

Turbocharging growth through knowledge sharing

BRIEFING KNOWLEDGE LEADERS 2025

EMILY TEARLE, HEAD OF KNOWLEDGE MANAGEMENT

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Nuts



**A particularly
tricky nut:**



*Lawyers may be experts in
their field, but we need to be
leveraging opportunities to
service clients' wider needs.*

How do we facilitate this?

Why do we care?

Costs associated with developing **existing** relationships are somewhere in the vicinity of **10-15%** versus **30-40%** for **developing new clients**.

LawVision Group LLC

What does this mean for Knowledge?

"I want to understand my client and their business better, but I don't really understand what other teams [at Travers Smith] do or what they are advising on. If I don't know that, how can I cross-sell?"

"I am an expert in what I do. I really don't feel comfortable talking about legal issues outside of my area of expertise. I wouldn't even know where to start."

"I make time to keep up with what's new in my practice area – that's my specialism, I have to do that. But I don't have time to keep track of what's happening elsewhere."

The How – The Hammer



The How – Traditional

The Bulletin

The Knowledge

BC Bowl, Catherine
To: # All Fee Earners

Filed To DM | Green Category | #KNOW-HOW:SYQ

12Mar12.htm
.htm File

Good morning

Today's issue of The Knowledge is available on the intranet at: [\\sintranet\Upload\Documents\Knowledge\12mar12.htm](#)
The HTML version is attached.
Catherine

Catherine Bowl
Information Officer
Information Centre

TRAVERS SMITH

13 April 2007

Please Note – for copies of articles or cases referred to in the Bulletin put your initials in the right hand margin and send the Bulletin to Information Centre. Hypertext links in the text can be accessed via the online version of the Bulletin on KEAT.

Practical Law Brexit SIs alert for 5 July 2018

This alert lists key draft and enacted statutory instruments (SIs) under the Brexit legislation selected by Practical Law practice areas. It is not an exhaustive list of all Brexit-related SIs. The SIs will be added to the [Brexit statutory instruments tracker](#).

Cultural Tests (Films, Television Programmes and Video Games) (Amendment) (EU Exit) Regulations 2018 (Draft). <https://www.gov.uk/eu-withdrawal-act-2018-statutory-instruments/the-cultural-tests-films-television-programmes-and-video-games-amendment-eu-exit-regulations-2018-draft>
There are no new SIs to display that are relevant to other Practical Law practice areas.

TRAVERS SMITH

Search this site

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Need to Know

Last updated: 10TH APRIL 2018

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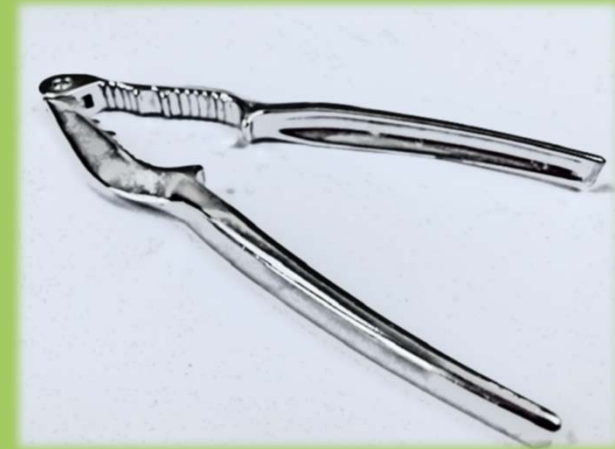


Welcome to Need to Know. This page is designed to keep lawyers across the firm up to date on important developments of a firm-wide interest.

Click on the links below for more information and additional resources.

Click here to access the [Need to Know archive](#).

Legal developments



AI Latest news headlines

28 August 2025

AI

@ 'AI psychosis': could chatbots fuel delusional thinking? – podcast

(The Guardian) Aug 28, 2025 12:19 AM EDT

There are increasing reports of people experiencing delusions after intensive use of AI chatbots. The phenomenon, dubbed 'AI psychosis', has raised concerns that features built into large language models may contribute to some users losing touch with reality. Madeleine Finlay speaks to Dr Hamilton M...

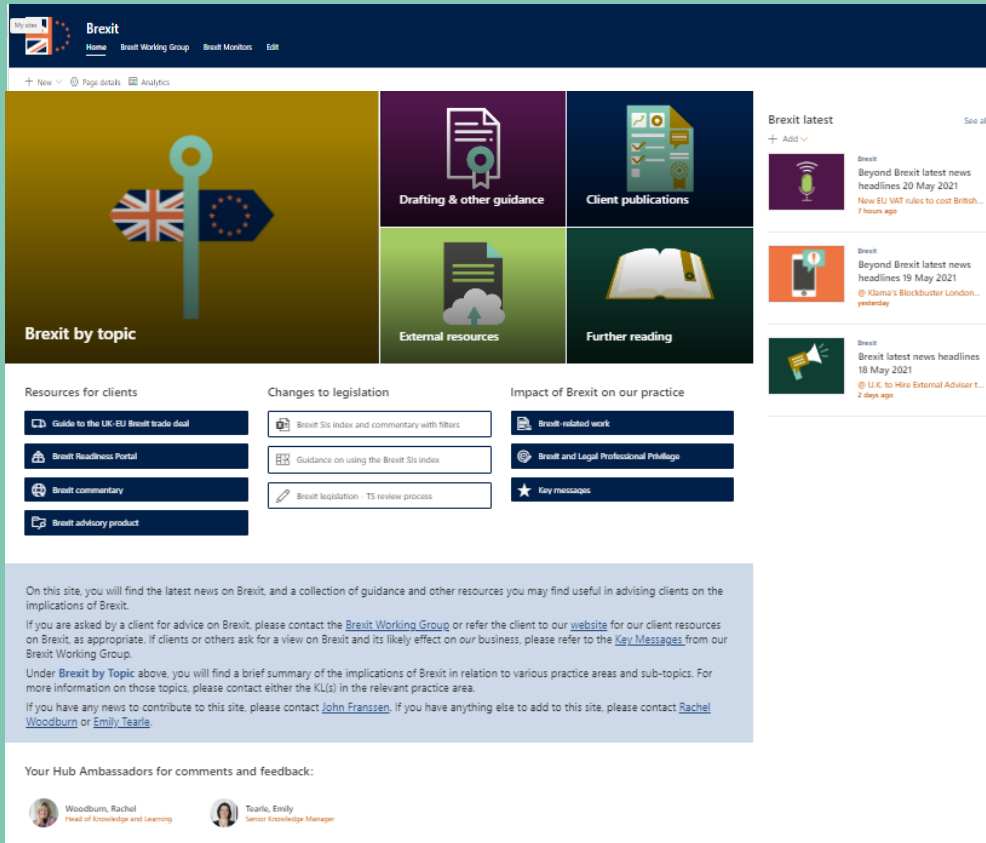
'Full of bugs': how the world's biggest carmakers fell behind in software

By Kana Inagaki, Harry Dempsey and David Keohane in Tokyo

(FT.com) Aug 28, 2025 12:00 AM EDT Word Count: 2395

A decade ago, when Toyota began hiring dozens of experts from Google and other tech giants to pivot its development efforts from hardware into artificial intelligence and software, hype and expectations were sky high. "Times have changed, and software and data are now essential components of Toyota's future mobility strategy," said Gill Pratt, chief executive of the Toyota Research Institute,

The How – The Hub



The screenshot displays the 'Brexit' Hub website. The top navigation bar includes links for Home, Brexit Working Group, Brexit Monitor, and Edit. Below this, a 'Brexit by topic' section features icons for Drafting & other guidance, Client publications, External resources, and Further reading. A 'Resources for clients' section lists links such as 'Guide to the UK-EU Brexit trade deal', 'Brexit Readiness Portal', 'Brexit commentary', and 'Brexit advisory product'. A 'Changes to legislation' section includes links for 'Brexit Six index and commentary with filters', 'Guidance on using the Brexit Six index', and 'Brexit legislation - TS review process'. An 'Impact of Brexit on our practice' section lists 'Brexit-related work', 'Brexit and Legal Professional Privilege', and 'Key messages'. A 'Brexit latest' section on the right shows recent news headlines. At the bottom, a section titled 'Your Hub Ambassadors for comments and feedback:' lists Rachel Woodburn and Emily Tearle.

Brexit
Home Brexit Working Group Brexit Monitor Edit

New Page details Analytics

Brexit by topic

- Drafting & other guidance
- Client publications
- External resources
- Further reading

Resources for clients

- Guide to the UK-EU Brexit trade deal
- Brexit Readiness Portal
- Brexit commentary
- Brexit advisory product

Changes to legislation

- Brexit Six index and commentary with filters
- Guidance on using the Brexit Six index
- Brexit legislation - TS review process

Impact of Brexit on our practice

- Brexit-related work
- Brexit and Legal Professional Privilege
- Key messages

Brexit latest See all

- Brexit Beyond Brexit latest news headlines 20 May 2021
New EU VAT rules to cost British... 7 hours ago
- Brexit Beyond Brexit latest news headlines 19 May 2021
© Kama's Blockbuster London... yesterday
- Brexit Brexit latest news headlines 18 May 2021
© U.K. to Hire External Adviser t... 2 days ago

On this site, you will find the latest news on Brexit, and a collection of guidance and other resources you may find useful in advising clients on the implications of Brexit.

If you are asked by a client for advice on Brexit, please contact the [Brexit Working Group](#) or refer the client to our [website](#) for our client resources on Brexit, as appropriate. If clients or others ask for a view on Brexit and its likely effect on our business, please refer to the [Key Messages](#) from our Brexit Working Group.

Under **Brexit by Topic** above, you will find a brief summary of the implications of Brexit in relation to various practice areas and sub-topics. For more information on those topics, please contact either the KL(s) in the relevant practice area.

If you have any news to contribute to this site, please contact [John Franssen](#); if you have anything else to add to this site, please contact [Rachel Woodburn](#) or [Emily Tearle](#).

Your Hub Ambassadors for comments and feedback:

- Woodburn, Rachel
Head of Knowledge and Learning
- Tearle, Emily
Senior Knowledge Manager



The How – Bespoke

The "Nut Buster":

- Bespoke
- Supportive
- Easy to use
- Effective



Need to Know: a closer look

- Hot topics
- Client conversation starters
- Toolkit
- User-centric design and pathways
- Bespoke branding
- Accessible on the go
- AI-assisted



Engagement – a journey

CURATION

- KLs
- Research Centre

CONSUMPTION

- Partners, Associates, Trainees & Apprentices
- BD team
- KLs

BROADER APPLICATION and INITIATIVES

- Business Development
- Firm-wide legal training



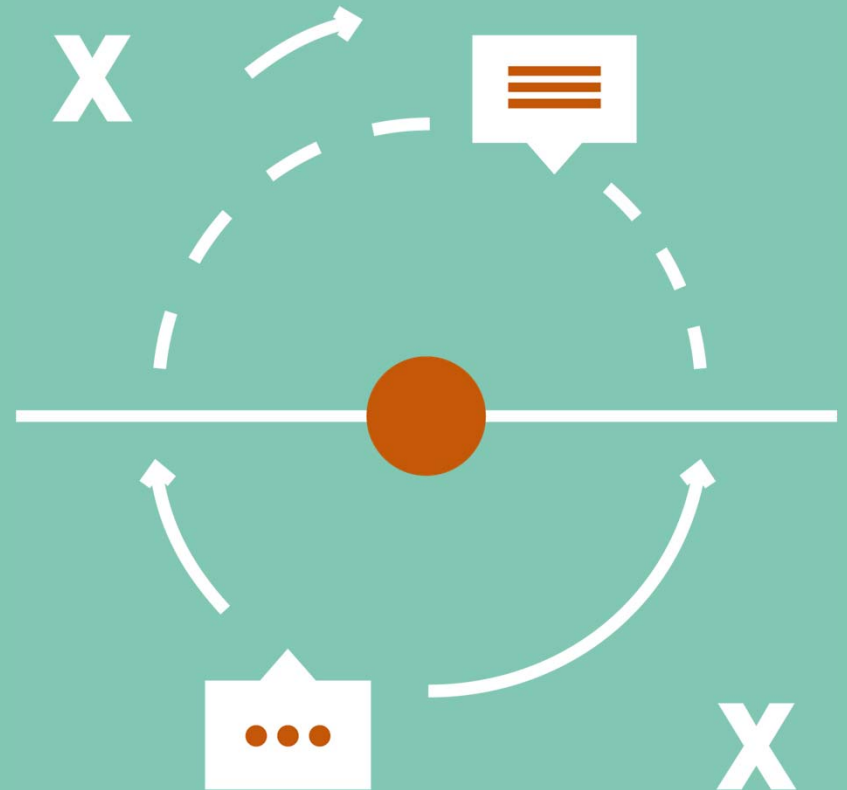
Reflections and what's next?

ON-GOING THEMES

- How can we measure the benefit of Need to Know?
- How can we use other products / AI to improve it further?
- How can we continue to foster engagement?

ON THE HORIZON

- International Need to Know



Any questions?

