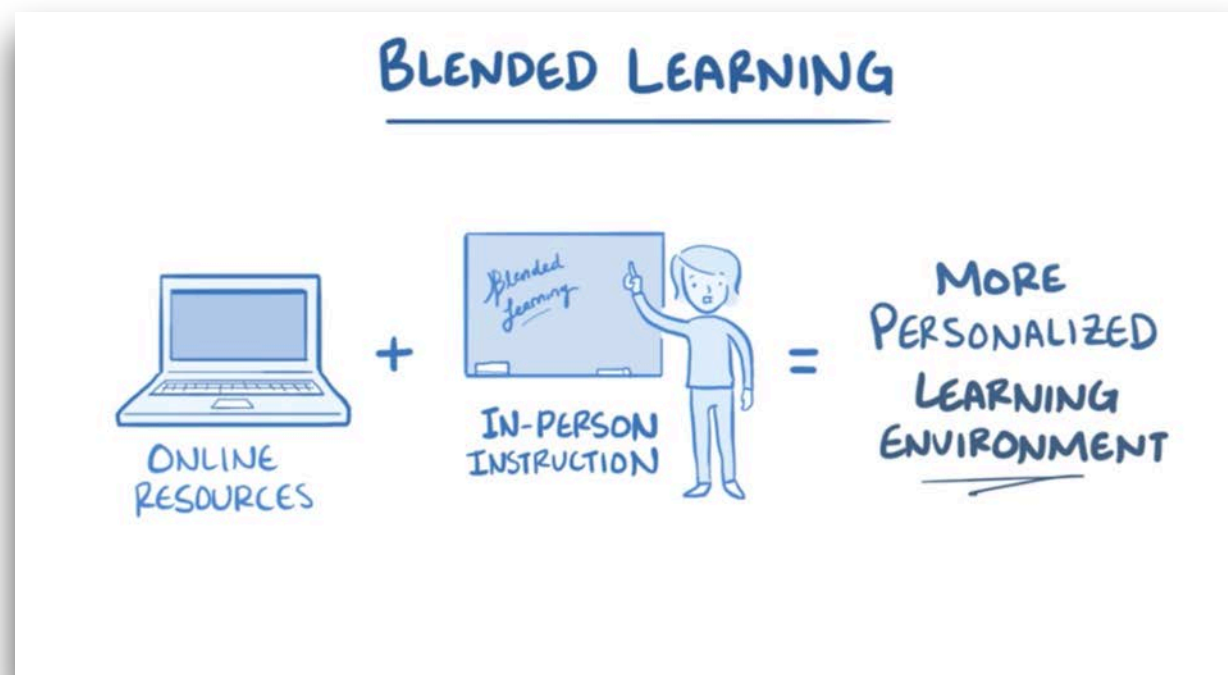


INTERACTIVITY



MOBILE

BLENDED LEARNING





# ABOUT HOTSHOT

The screenshot displays the HOTSHOT website interface. At the top, there is a navigation bar with 'HOTSHOT' on the left, and 'About', 'Blog', 'Contact Us', and 'Chris W.' on the right. Below the navigation bar, the main content area features a course titled '5 Things to Learn From a Company's Annual Report and Financials' under the category 'Accounting & Finance'. The course content is presented in a video player format, showing a video titled 'How Does the Company Make Money?' with a play button. Below the video, there are three document thumbnails labeled 'Form 10-K', 'Annual Report', and 'Financial Statements'. To the right of the video player, there is a 'SECTIONS' list with five items, each with a duration and a play button. Below the sections, there is a 'MATERIALS' section with two items: 'Take Quiz' and 'View Outline'. At the bottom of the page, there is a footer with 'Pricing', 'About', 'Advisory Board', 'Blog', 'Contact Us', 'Privacy Policy', 'Terms of Use', and the address '79 Madison Avenue, 2nd Floor, New York, NY 10016'.

- Launched in late 2015
- Legal and business topics
  - Accounting & Finance
  - Excel & Data Analysis
  - M&A Basics
  - Securities Offerings (Fall 2017)
  - Venture Financing
  - Civil Litigation (2018)
- Founders and investors from Practical Law Company
- Advisory board of top law firms and schools
- Hotshot PD

“This is what I’d build in my dreams”  
 — Director of Attorney Development, Am Law 100 firm

# DEVELOPED WITH CUSTOMERS

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**MORRISON  
FOERSTER**

SHEARMAN &  
STERLING LLP

**Cooley**

**Katten**

Katten Muchin Rosenman LLP

**pillsbury**



**GOODWIN**



GUNDERSON DETTMER

**Stanford**  
Law School

**KRAMER LEVIN**  
KRAMER LEVIN NAFTALIS & FRANKEL LLP

**McCARTER  
& ENGLISH**  
ATTORNEYS AT LAW

**CHOATE**

CHOATE HALL & STEWART LLP

**FRIED FRANK**

**W&R**

Wilson Sonsini Goodrich & Rosati  
PROFESSIONAL CORPORATION

**LexMundi**  
World Ready

**VINGE**

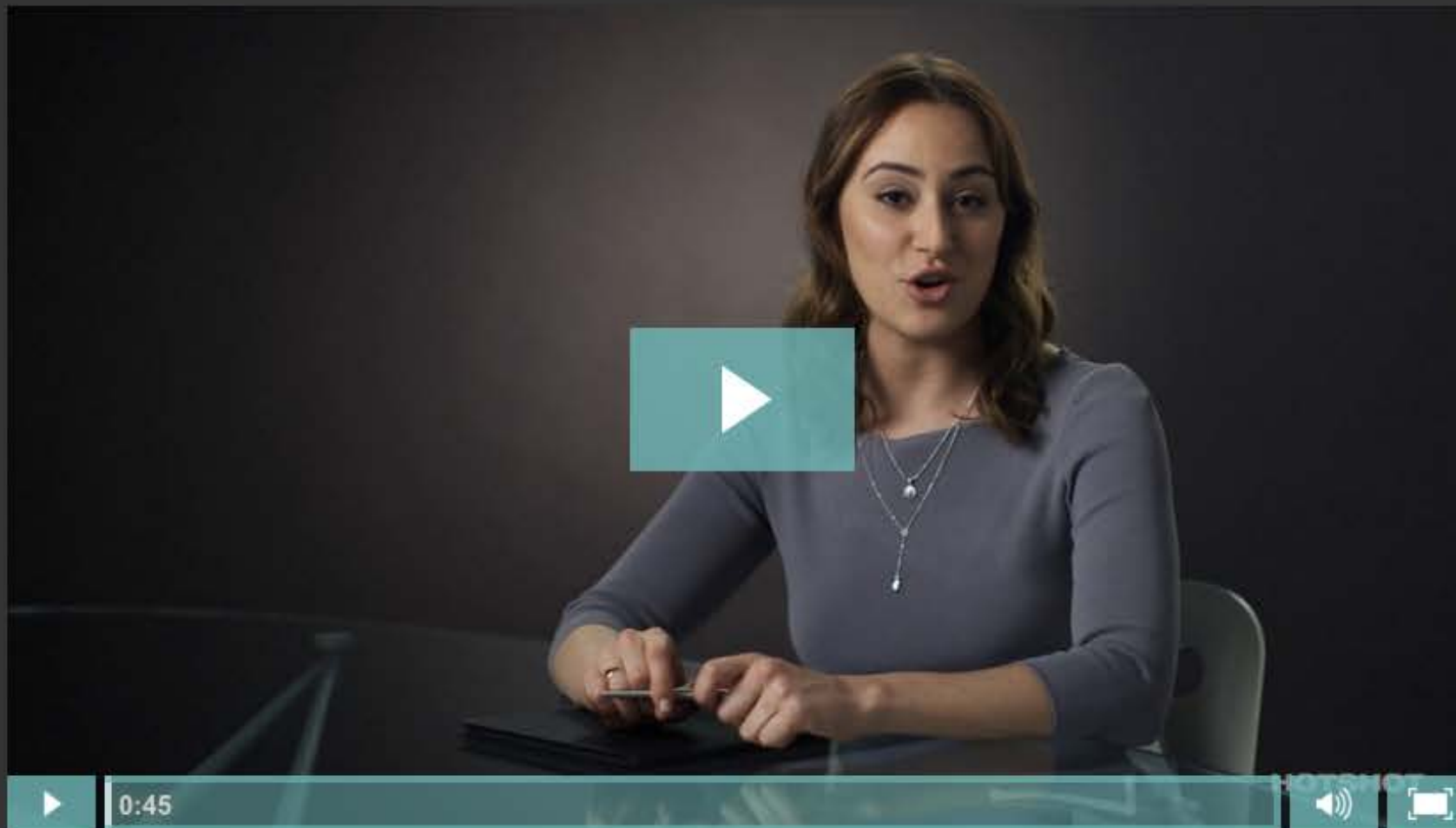
Schulte Roth & Zabel

**STROOCK**

< M&A Basics

## Principal Acquisition Agreements



### Introduction



#### SECTIONS

1. Introduction	0:45
2. Brief Summary of Deal Structures	0:58
3. Introduction, Preamble, and Recitals	0:39
4. Definitions	0:38
5. Purchase and Sale; Payment of Purchase Price	1:09

#### MATERIALS

-  [Download Course Outline](#)
-  [Download Exercise](#)



## 2 MAIN USE CASES IN LEGAL

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### **JUST-IN-TIME LEARNING**

*Associate:*

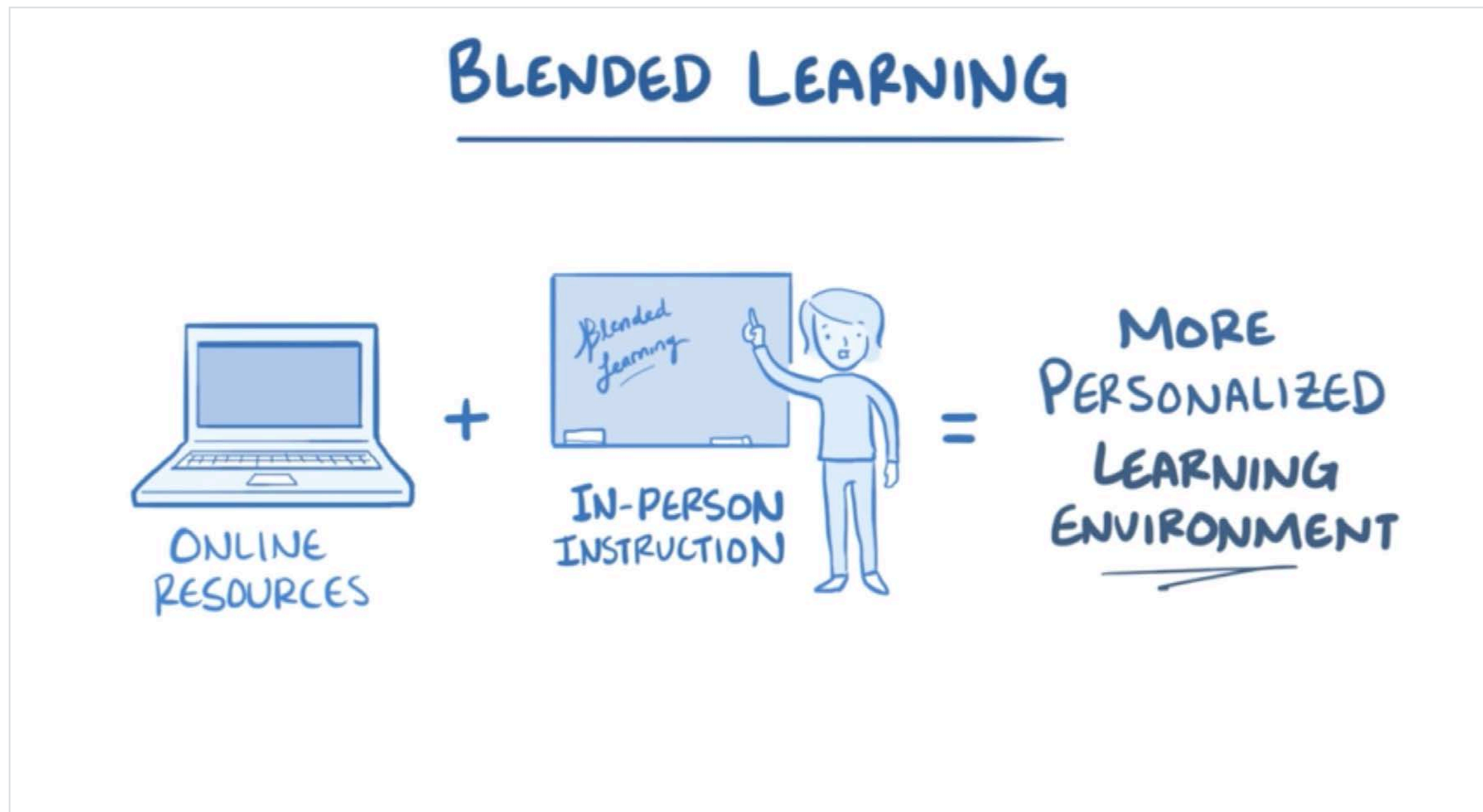
*“I’ve just been assigned to a reverse triangular merger and asked to review the client’s 10-K. Help!”*

### **MORE EFFECTIVE TRAINING PROGRAMS**

*PD Leader/Partner:*

*“How can I make our legal/business/technology training less boring and more effective?”*

# BLENDED LEARNING



# THERE ARE (AFFORDABLE) TOOLS

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- Look for resources beyond the Professional Development department
  - IT/ Administrative Training
    - WebEx – video meetings & screen sharing
    - Cisco Jabber – screen sharing
    - Camtasia
    - Articulate
  - Business development/ marketing department

# DIGITAL LEARNING – CURRENT

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- WebEx
  - Computer skills training during Fall Orientation
  - Negated the need for large conference room
- Hotshot
  - Assign pre-learning videos
  - Flip the classroom



# DIGITAL LEARNING – FUTURE

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- Newly developed hands-on, workshop programs
  - Finance group mid-level drafting series
    - Weekly pre-session homework
    - Small group setting
    - Add e-learning element: Create bite-size audio about each provision in a Finance Agreement
  - Investment Funds group first-year associate boot camp
    - Daily pre-session homework
    - Coaching circles
    - Add digital element: Use Cisco Jabber to conduct screen to screen learning
- Color Accounting
  - Add e-learning element: Assign pre-learning modules leading up to live program

# BUILDING A NEW PD PROGRAM

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- Use of digital learning tools and techniques to build a new program from scratch
  - Structure: Training 1.0 > videoconferencing from remote offices (zzzzzzzzzz) to *Training 3.0* > engaged, live trainings with pre-learning
  - Substance: Creates a shared knowledge base and allows focus on retention rather than covering every detail
  - Flexibility: Allows for learning to happen on-demand as needed (e.g. when a company is being sold, suggest Hotshot's M&A modules)



# APPLICATIONS

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- Summers: focused on high level industry topics; gives “gunners” something to do during downtime
- First years: assigned topics before fall training sessions
- Laterals: can dig when they have time and fill gaps without having to appear unknowledgeable



# BONUS APPLICATIONS

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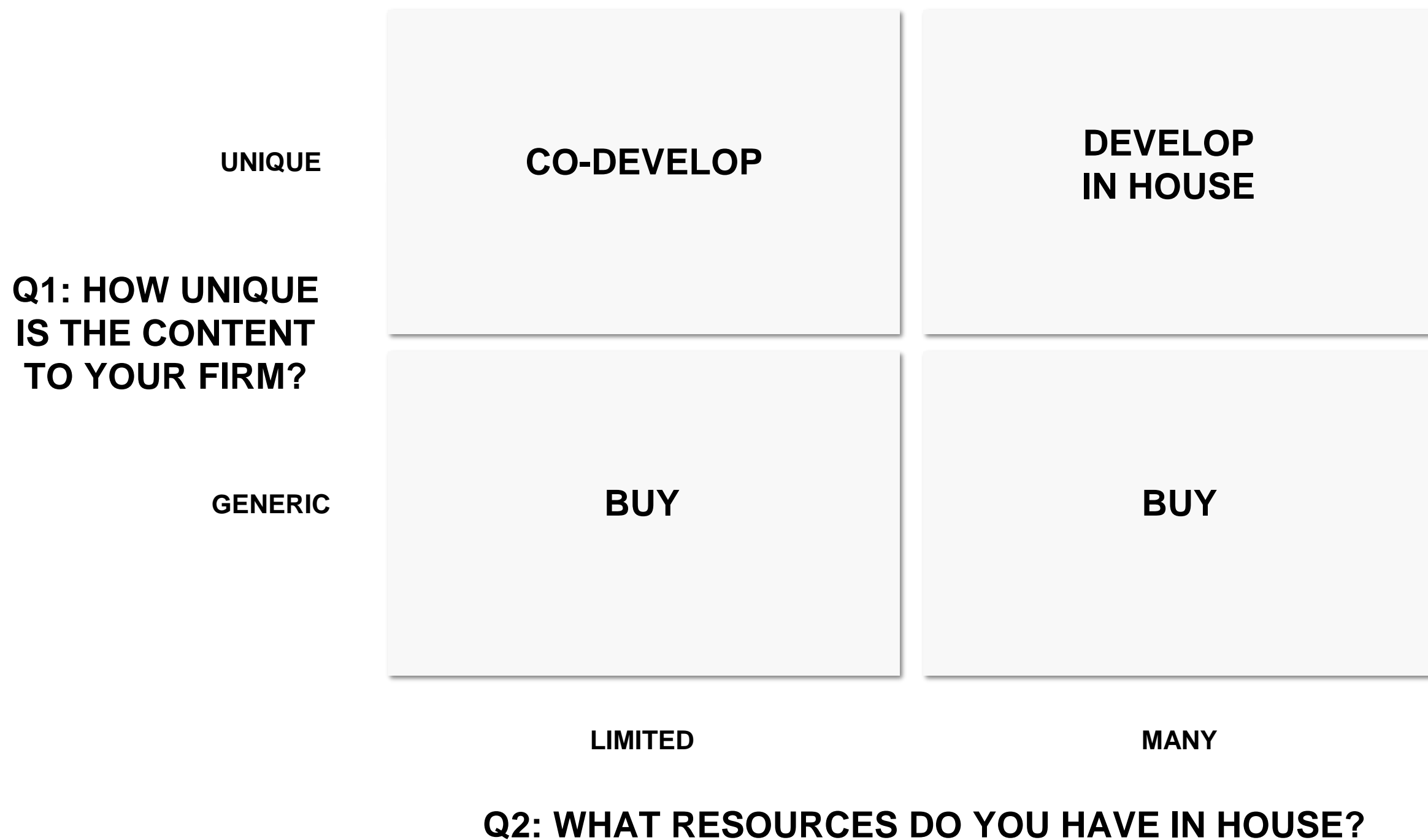
- Mentors/Supervising Attorneys
  - Gives mentors content to suggest (they're eager for tools); allows supervising attorneys to leverage their training time with associates
- Across Practice Groups
  - Can create customized learning paths, e.g. created a corporate-focused learning path for tech group (IP) associates
- Staff Training
  - Industry info; contextualizing their day-to-day tasks (e.g, what are these signature pages?)





# GETTING STARTED: BUY VS BUILD

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# QUESTIONS?

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