



WEBINAR RECAP

What Law Firm Leaders Need to Know About AI and ChatGPT

August 16, 2023

By [9Sail](#)

Welcome the recap of the 38th installment of the "[Law Firm of the Future](#)" [Webinar Series](#), presented by the Managing Partner Forum. This series continues to explore the cutting-edge developments shaping the legal industry, and this episode delves into a topic at the forefront of technological innovation, namely: what law firm leaders need to know about AI and ChatGPT. 128 managing partners and law firm leaders participated in the live webinar held on August 16, 2023. Live polling results are attached.

Meet the Panelists:

[Rosanna Berardi, Esq.](#), Managing Partner of [Berardi Immigration Law](#)

As a business immigration lawyer, Rosanna is an early adopter of AI. Through collaboration with fellow panelist Anthony DeSimone and hands-on experimentation with AI learning, she's pioneering its application in the legal field. Rosanna's work serves as a real-world test case for AI's potential in law.

[Anthony DeSimone](#), President of [You're the Expert Now \(YEN\) LLC](#)

A CPA and adjunct professor at the University of Buffalo Center for Entrepreneurial Leadership, Tony's consulting business focuses on enhancing profitability and cash flow for small businesses. Recognizing AI's efficiency potential, he teaches accelerator courses for AI and collaborates with Rosanna's team to implement AI solutions.

[John Remsen, Jr.](#), President of [TheRemsenGroup](#) moderated the discussion. He is CEO of The Managing Partner Forum, and is a nationally recognized speaker on law firm management & leadership.

Reflecting on the significance of ChatGPT in the legal landscape, John remarked, "ChatGPT is a huge opportunity for people who will seize the opportunity and run with it. Don't hide, lean into it – it's not going away!"

Key Takeaways

- For lawyers, the paramount concerns in embracing AI are accuracy and reliability.
- While AI can sometimes produce "hallucinations" or errors, these can be mitigated. Vigilance in reviewing for accuracy, cross-verifying information, and crafting specific prompts are essential.
- AI and tools like ChatGPT represent the next evolution of the internet; approach them with the same familiarity and comfort as we do with search engines like Google.
- Ensuring that your law firm has a robust AI policy is not just a wise move; it's a necessity. ChatGPT itself can assist in drafting that very policy!

What is ChatGPT?

ChatGPT, or Chat Generative Pretrained Transformer, is a form of artificial intelligence (AI) known as a large language model that's reshaping the way we interact with technology. Let's break down what these terms mean:

- **Generative:** Unlike traditional systems that select from predetermined responses, ChatGPT generates new responses to questions and comments, allowing for dynamic and tailored interactions.
- **Pretrained:** It's been trained on a massive dataset of text, enabling it to understand and respond to a wide array of inquiries.
- **Transformer:** Utilizing deep learning algorithms, ChatGPT can analyze input text and generate output texts, even understanding and responding in multiple languages.

Practical Tips for Law Firm Leaders

Here are a few tips for law firms and attorneys who want to use ChatGPT effectively:

- Just as we've become comfortable with Google, it's time to get used to keeping ChatGPT open and asking, "Can I do this faster with ChatGPT?"
- Don't let your imagination hold you back. If you wonder whether AI can do something, it likely will soon.

- Make ChatGPT part of your weekly team meetings and explore subscription options that suit your needs.

Rosanna mentioned that you should be cautious with editing and redacting all client names or sensitive information. Attorney/client privilege rules still apply, and as Tony warned, "You have to assume that anything you put on there can get out there, so if you don't have a written policy, here's the first rule: don't put anything into it that you don't want known."

Also, when using ChatGPT, the prompt is key. Specific requests can make a significant difference in the quality and relevance of the response.

AI Hallucinations and What They Mean for You

The world of AI is filled with possibilities, but it's not without its pitfalls. A prime example is the Steven Schwartz case, which brought to light the phenomenon of AI hallucinations.

So-called AI "hallucinations" occur when systems like ChatGPT generate incorrect or invented information. If the AI can't find the information it needs, the generative part may fill in the gaps with what it thinks you want. Its in-built desire to "make you happy" can lead to misleading or entirely fabricated responses. Unlike humans, AI models don't have a source of truth or access to a real-time database, leading to these hallucinations.

Lessons to Learn

- **Cross-verify information:** AI's speed and frequent accuracy can lull users into a false sense of security. It's vital to cross-verify information and recognize that AI is not infallible.
- **Educate yourself:** Understanding AI's functionality is key to using it responsibly and effectively.
- **Consider professional consultation:** For critical tasks like legal or medical advice, AI can provide insights, but professional consultation remains essential.
- **Verification is essential:** AI's output may be 50-90% complete, but human verification is needed to finish the task. As Rosanna emphasizes, "It has to be somebody's job to verify what comes off of ChatGPT - trust and verify."

Tony and Rosanna, whose excitement about AI is palpable, regularly host "GPT Parties," lively gatherings where they explore the latest AI advancements and how they can be applied within the firm. Their most recent party focused on a hot topic: avoiding AI hallucinations. By crafting specific requests or creating chatbots that only contain the information they're sorting through, they've found ways to prevent AI from filling in the gaps with incorrect data.

John chimed in with a practical tip for those concerned about privacy, suggesting the creation of a fake email address to keep personal information secure.

Tony emphasized that AI is poised to impact the legal industry more than perhaps any other field. While some law firms may hesitate out of fear, those who embrace AI will surge ahead. Tony's conviction was clear: "This is not a fad. In 7 years, it's going to grow 10x. It's the internet all over again."

Law Firm ChatGPT Use in Action

Rosanna and Tony's collaboration began six or seven years ago, but it was last April when Tony introduced the idea of incorporating AI into the firm's daily practices.

They started with an overview session for the entire firm, explaining what ChatGPT is and how to use it. They provided a paid subscription for each team member, eliminating the wait times associated with the free version.

Their ongoing "GPT Parties" became a staple, where Tony would touch base with the team, including admins, paralegals, and lawyers, to discuss the latest changes and updates in AI.

A few practical, everyday applications they've pioneered include:

- **Editing:** ChatGPT assists in editing emails, briefs, and client letters, with careful redaction of names and proprietary information.
- **Brainstorming:** From leadership academy essays to creative projects, ChatGPT helps expand ideas, with teams always asking, "Can ChatGPT do this faster?"
- **Social media:** ChatGPT's ability to generate content is a boon for social media, provided the output is verified.
- **Policy creation:** Even something as specific as a ChatGPT policy can be generated by ChatGPT itself!

At Rosanna's firm, ChatGPT has allowed the team to work faster, innovate, and excel. As John noted, "Law firms tend to lag – it's important to get ahead of this because it's not going away." Rosanna's sentiment echoed this, declaring, "It's a game-changer in terms of how we work."

What's the Long-Term Impact Going to Be?

The integration of AI like ChatGPT into the legal profession is not a fleeting trend; it's a seismic shift with lasting implications. The efficiency and automation that AI brings will inevitably lead to job cuts in some areas of the legal profession. The legal industry stands to be one of the most affected by AI, with transformations that will reshape how law firms operate.

The panelists offered poignant closing insights:

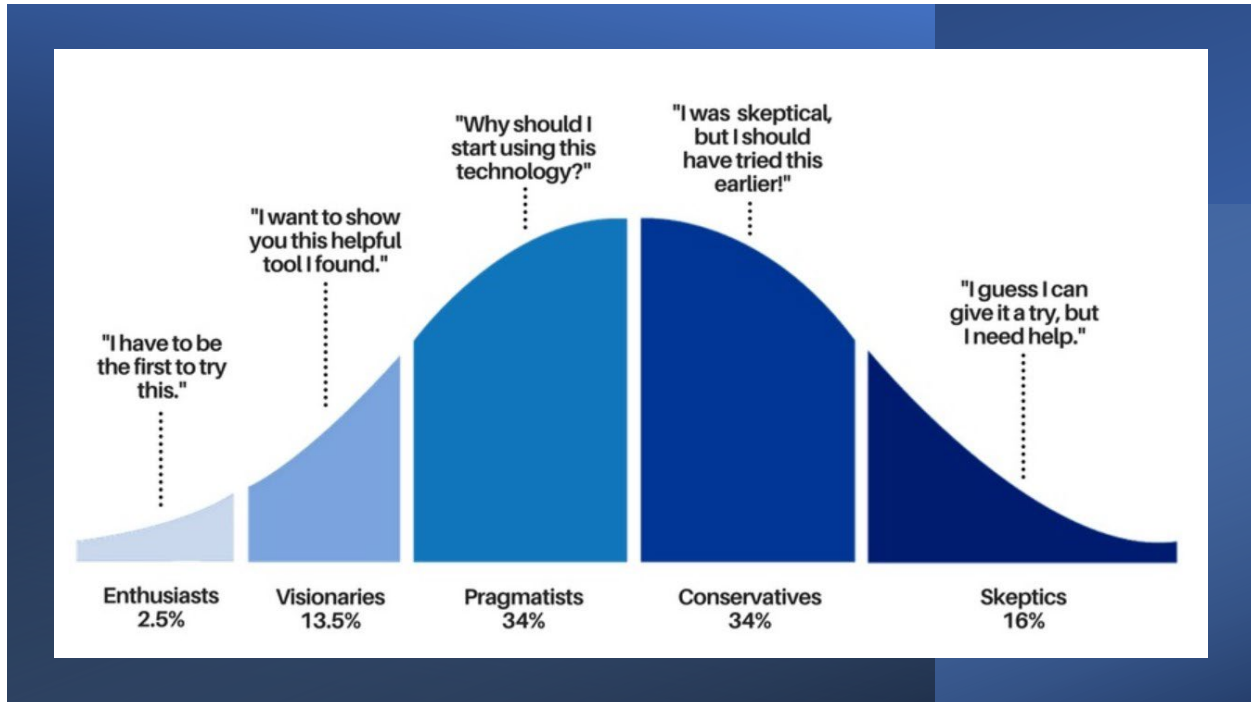
- **Tony:** "ChatGPT isn't going to replace you, the people who use ChatGPT will."
- **John:** "Be smart – train your people and put policy in place."

The long-term impact of AI on the legal profession is a complex and multifaceted issue. It presents challenges and opportunities, risks and rewards. The future belongs to those who recognize the potential of AI, not as a threat, but as a tool to enhance, innovate, and elevate the practice of law.

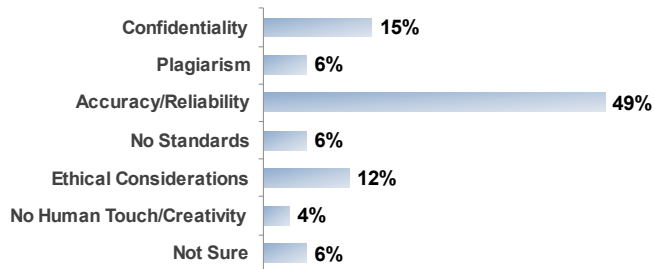
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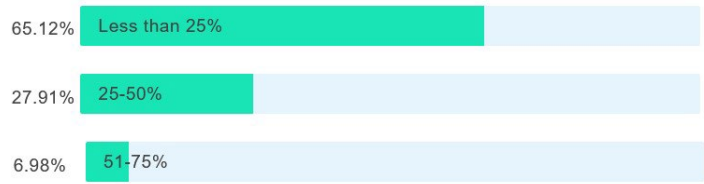
REGISTRANT QUESTION #2
 From the list below, what is your top concern about using AI-generated content in realworld applications?





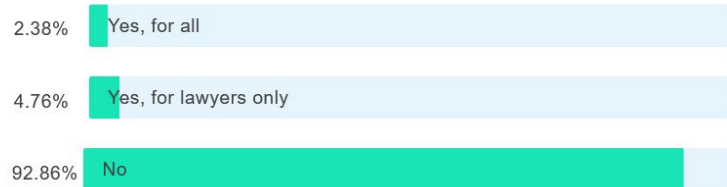
AUDIENCE POLLING QUESTION #3

What percentage of your firm's Associate Attorneys do you estimate use ChatGPT...at least occasionally?



AUDIENCE POLLING QUESTION #4

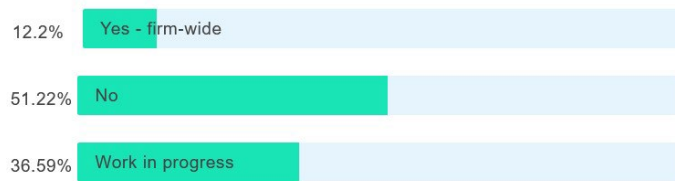
Does your firm provide AI/ ChatGPT training for its lawyers and support staff?





AUDIENCE POLLING QUESTION #5

Does your firm have ChatGPT policy in place?



AUDIENCE POLLING QUESTION #6

What do believe will be the long-term impact of AI on the legal profession?

