

# Pinsent Masons

## Case Study



*"Its great to receive recognition that not all innovation is based upon technology"*

Janders Dean spoke to Pinsent Mason's Head of Innovation & Project Delivery for Asia Pacific, Alison Laird, on the firm's attitude to collaboration, co-creation and creativity. The firm was a winner in the Janders Dean 2018 Innovation Index Awards.

Driven by a rapidly growing office and a desire to implement new ways of thinking, Pinsent Masons recently transitioned their entire Melbourne office into a fully agile work space that focuses on work as an activity, rather than a place.

The firm saw the creation of a co-collaboration space where clients and the team at Pinsent Masons can work together on creative legal solutions. From the outset there was a clear decision to open up the culture of Pinsent Masons in a clearer manner. Clients are able to see directly into the new open plan office as soon as they enter the reception.

The move to open plan can often be criticised if not effectively implemented, however the impact upon the firm has been impressive. Alison notes a huge increase in innovation opportunities emerging across all levels of the firm. Without assigned desks, people regularly change where they sit and who they sit with. This has created a much stronger cohesive and connected office, triggering cross collaboration and co-creation. Although the firm has sufficient space for everyone in the Melbourne office to be present, the change in approach to the office space has driven lawyers to working directly in their clients offices and at home. Feedback from key clients has been overwhelmingly

positive and has drawn the firm and its key clients significantly closer.

By implementing a more agile framework at Pinsent Masons, Alison spoke of how the firm's assets and people can be utilised in a more effective and sustainable manner. The new approach has allowed the firm to support the rapid growth of the Melbourne office, and ultimately other offices in Australia.

In a rejection of technology first innovation, Pinsent Masons have embraced arguably the most fundamental of all principles of innovation - changing mind sets. Alison remarked that by creating a flexible agile working environment and allowing employees to work in the way that best suits them and the tasks they have for the day, they can create this mind-set shift. Pinsent Mason's strategy is driven by a combination of smart people and processes supported by exciting new technology. Ultimately, without people the technology becomes redundant.