

CHRISSIE LIGHTFOOT, TOMORROW'S NAKED LAWYER: NEWTECH, NEWHUMAN, NEWLAW: HOW TO BE SUCCESSFUL, 2015 TO 2045 (Fiona Tucker et al. eds., 2nd ed. 2015).

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**Tomorrow's Naked Lawyer:
NewTech, NewHuman, NewLaw:
How to be Successful, 2015 to 2045**

Reality check: there remains an obvious over-supply of law students, an obvious under-supply of training contracts (and/or paralegal or apprentice positions) available, and a pool of highly qualified and skilled lawyers already in the market who were 'let go' in 2008–10, ever hopeful of reclaiming a rowing position on the 'good ship legal enterprise' (many have done so as the economy picked up post-2013). Combine the above with accelerating technological advancement, and what have we got? I shall leave you to pause and muse while I attend to my wine glass.¹

When looking at the future of the legal profession, the recent and continuing innovations in technology will require lawyers to utilize such innovations if he or she wants a future career in the legal field, according to Chrissie Lightfoot in her book *Tomorrow's Naked Lawyer: NewTech, NewHuman, NewLaw: How to be Successful, 2014 to 2045*.² In particular, Lightfoot focuses on whether there will be a need for “human” lawyers in the near future, with the

¹ CHRISSIE LIGHTFOOT, TOMORROW'S NAKED LAWYER: NEWTECH, NEWHUMAN, NEWLAW: HOW TO BE SUCCESSFUL, 2015 TO 2045, 84 (Fiona Tucker et al. eds., 2nd ed. 2015).

² CHRISSIE LIGHTFOOT, TOMORROW'S NAKED LAWYER: NEWTECH, NEWHUMAN, NEWLAW: HOW TO BE SUCCESSFUL, 2015 TO 2045 (Fiona Tucker et al. eds., 2nd ed. 2015).

possibility of “robot” lawyers taking over the legal field.³ Additionally, the central message portrayed by Lightfoot is how lawyers, no matter what age, need to better utilize technology to not only better enhance his or her career, but to prevent financial disaster within her own firm.⁴

Lightfoot’s book provides an entrepreneurial business model and guidance for both current and future attorneys who wish to succeed in an ever-changing legal field.⁵ Overall, this book review will analyze the arguments presented in Lightfoot’s book, specifically on whether her insight is valuable and insightful to current and future lawyers. Additionally, this book review will decide whether Lightfoot was effective in presenting both her research and ideas.

Chrissie Lightfoot is a prominent international solicitor and entrepreneur, along with being the CEO of EntrepreneurLawyer Ltd.⁶ Lightfoot is a regular international keynote speaker, legal futurist, legal and business commentator and writer.⁷ In 2013, Lightfoot was nominated as “Legal Professional of the Year 2013” and a “Top 100 International Executive” as published in the *International Top 100 Business Magazine*.⁸ Additionally, Lightfoot has been frequently commented in the London newspaper, *The Times*, along with the newspaper recognizing her as “one of the Top Ten Best Legal Tweeters.”⁹

In regard to Lightfoot’s academic credentials, she received her Bachelor of Arts (Honours) degree, 1st Class, in Leisure & Business Studies (1996), Masters in Law degree (2006), and Legal Practice Certificate (2008) at Nottingham Law School.¹⁰ Lightfoot’s work includes writing for the following legal works: Lexis Nexis, *The Global Legal Post e-zine*,

³ See LIGHTFOOT, *supra* note 2, at 101.

⁴ See LIGHTFOOT, *supra* note 2, at 121-24.

⁵ See LIGHTFOOT, *supra* note 2, at 85.

⁶ See LIGHTFOOT, *supra* note 2, at 38-39. EntrepreneurLawyer Ltd. is a global consulting business that specializes in relationship ‘SocialHuman’ sales and is based in the UK.

⁷ See LIGHTFOOT, *supra* note 2, at 39.

⁸ See LIGHTFOOT, *supra* note 2, at 39.

⁹ See LIGHTFOOT, *supra* note 2, at 39.

¹⁰ See LIGHTFOOT, *supra* note 2, at 42.

Managing Partner Magazine, The Rouse e-zone, The Law Society Gazette, Trinity Mirror, ALPMA, Brand Yorkshire, EnCountry, and Fresh Business Thinking.¹¹ Lightfoot's first solo book was *The Naked Lawyer: RIP to XXX-How to Market, Brand and Sell YOU!*.¹² Additionally, Lightfoot provides consultancy and training in 'The ROAR Experience Social Media Programme,' *The Naked Lawyer*.¹³

Lightfoot's book deals with a variety of legal issues ranging from criminal, family law and business law.¹⁴ Her book focuses on the centralized ideas surrounding marketing, technology, artificial intelligence and robots in relation to the legal profession presently and in the near future.¹⁵ Additionally, Lightfoot focuses on how lawyers struggle in many areas of law, and that if lawyers want to survive in such a competitive profession, he or she must quickly and efficiently be able to adapt and utilize technology.¹⁶ Lightfoot also takes the legal profession and predicts what the profession will look like in the next 35 years.¹⁷

Lightfoot's book is broken down into an introduction section and seven chapters. In the introduction section, Lightfoot discusses the difficulties in the legal profession that have arisen since the global recession, and how there is an increasing demand for customer excellence from lawyers.¹⁸ Chapter One introduces the reader to Lightfoot's belief that the new technological advancements are not going to completely replace lawyers, but rather such technological advancements will marginalize lawyers and make some law firms irrelevant.¹⁹ Chapter Two

¹¹ See LIGHTFOOT, *supra* note 2, at 40.

¹² See LIGHTFOOT, *supra* note 2, at 40.

¹³ See LIGHTFOOT, *supra* note 2, at 40.

¹⁴ See LIGHTFOOT, *supra* note 2.

¹⁵ See LIGHTFOOT, *supra* note 2.

¹⁶ See LIGHTFOOT, *supra* note 2.

¹⁷ See LIGHTFOOT, *supra* note 2.

¹⁸ See LIGHTFOOT, *supra* note 2, at 95.

¹⁹ See LIGHTFOOT, *supra* note 2, at 115.

discusses how there is an emerging group of lawyers that are becoming more entrepreneurial, and focusing on building his or her business through the use of marketing, networking and technological advancements.²⁰ In Chapter Three, Lightfoot states that artificial intelligence in conjunction with genetics, nanotechnology and robotics are and will continue to move the legal profession.²¹

Beginning in Chapter Four, Lightfoot presents the idea that lawyers need to continually innovate his or herself due to the fact that our society is constantly evolving; that lawyers need to re-invent the way he or she practices, so that she can have a lasting success in her legal career.²² In Chapter Five, Lightfoot discusses the importance for lawyers to be able to efficiently utilize social media with social networking to complement traditional marketing, sales, public relations and development of his or her own practice and firm.²³ Lightfoot again emphasizes in Chapter Six that the lawyers who succeed in the near future will be those that take the time now to assess the role of technology in his or her delivery and service model of her practice.²⁴ In Chapter Seven, Lightfoot recaps the key themes, messages, concepts and guidance that she had shared earlier in the book.²⁵

According to Lightfoot, when looking at the future of the legal profession, lawyers will need to adapt and utilize innovations in technology to not only better enhance his or her career, but to prevent financial disaster within her own firm.²⁶ Lightfoot stresses that if lawyers don't market, brand and sell themselves through social networking tools and through other means of

²⁰ See LIGHTFOOT, *supra* note 2, at 141.

²¹ See LIGHTFOOT, *supra* note 2, at 215.

²² See LIGHTFOOT, *supra* note 2, at 258.

²³ See LIGHTFOOT, *supra* note 2, at 343.

²⁴ See LIGHTFOOT, *supra* note 2, at 455.

²⁵ See LIGHTFOOT, *supra* note 2, at 546.

²⁶ See LIGHTFOOT, *supra* note 2, at 121-24.

technology, he or she won't experience the growth that will help her survive in the competitive legal profession.²⁷ If lawyers don't have a footprint on the internet, then he or she will not have a career in the ever-changing legal field.²⁸ Lightfoot uses studies to support these arguments, such as the study that suggests more than 50% of clients consider his or her law firm to be ineffective in their use of social media, which ultimately lowers client satisfaction.²⁹ Additionally, studies suggest that 51% of law firms currently have no intentions to introduce online legal services and interactions; about 60% of the firms spend less than 5% of their marketing budget on social media and social networking, and less than 25% had integrated a social media and social networking strategy.³⁰

Lightfoot directs such studies and arguments towards both potential law students, current law students and current lawyers. She emphasizes that for potential and current law students and current lawyers, he or she must be sociable through social media if she wants to be a successful lawyer in the 21st century.³¹ In regards to why lawyers should efficiently utilize social media, Lightfoot utilizes a more general reasoning such as the fact that social media allows lawyers to interact on a more personal level with his or her clients.³² A prominent benefit that a number of scholars and professors stress, along with Lightfoot, is that technology allows law students and lawyers to showcase his or her professional developments and to further expand her legal knowledge.³³

²⁷ See LIGHTFOOT, *supra* note 2, at 143.

²⁸ See LIGHTFOOT, *supra* note 2, at 143.

²⁹ See LIGHTFOOT, *supra* note 2, at 154.

³⁰ See LIGHTFOOT, *supra* note 2, at 158-59.

³¹ See LIGHTFOOT, *supra* note 2, at 152.

³² See LIGHTFOOT, *supra* note 2, at 152.

³³ See LIGHTFOOT, *supra* note 2, at 152.

In addition to utilizing well known and prominent arguments pertaining to social media use, Lightfoot also utilizes a unique outlook on what the future of the legal field will potentially look like in the future.³⁴ She strongly believes that artificial intelligence will play a key role in innovating the legal field.³⁵ According to Lightfoot, it is inevitable that robotics will be able to support and assist in simulations of negotiations, scenarios, advocacy and judgment arguments in helping lawyers prepare for court proceedings.³⁶ In helping to support her argument and to help the reader picture in his or her mind such a scenario, Lightfoot effectively describes an example of a robot understanding and acting upon its surrounding environment.³⁷ She describes a presentation made by IBM, in which a robot referred to as Watson, was able to display the ability to rapidly analyze information, identify patterns and develop legal arguments.³⁸ However, Lightfoot, rightfully so, emphasizes that although such technological advancements will allow lawyers to not be as distracted with busy work, lawyers still need to rely on his or her instincts and remain completely engaged in his or her client's legal needs.³⁹

In Chrissie Lightfoot's *Tomorrow's Naked Lawyer: NewTech, NewHuman, NewLaw: How to be Successful, 2014 to 2045*, she presents a strongly supported and reasonable prediction of how the legal field will be affected by technological innovations. Not only does Lightfoot portray a strong image of the legal profession, she also provides valuable insight and guidance on how potential and current law students, along with current lawyers, should utilize such technology to better enhance his or her knowledge and work product. It is widely known that the

³⁴ See LIGHTFOOT, *supra* note 2, at 502.

³⁵ See LIGHTFOOT, *supra* note 2, at 501. Artificial intelligence pertains to the intelligence of machines, in which the machine perceives its environment and takes actions that maximize its ability to comprehend its surroundings. *Id.* at 215.

³⁶ See LIGHTFOOT, *supra* note 2, at 228.

³⁷ See LIGHTFOOT, *supra* note 2, at 232-33.

³⁸ See LIGHTFOOT, *supra* note 2, at 232.

³⁹ See LIGHTFOOT, *supra* note 2, at

legal field is highly competitive and that the job market is highly selective. To better help law students and lawyers break into the highly competitive job market, Lightfoot presents effective and realistic strategies on how to be the best lawyer one can possibly be. Lightfoot also writes in a tone that is friendly and persuasive. She provides encouragement throughout the book and emphasizes that law students and lawyers should maintain a positive mindset, even during times of difficulty in the legal field.

Chrissie Lightfoot's *Tomorrow's Naked Lawyer: NewTech, NewHuman, NewLaw: How to be Successful, 2014 to 2045* is a highly valuable contribution to the legal field. Lightfoot's book is strongly recommended for all future lawyers and current lawyers who may be discouraged about his or her own potentials, and how technology will impact the future of law. Lightfoot not only writes to build up her reader's confidence, but she also becomes a great mentor for law students and lawyers.