

# WIN In-House Counsel Week 2024

## Generative AI: A practical guide for in-house legal teams

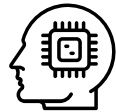
**Presenter:** Stephen Colman,  
DLA Piper Business Advisory



**WIN** what in-house  
lawyers need



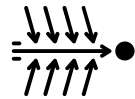
Generative AI is a fundamental step change in how we will work in the future. **This is big and you don't want to be left behind!**



**Generative AI, Large Language Models, Artificial General Intelligence.** What is it? Where did it come from? Why should I care?



**Implications for law and in-house teams.** Disruption and opportunity for workflows and practice areas



**How to get going with Gen AI.** A couple of live demos of how you might apply AI in your role today



**Questions and (potentially) some answers**



- Stephen Colman – Technology Lead for DLA Piper Business Advisory
- Last two decades in technology and digital, mix of corporate and consulting
- Building AI Foundations, alongside colleagues from the IP & Technology legal team
- Deeply passionate about this space. Think we are on the cusp of something big here

Hi, I'm Steve!



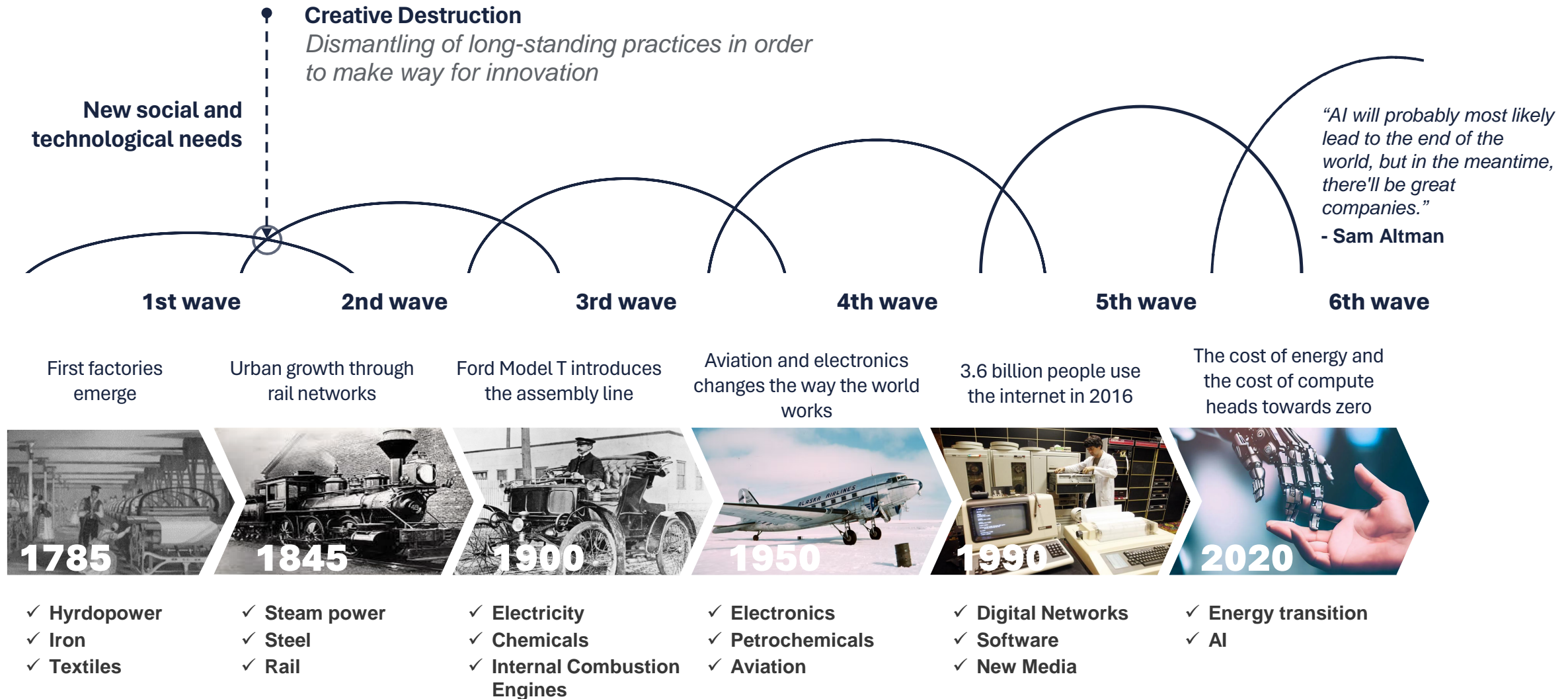
# Q1 – How do you feel about the use of AI across your organisation

- a. **Enthusiastic** about the benefits and possibilities for our organisation
- b. **Cautiously optimistic** about its potential, but have reservations
- c. **Significantly concerned** about the risks to the organisation
- d. **Unsure** and would like to learn more about it
- e. **Not applicable**

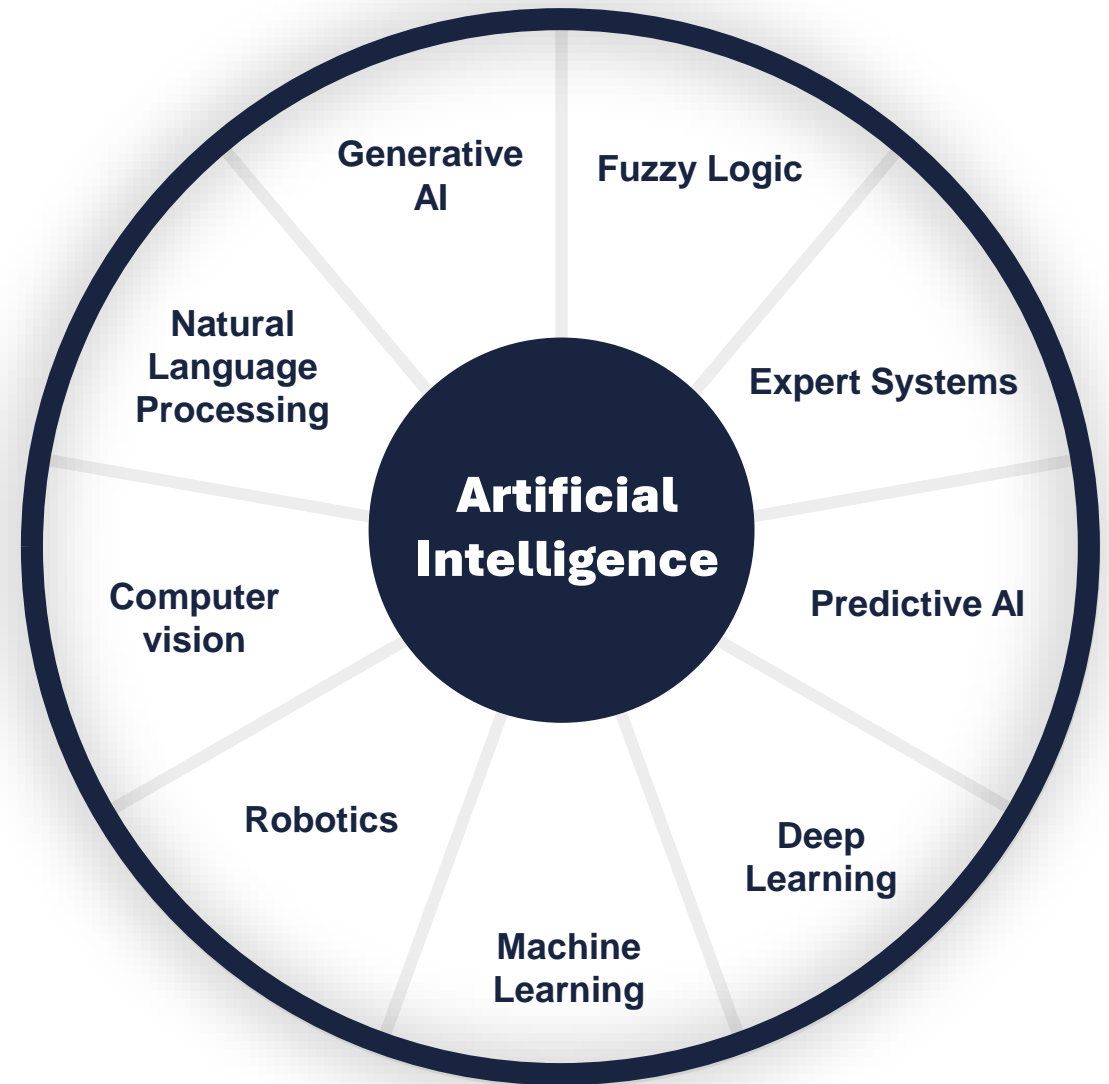
## Q2 – How do you feel about the use of AI in your legal department

- a. **Enthusiastic** about the benefits and possibilities for our services and practice
- b. **Cautiously optimistic** about its potential, but have reservations
- c. **Significantly concerned** about the risks to the organisation
- d. **Unsure** and would like to learn more about it
- e. **Not applicable**

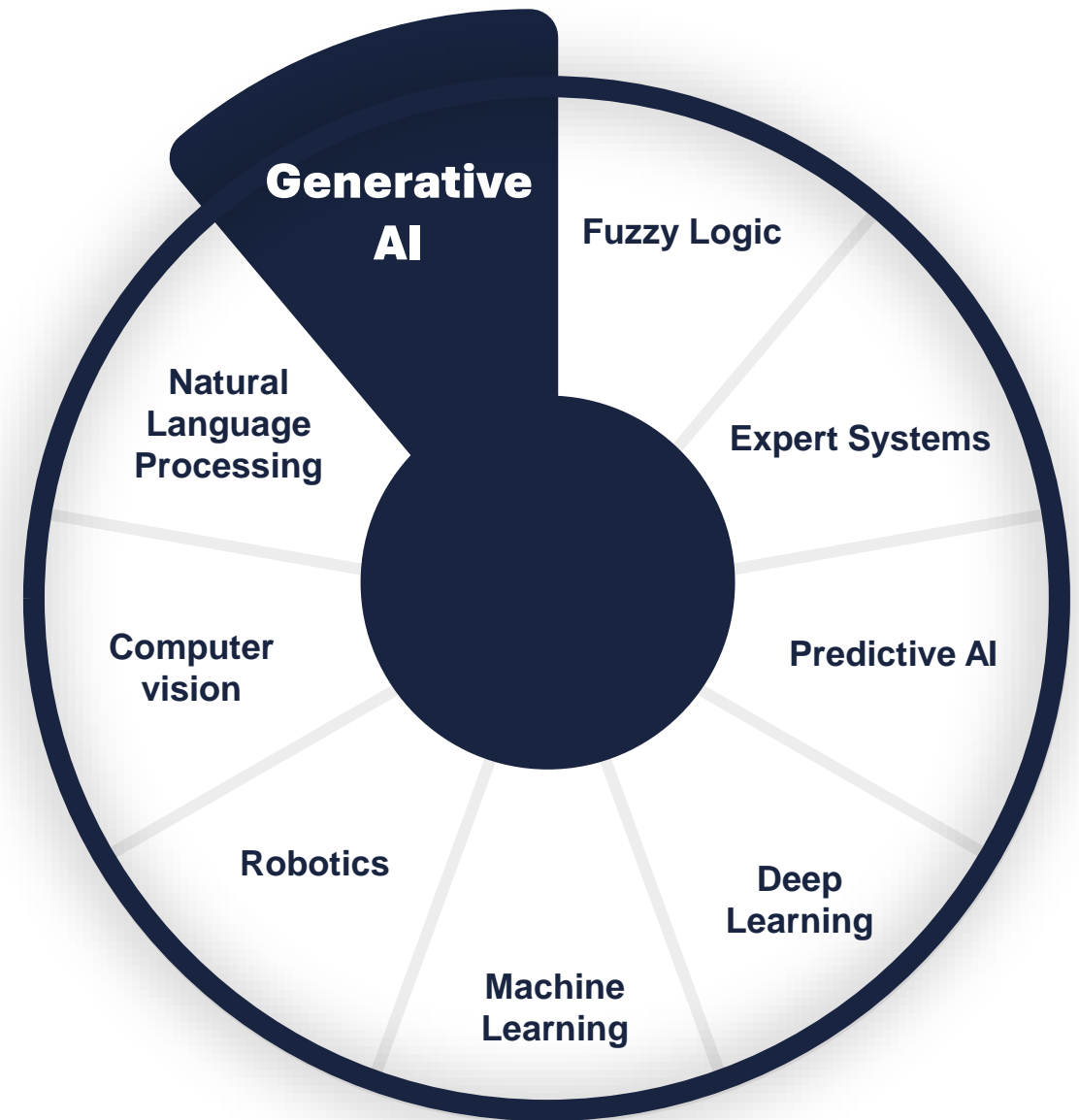
# We have commenced a new wave of creative destruction



**Artificial Intelligence:**  
the simulation of human  
intelligence by machines

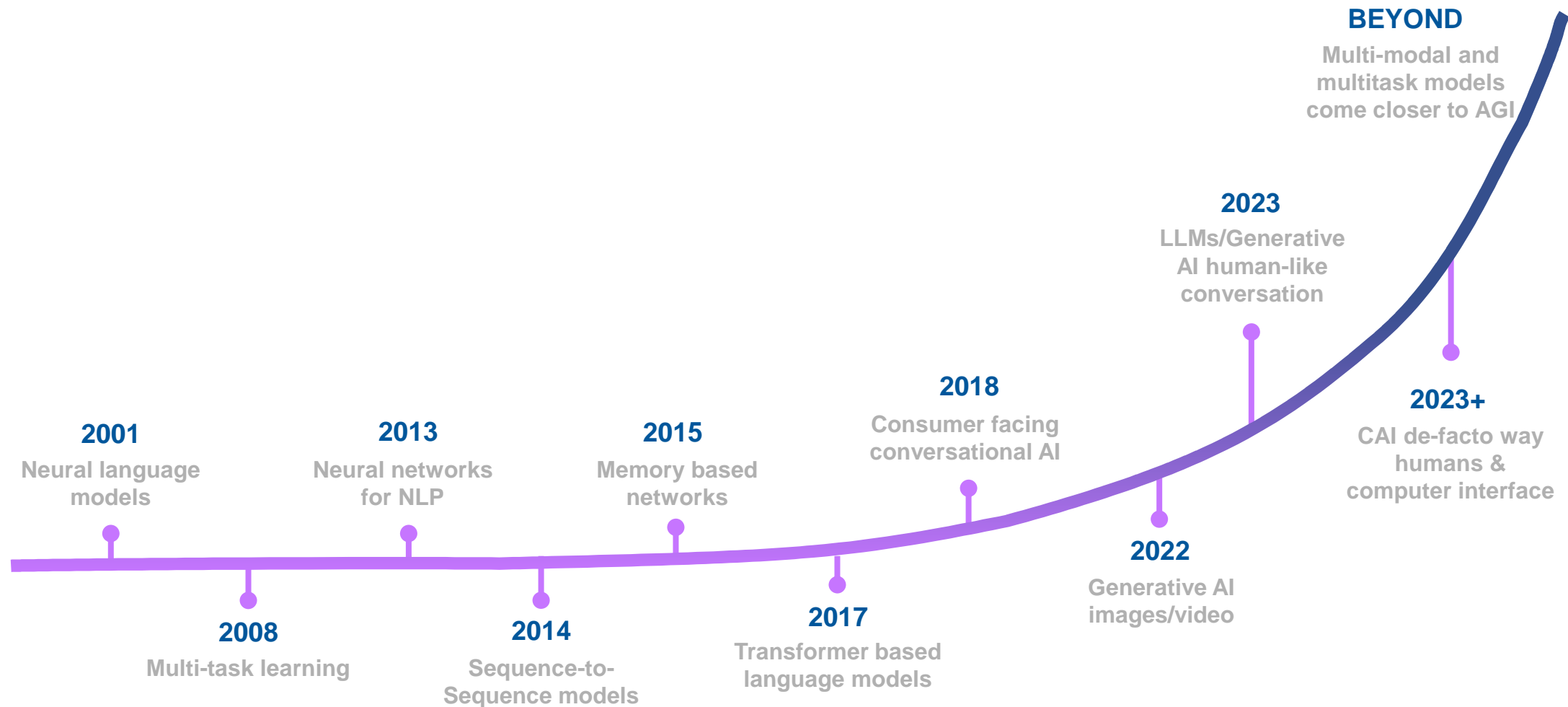


**Generative AI:**  
a type of artificial intelligence  
that draws on deep learning  
and reinforcement learning  
focuses to create new content





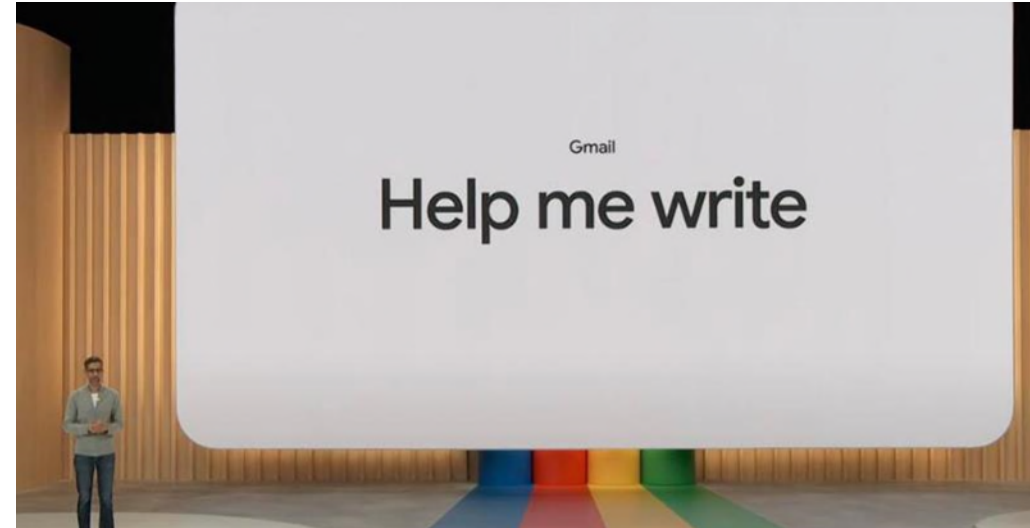
# AI's exponential growth: we are nearing an **inflection point**...



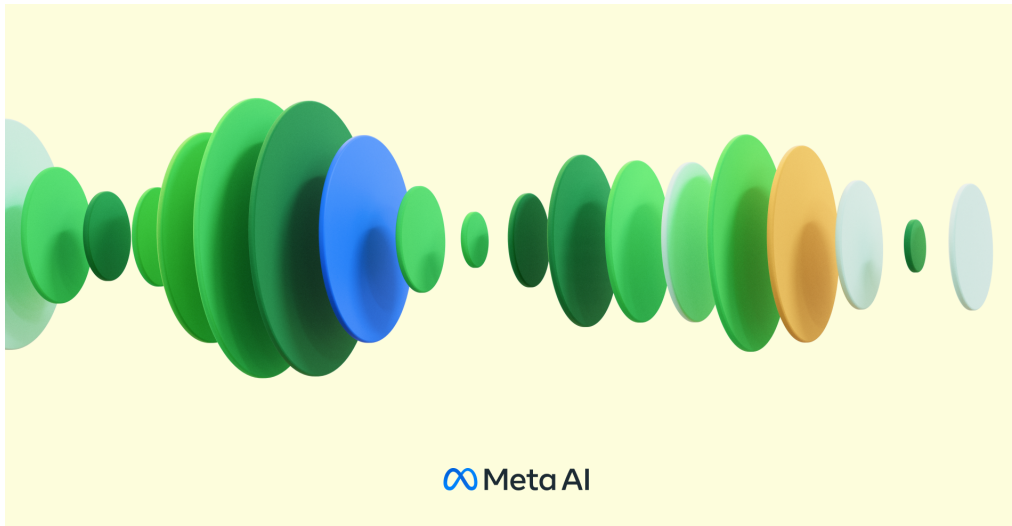
...and you are going to start seeing it **everywhere**



Microsoft Co-Pilot



Google Gemini embedded AI in G-Suite, search



Meta buying \$9b in Nvidia chips



Apple AI Mesh

...and it is going to happen **very** quickly



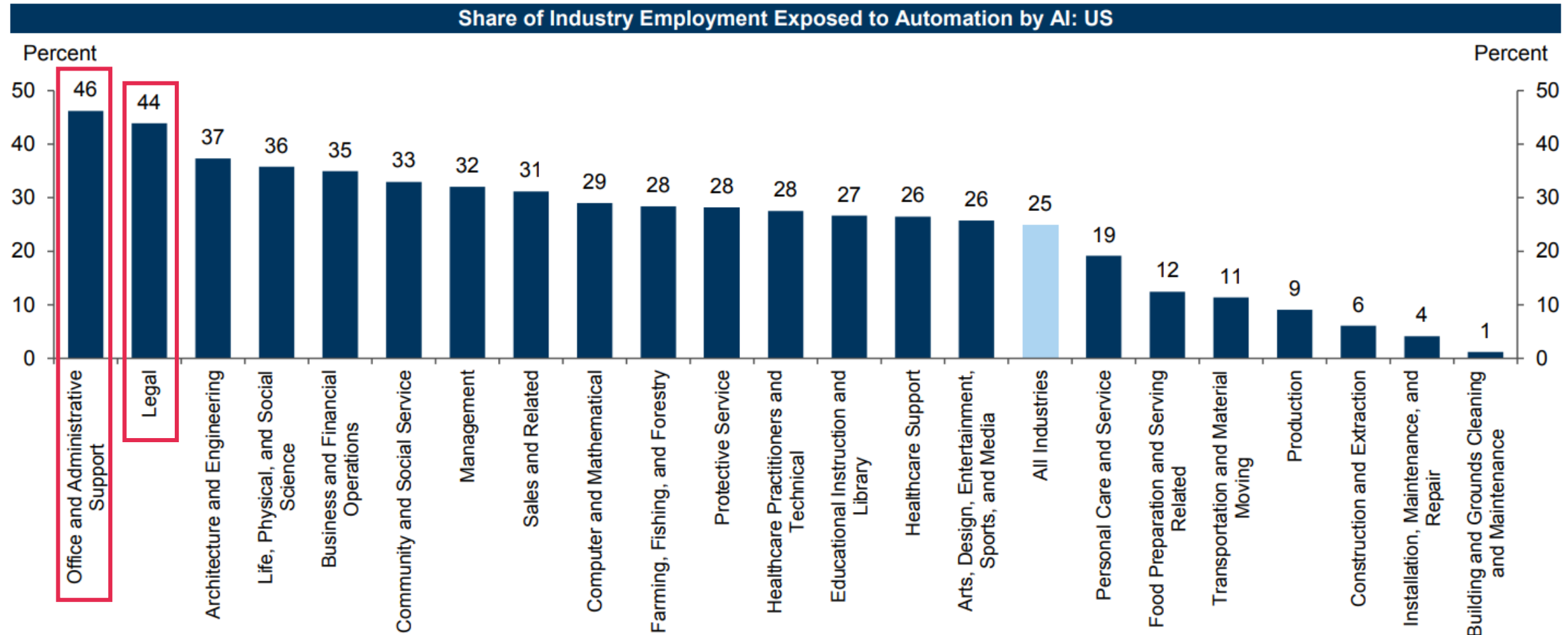
April 2023



Feb 2024

# “Any teacher that can be replaced by a computer should be replaced by a computer.” – Isaac Asimov

**Exhibit 5: One-Fourth of Current Work Tasks Could Be Automated by AI in the US and Europe**



Goldman Sachs - Generative AI could raise global GDP by 7% - April 2023



# Generative AI is a big leap forward for law

## Traditional AI



- Trained on specific datasets
- Predictable, deterministic outputs
- Often used to analyze and classify existing data, not generating new data



Aiscension

## Generative AI



- Trained on vast, often unstructured data sets
- Able to create original content and responses
- Learns and adapt through continuous learning through interaction



{ LawGeex }



*“ Fundamentally the law is centred on language. And that’s why we can very quickly determine that this technology will impact the way we practise law ”*

-- Greg Dickason, Managing Director of LexisNexis



# Plenty of reasons to be paying attention

## Big impact if AI delivers on its promise



- Goldman estimate AI could boost GDP by USD\$7 trillion annually over a 10-year period (Goldman Sachs, 2022)
- McKinsey estimates generative AI alone could **boost GDP by USD\$2.6 - \$4.4 trillion annually** (McKinsey research, July 2023)

## Becoming a business priority



- **Generative AI identified as the top disruptive technology** impacting industry (Gartner, May 2023)
- 55% of organisation in the US are **piloting or in production** mode with generative AI (Gartner, October 2023)
- 64% of surveyed organisations believe **generative AI will help their business gain a competitive advantage** (KPMG, November 2023)

## Vast and compelling use cases in legal



- By 2024, spending on legal AI software tools is expected to reach about \$37 billion globally (McKinsey, May 2023)
- Goldman predicated **AI could fully automate 44%** of legal tasks and compliment ALL legal tasks (Goldman Sachs, 2022)



# Opportunities for in-house teams

Where to deploy generative AI today



# A broad and wide range of impacts for in-house team



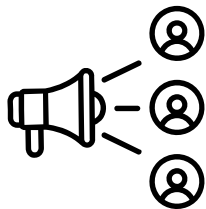
**Contracts**



**Litigation**



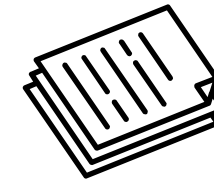
**Intellectual  
property**



**Labor, employment  
and safety**



**M&A and  
Transactions**



**Legal Operations**

# Generative AI use cases for contracts



**High**



Request and  
intake



ChatGPT



Authoring and  
drafting



Microsoft 365  
Copilot



Review and  
approvals



Post-execution,  
audit, and reporting

**Moderate**

**Low**



Negotiation



Execution

# Generative AI use cases for litigation



## High



E-discovery  
 **Relativity**



Legal drafting  
and research



Document review,  
management and control  
 **Draftable**

## Moderate



Trial and case  
management

## Low



Pre-litigation



Strategy



# Generative AI use cases for intellectual property



High	● Patent and trademark search	● IP policies, licensing contracts, and agreements	● Administration Huski.ai	● Portfolio review GoodIP
Moderate	● IP strategy	● Rights protection		
Low				

# Generative AI use cases for employment and safety



## High



Responding to queries



ChatGPT



Drafting employment contracts



Identifying potential breaches

## Moderate



Legal advice and negotiations



Localising policy

## Low



Decision making  
(in place of  
human input)

# Generative AI use cases for M&A and transition



High	<ul style="list-style-type: none"><li>● M&amp;A strategy</li></ul> <p><b><u>Alpha</u>Sense</b></p>	<ul style="list-style-type: none"><li>● Due diligence (running process)</li></ul> <p><b>ANSARADA</b></p>	<ul style="list-style-type: none"><li>● Drafting, structuring, negotiating and disclosures</li></ul>
Moderate	<ul style="list-style-type: none"><li>● Filing and consents</li></ul>	<ul style="list-style-type: none"><li>● Terms and conditions</li></ul>	
Low	<ul style="list-style-type: none"><li>● Board preparation and risk advising</li></ul>		

# Generative AI use cases for legal operations



**High**



Legal function reporting



Knowledge and record management



ChatGPT



Data and analytics



seek

**Moderate**

**Low**

# ChatGPT demonstrations

Embedding generative AI into your workflows today





# Embedding generative AI into your workflow today



**Analysis** – Finding answers quickly without having to trawl through big documents



**Developing a knowledge base** – Enabling the business to self-service

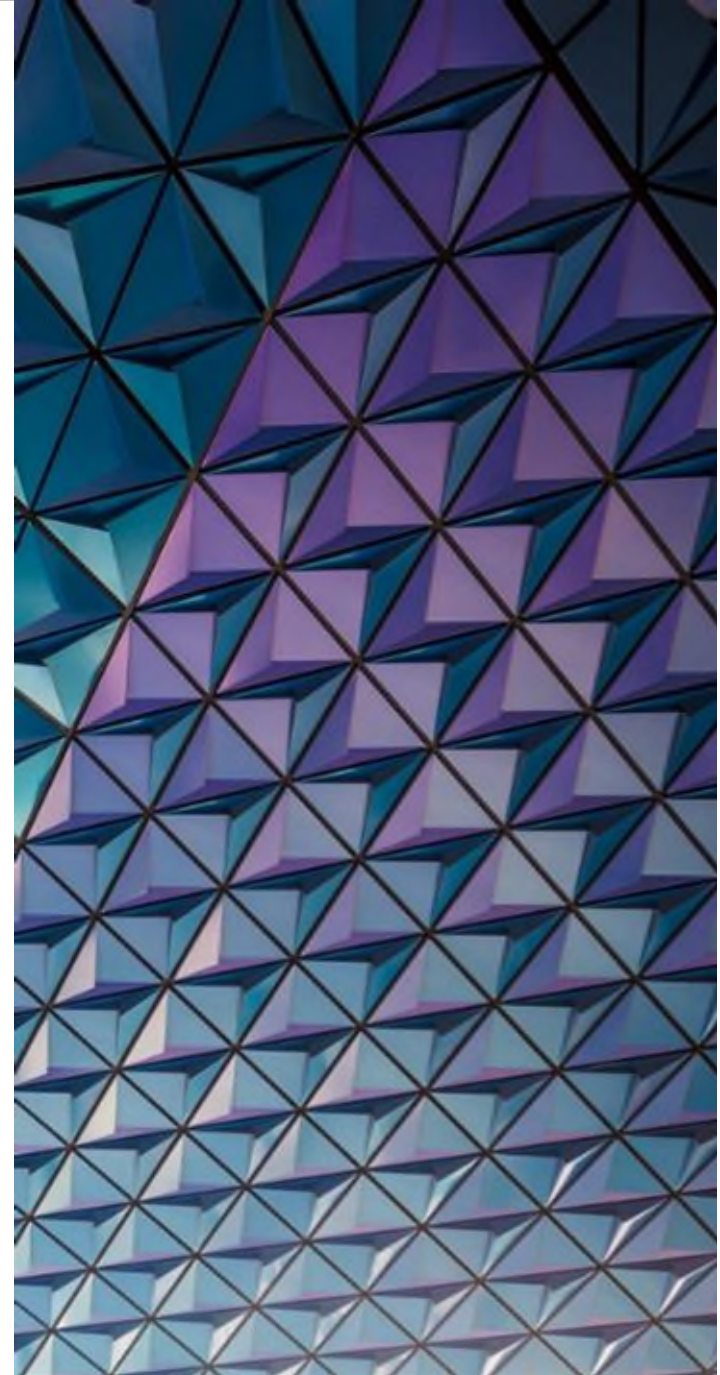


**Working with data** – Excel's day are numbered



# Important to note!

- Check your organisation's use of AI and Cloud-Services policy
- Generative AI tools \*may\* use data you enter to train their models
- Output from generative AI tools should not be relied upon without verification



ChatGPT 4 ▾



Can I ask you some questions about these results?



I have access to the CBA 1H24 Profit Announcement document. Please go ahead with your questions!



Where was commbank strong and weak during the half year?




During the half-year, CommBank demonstrated strength in its operational performance and customer engagement, with notable achievements in home lending, business lending, and deposit growth. They also maintained a strong capital position and delivered a sound financial outcome. However, the report also highlights challenges, such as margin pressures due to competitive dynamics in the market and the impact of the low interest rate environment on net interest margin. Additionally, there were increased costs associated with investments in technology and compliance, reflecting ongoing efforts to strengthen risk management and enhance customer experience.

All our jobs require us to digest, interpret and analysis large volumes of data in various formats. If we are lucky enough, we might have access to a junior resource in the team who we can ask to do the digging for us.

## Workflow


- 26

# Developing a knowledge base

<  **Travel**  
Published · Only me

Create

Configure



**Name**  
Travel

**Description**  
Your go-to guide for understanding and navigating travel policies.

**Instructions**  
I'm here to guide you through travel policies, making it easy to understand the rules, tips for planning, and how to stay compliant with corporate or international travel standards. Whether it's about booking flights, accommodations, or navigating through travel expenses and reimbursements, I'm your go-to source. I'll offer advice on best practices, how to maximize your travel benefits, and ensure you're well-prepared for your trip. Just let me know your destination, purpose of travel, or any specific queries you have!

**Conversation starters**

How do I get travel approval? ×

What's the policy on travel insurance? ×

Can I book my own flights, or does the company have to do it? ×

Tips for saving on business travel expenses? ×

×

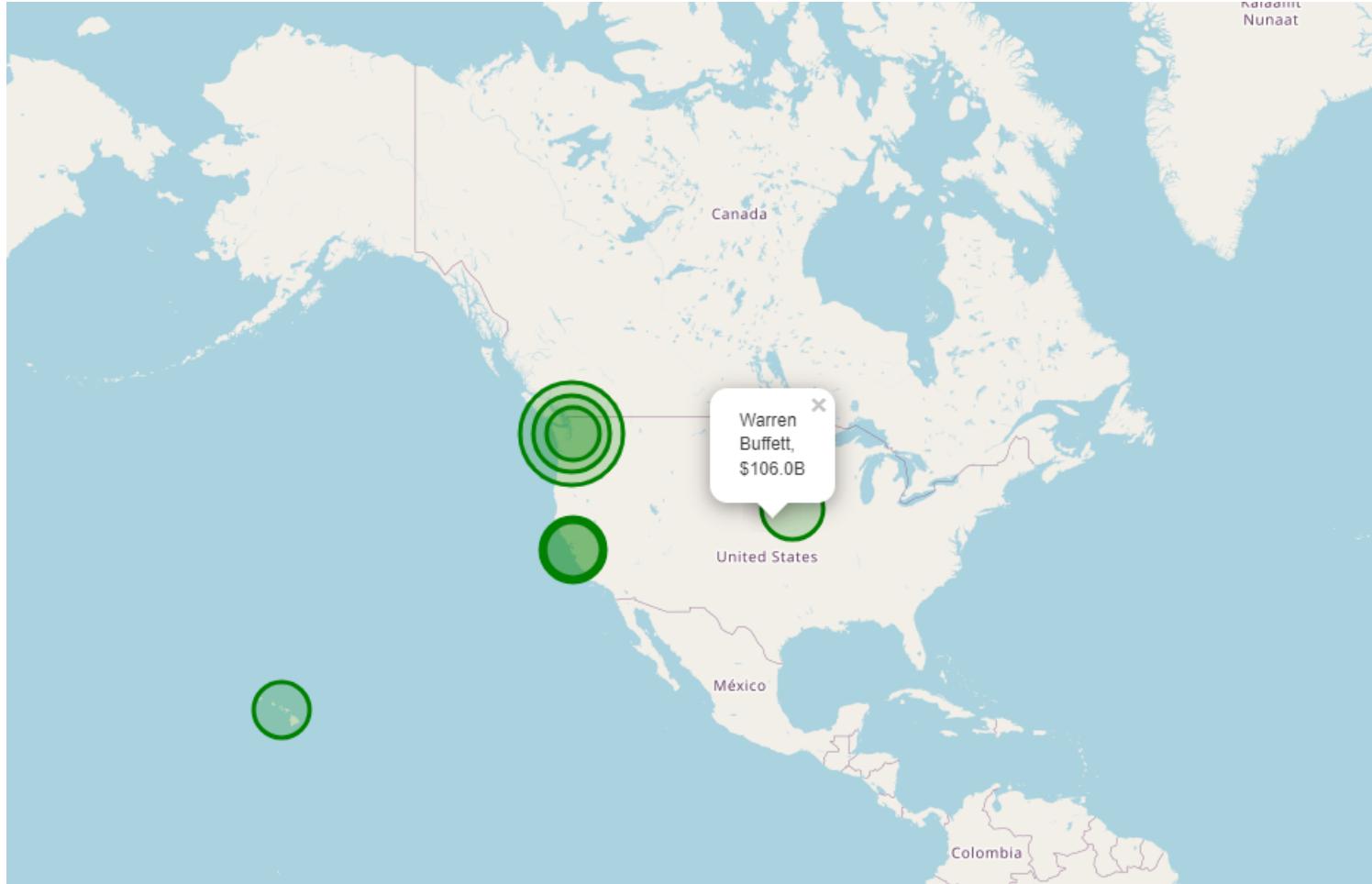
## Task:

Wouldn't it be great if the business was better at self-servicing simple requests rather than having to email your team all the time? With custom GPTs now you can!

## Overview

- Create a custom GPT utilising ChatGPT's configuration feature
- Upload your own dataset
- Publish your GPT to your team and have them self service

# Working with data



## Task:

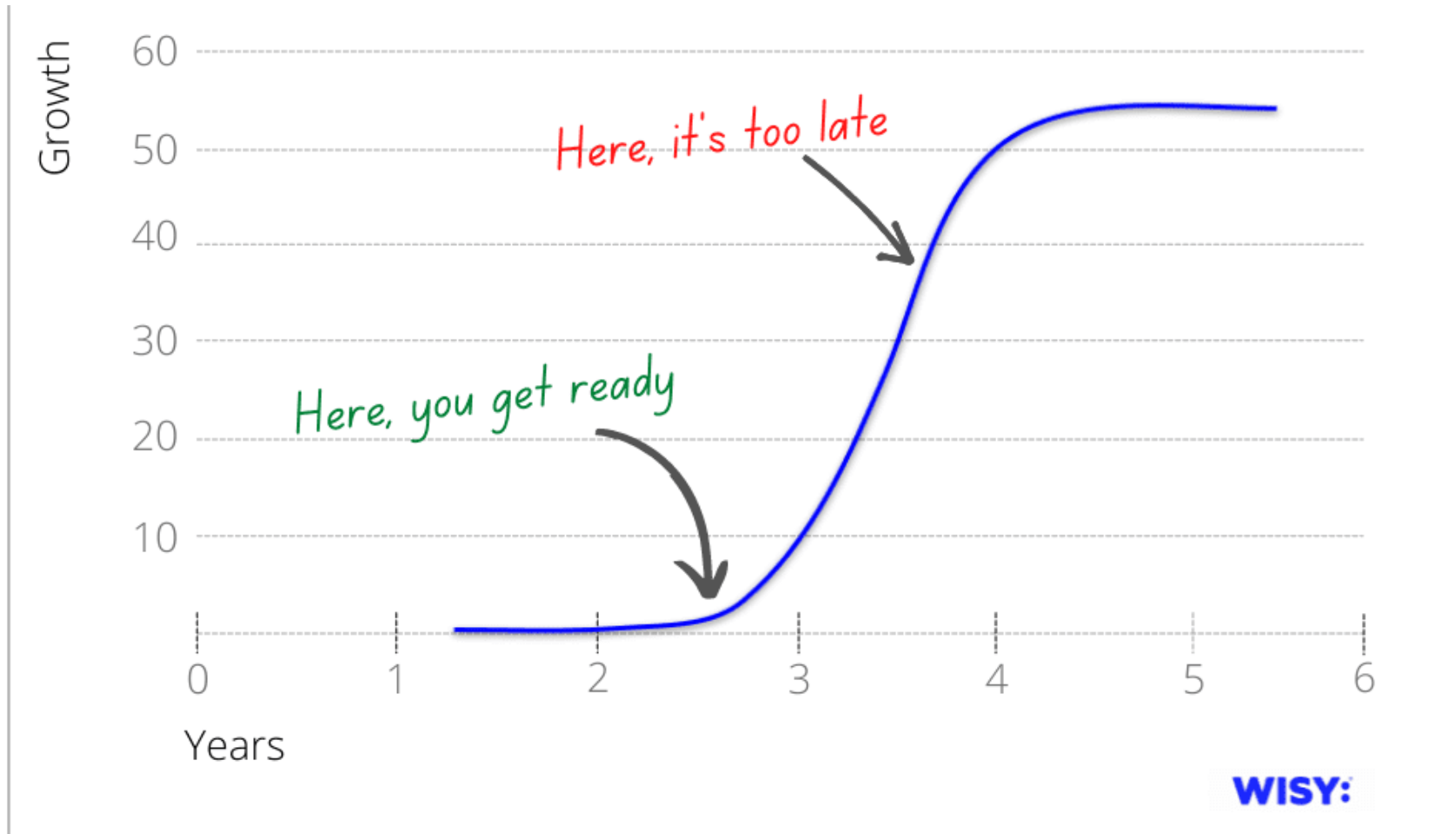
You've been given a data set and asked to pull out some interesting insights for a presentation. With ChatGPT you can skip excel and start asking interesting questions directly. You can even visualise the outputs without having to write any code.

## Overview

- Upload the 'Billionaires statistics' dataset
- Ask some interesting questions about what is in the data set
- Get some data represented visually
- Filter the data and provide a visual map



# Disruptive technologies adoption curve



*“Artificial intelligence will **have a more profound impact on humanity** than fire, electricity and the internet.”*

Sundar Pichai, CEO of Alphabet

# WIN In-House Counsel Week

Thank you for joining our webinar:  
Generative AI: A practical guide for in-house legal teams

## Session presenters:



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Join our WIN program today

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[www.dlapiperwin.com](http://www.dlapiperwin.com)

