

## Hackathon Practice

### Sample

Framing your Challenge	Audience	Medium
<p>I need to tell a tell a story about ___[noun]_____ so that I can ___[action]_____.</p> <p><i>Hint: as an exercise, write this out in a few different ways, then review and choose the one you like the best.</i></p> <p><b>Example:</b></p> <p><b>I need to tell a story about <u>my leadership skills</u> so that I can <u>get a promotion</u></b></p>	<p>-Who is your audience?</p> <p>-What do they care about?</p> <p>-What are you trying to achieve?</p>	<p>What medium would best serve your story and why?</p> <p>Identify the pros/cons of various formats (PowerPoint, videos, experiences, digital interactive stories, Word document, combo of the above...):</p> <p>Example:  <b>PowerPoint:</b>            Pro: <b>Easy to email</b>            Con: <b>Static</b></p>

### Ideation Techniques

Once you've completed the steps above, you're ready to begin the innovation process! The popular image of "brainstorming" with engaged participants sharing ideas and whiteboarding enthusiastically usually does not happen without some structure or guidance. "Freestyle" brainstorming can tend to exclude introverts

and those with less power in the organization, while extroverts and those with authority will tend to dominate. This will not lead to the best result because you'll likely end up going in a "groupthink" direction and miss some voices. Try some of these techniques instead:

- **Brainwriting**

- Rather than ask participants to yell out ideas, ask them to write down their ideas about a particular question or problem on sheets of paper for a few minutes; then, you have each participant pass their ideas on to someone else, who reads the ideas and adds new ideas. After a few minutes, you ask the participants to pass their papers to others, and the process repeats. After 10 to 15 minutes, you collect the sheets and post them for immediate discussion.
- Be sure to establish guidelines up front regarding timing (for example, three minutes for the first round, and two minutes for four subsequent rounds) and the process for passing the pages (for example, counterclockwise around a table).

- **Starbursting**

This form of brainstorming focuses on forming questions rather than answers. Starbursting challenges the team to come up with as many questions as they can about your topic. An easy way to begin a session like this would be to start listing questions that deal with the who, what, where, when, and why. This style assures that all aspects of the project are addressed before any work goes into executing it. It's a good technique for teams who tend to overlook certain aspects of a project and end up rushing to get things done last minute.

Thinking up some good brainstorming questions has the added benefit of giving you a head start on an FAQ for your idea.

- **Worst Possible Idea**

One way to loosen people up and get ideas flowing is to start out by spending 10 minutes coming up with a bunch of bad ideas first. You might throw one out yourself first to show them what you mean. This can also help highlight challenges and will actually move you forward in developing workable ideas.

- **Stepladder**

This style of brainstorming encourages every member in the team to contribute individually before being influenced by others. The session begins with a facilitator sharing the topic or question with the whole team. Then everyone leaves the room except two members of the team. These two members will discuss the topic and their ideas. Then, one additional member is added to the group. This new member will contribute their ideas BEFORE the other two discuss theirs. Repeat this cycle until everyone from the original group is in the room. This technique is particularly useful for teams who are easily influenced by only one or two members.

- **Doodling**

- When the mind starts to engage with visual language, you get the neurological access that you don't have when you're in linguistic mode." While many brainstorming sessions are based on talking and reading, doodling helps people break out of the traditional mindset and think about familiar things in a different way, perhaps leading to unexpected connections.
- For example: Take an object and visually break it down into its tiniest parts. So if you start with the word "dog," you might draw paws, a tail, and a collar. Thinking about all the elements of that object and the environment it is found in will allow you to view an object in a new way.
- Or, take two unrelated things, like elephants and ice cream, and draw them in their atomized parts, then create drawings that randomly fuse these parts together. Like trunk-cones or melting ears. This approach has been used in news organizations to help journalists come up with unique story angles.

## **Prototyping**

Now that you've come up with some ideas, sketch out a quick prototype of your idea(s) in action. Remember that prototypes in the design thinking process are quick and lo-fi. In traditional design contexts, prototypes are usually tactile, physical objects, but do what fits your organizational culture and resources. Don't overthink – try a couple different ones if you have time!

### **Examples:**

- Pilot a new approach to recruiting within a single office. Engage lawyers and staffing that office in a feedback loop that allows for course corrections
- Create a “storyboard” with cards to mock up a new lateral associate onboarding process
- Create a physical model of the space for an upcoming partnership retreat, using paperclips, index cards, and other common office materials.

## ***Hacking the Wildebeest: Developing the Innovative Lawyer***

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### Program Agenda:

#### 1) Introduction

Examples of the innovative disruptions upending the legal market:

- Legal Process Outsourcers (LPOs)
- Legal Service Providers (LSPs)
- Artificial Intelligence (AI)
- Online Dispute Resolution Tools
- Self-help legal apps

#### 2) How Bryan Cave is Addressing Disruptions

- BCXponent
- TechX
- Law School Partnerships

#### 3) How Diversity Lab and Other Firms and Industries are Addressing Disruption

- Textio
- Gapjumpers
- Greenberg Residency Program
- OnRamp
- Blind interviews
- [Salesforce](#) pay-gap analysis
- WIL Hackathon

#### 4) Hackathons

- History of Hackathons
- BCBA
- Women in the Law

#### 5) Design Thinking

#### 6) NALP Mini Hackathon: Rules, Handout, Process

#### 7) Hackathon

#### 8) Hackathon presentations