

Cathexis

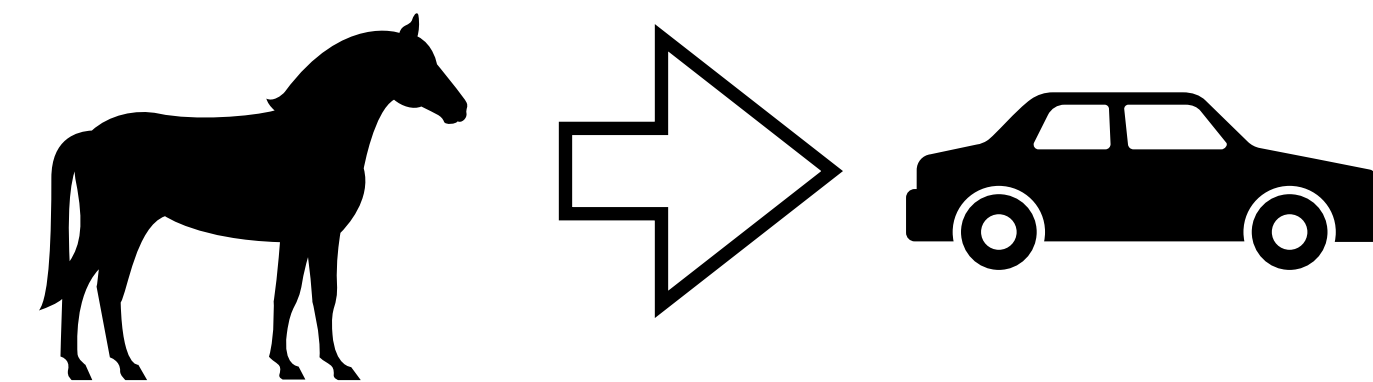
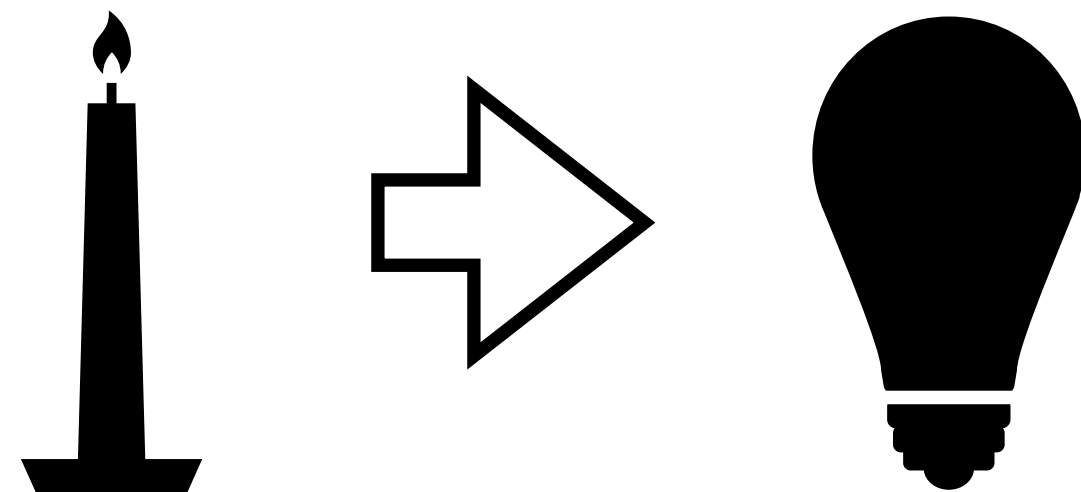
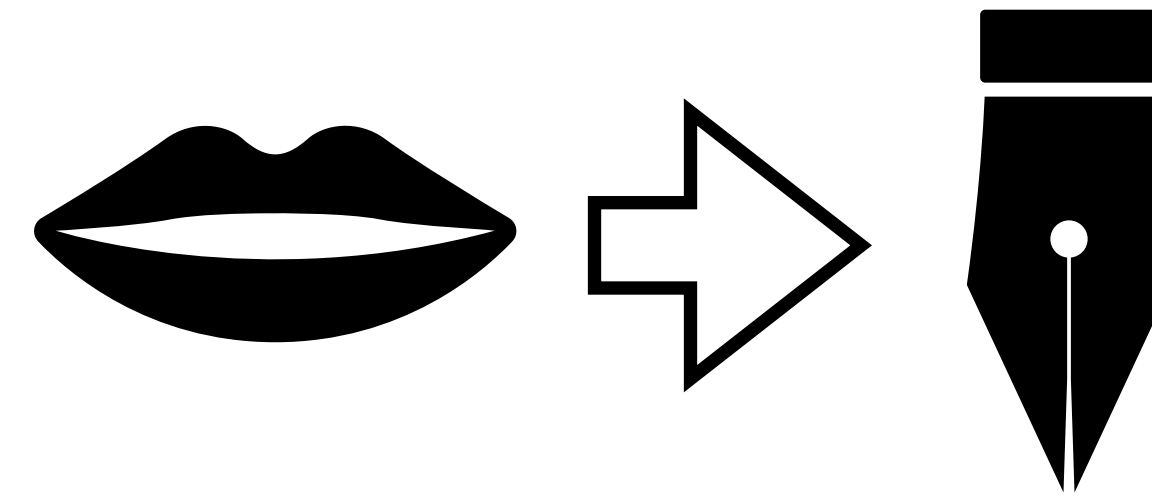
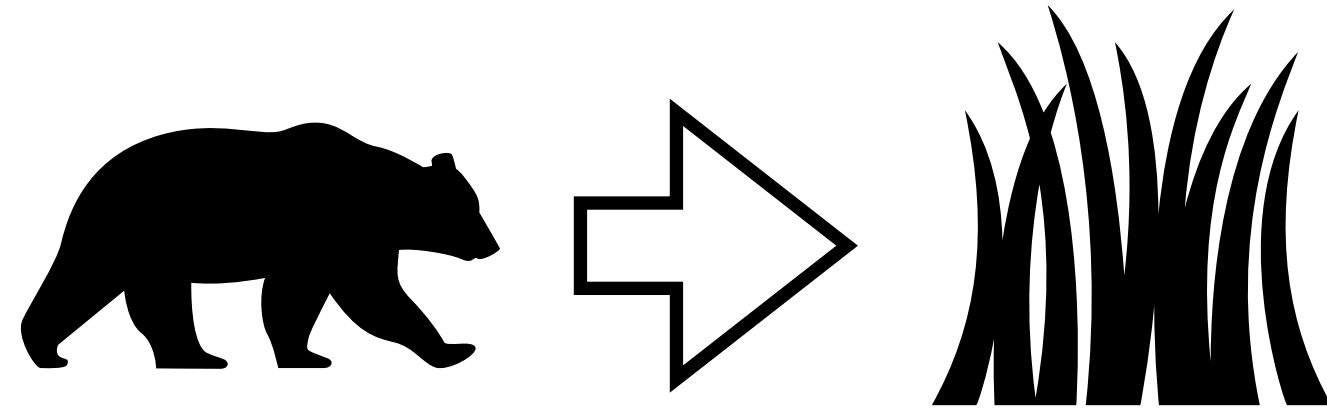
Dr Robert Rowland Smith

Key questions

What value can lawyers add to their clients that AI can't?

What value can you add to lawyers that AI can't?

History of change



Old v new professions

Axe grinder

Ship's chandler

Clog maker

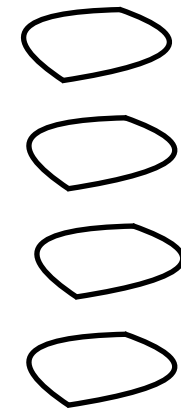
Software developer

Deliveroo driver

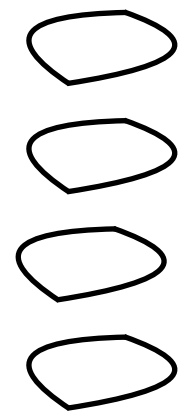
Low carbon investment professional

Spine of law

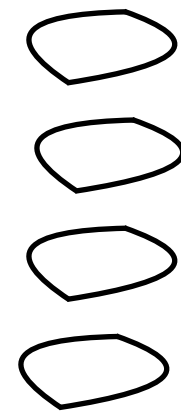
justice/ judges, juries



enforcement / police



crime / wrongdoers

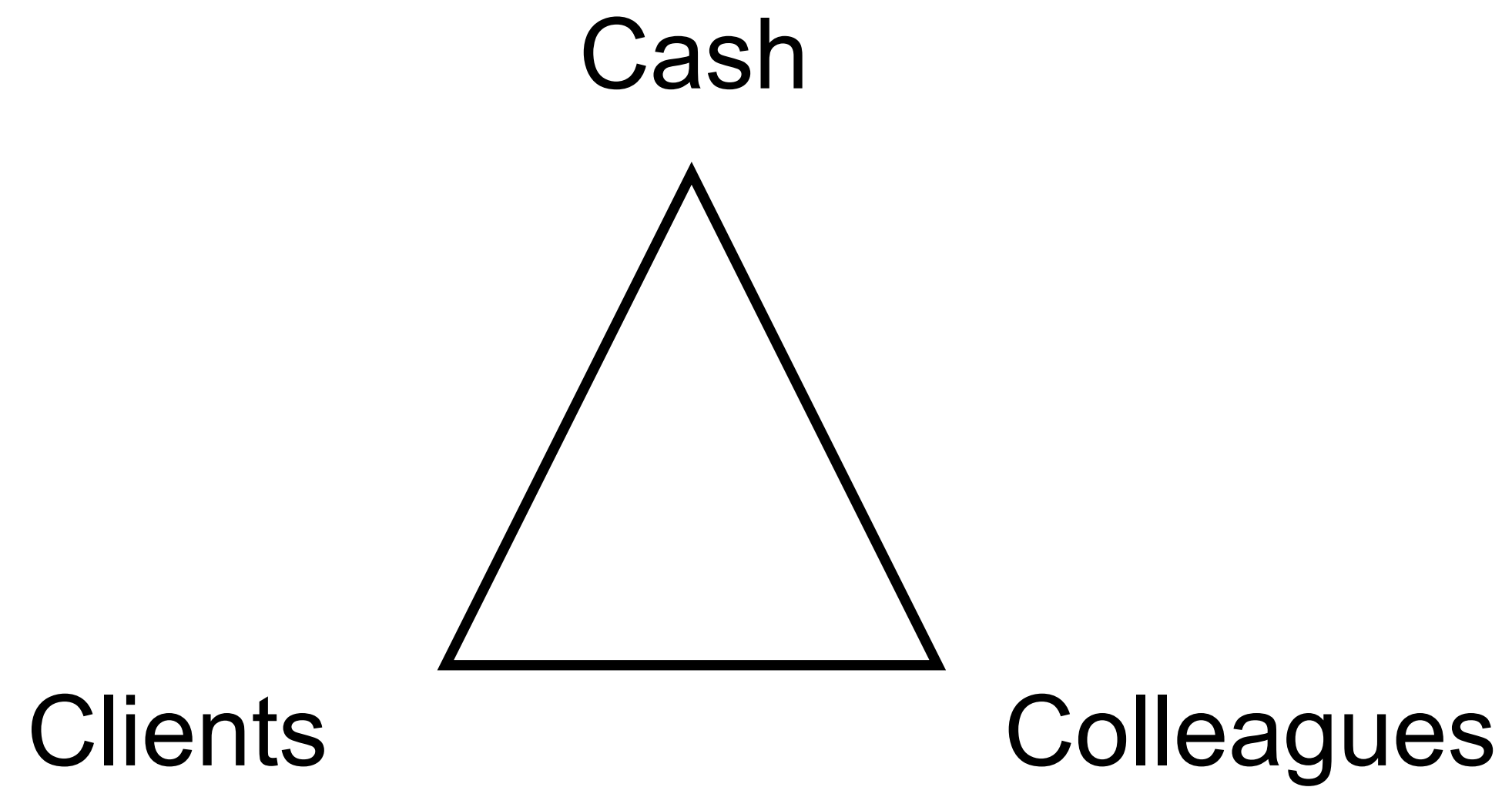


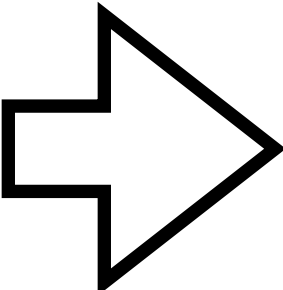
law / legislators

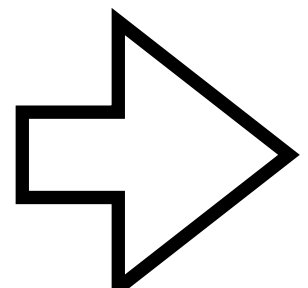
lawyers

law firm professionals

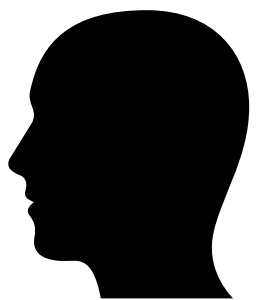
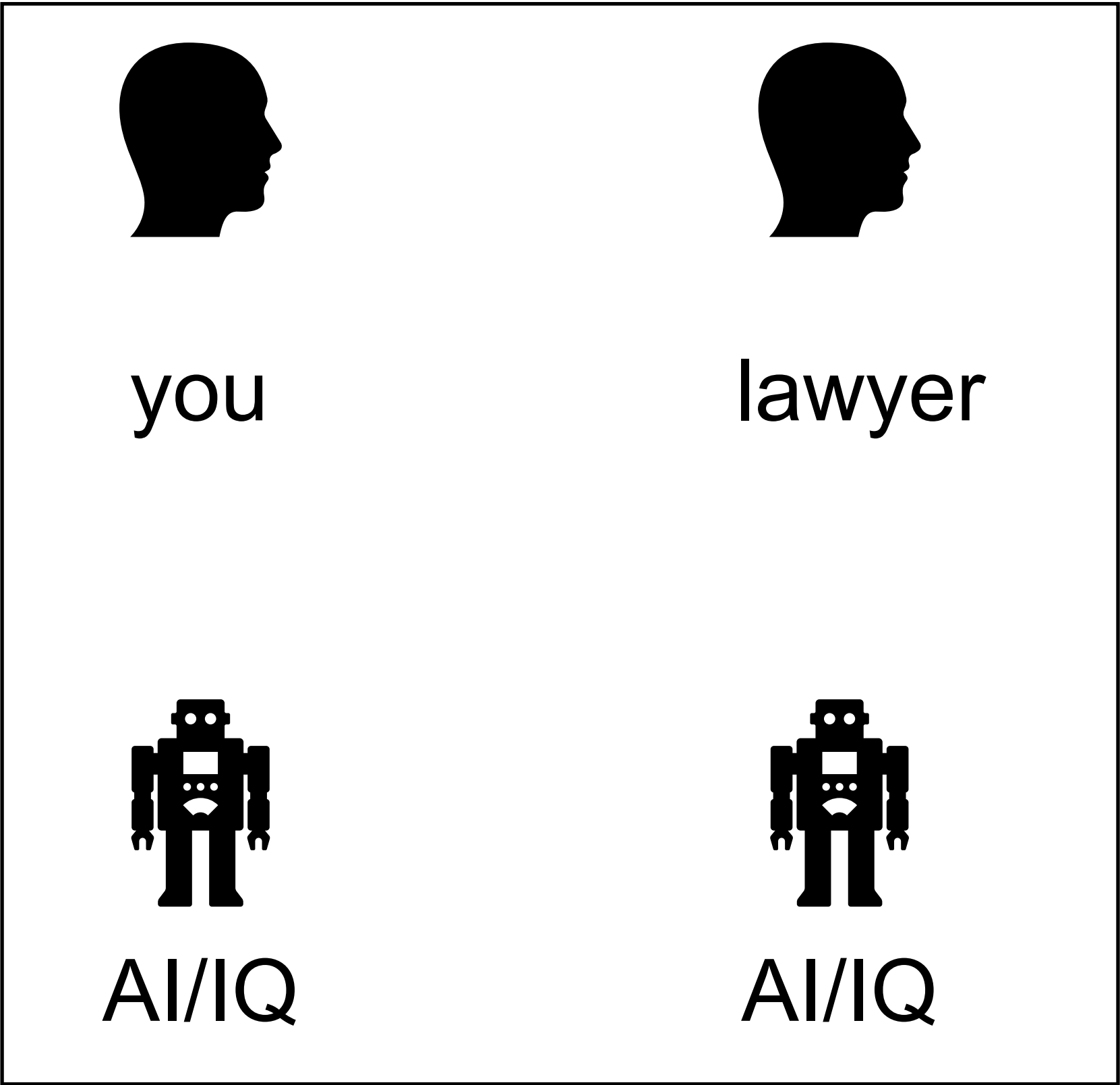
Law firm business model fundamentals



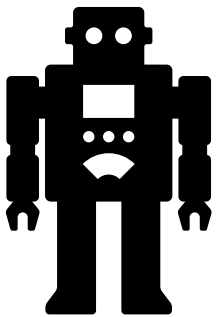
Colleagues  + Clients = + Cash

Clients  Lawyers = (Cash)
AI = free

Knowledge system



client



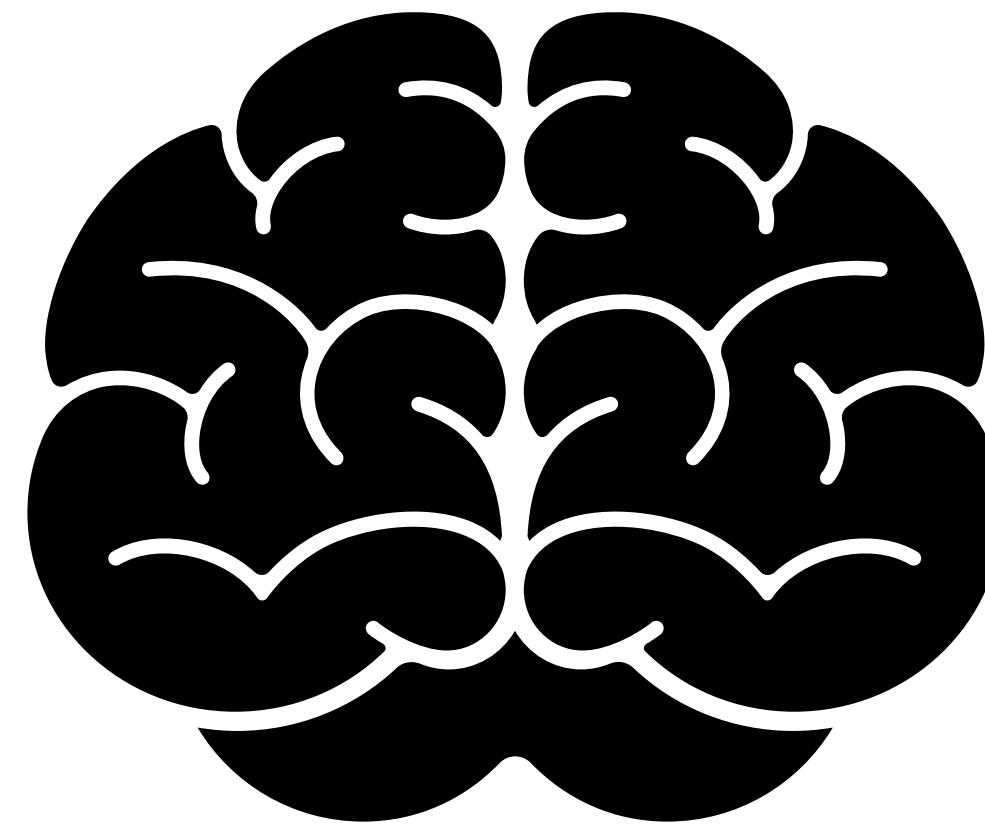
AI/IQ

The non-knowledge system: right brain

Intelligence

Expertise

Experience

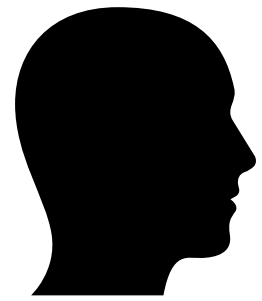


Empathy

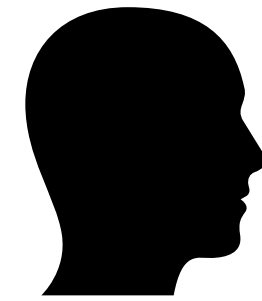
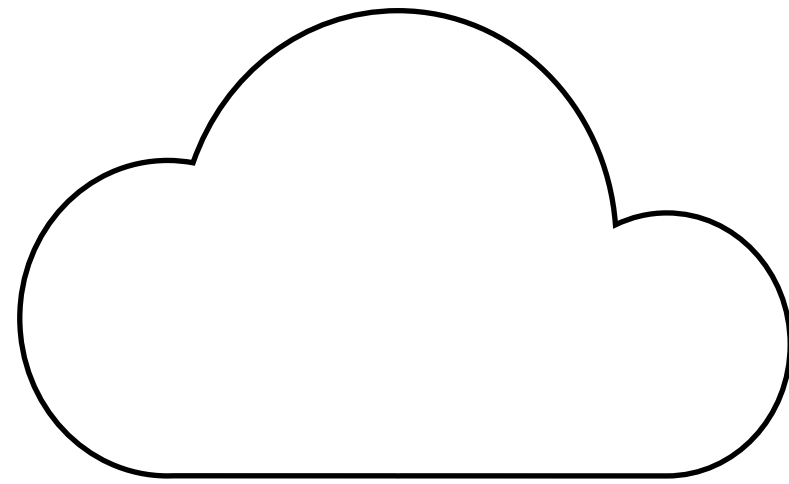
Intuition

Creativity

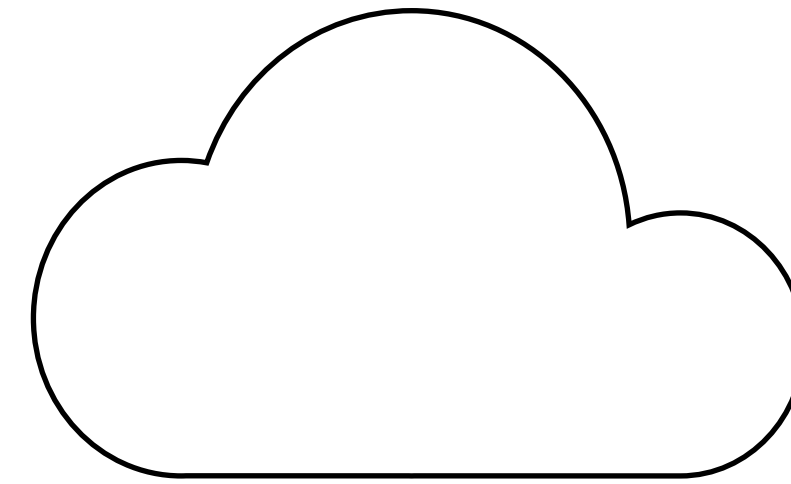
The cloud of facts and feelings



you

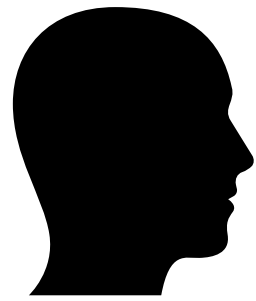


lawyer

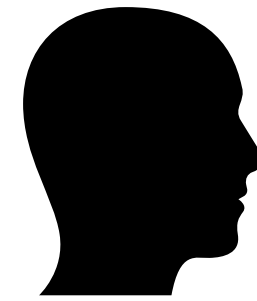
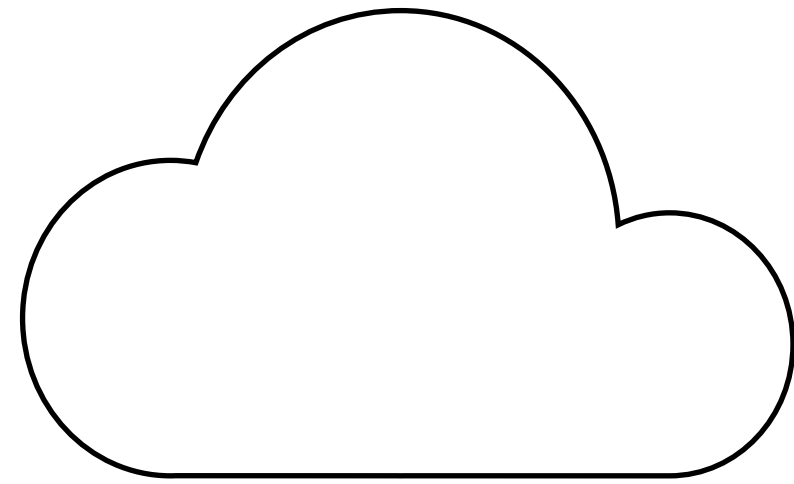


client

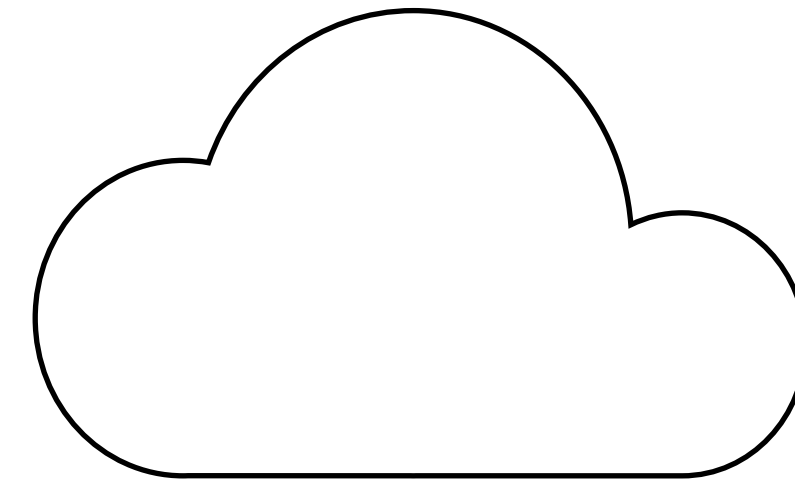
AI: 'evenly suspended attention'



you

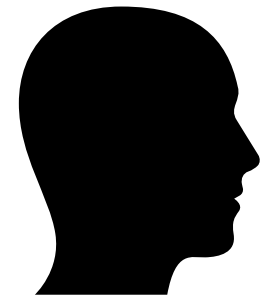


lawyer

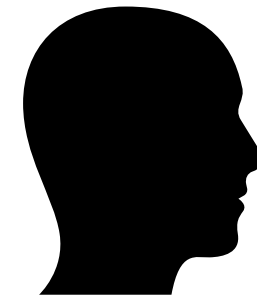
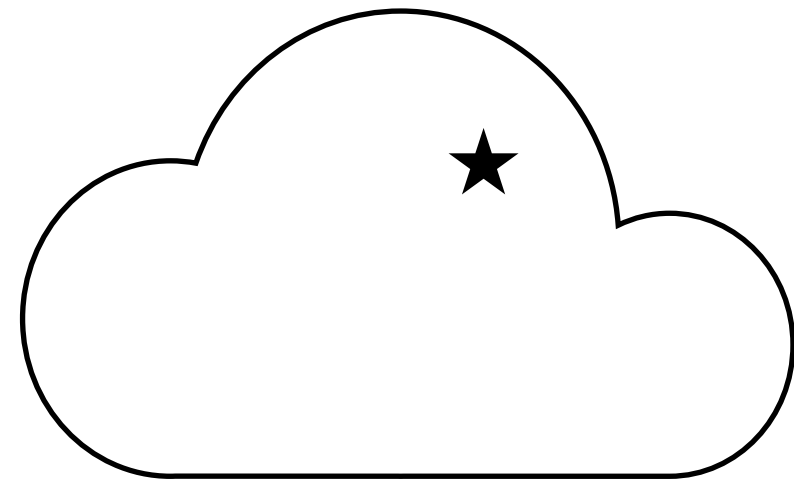


client

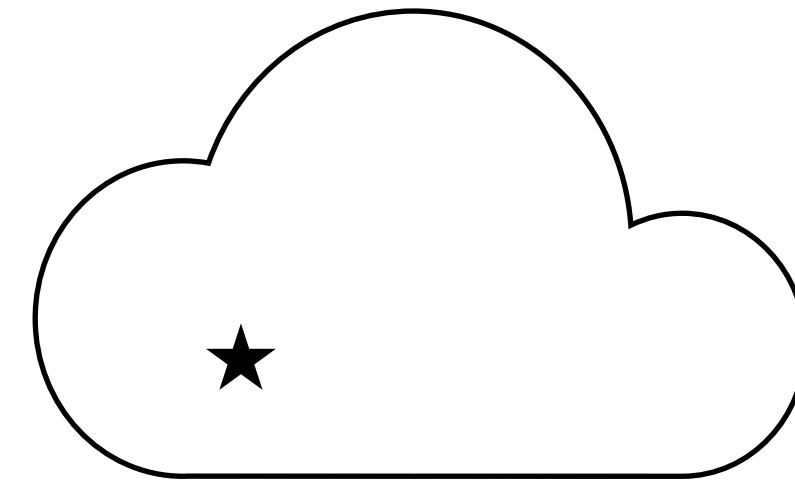
Cathexis



you



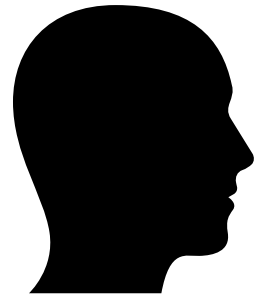
lawyer



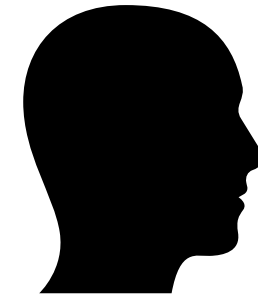
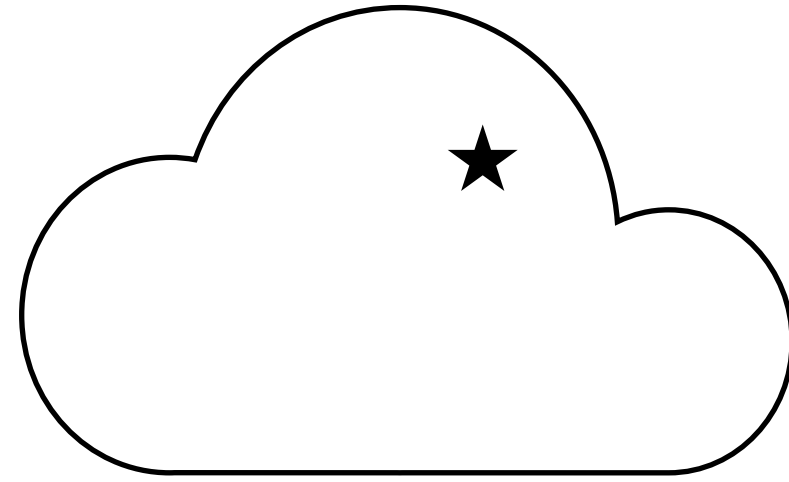
client

Cathexis = what in that cloud of facts & feelings makes you react emotionally

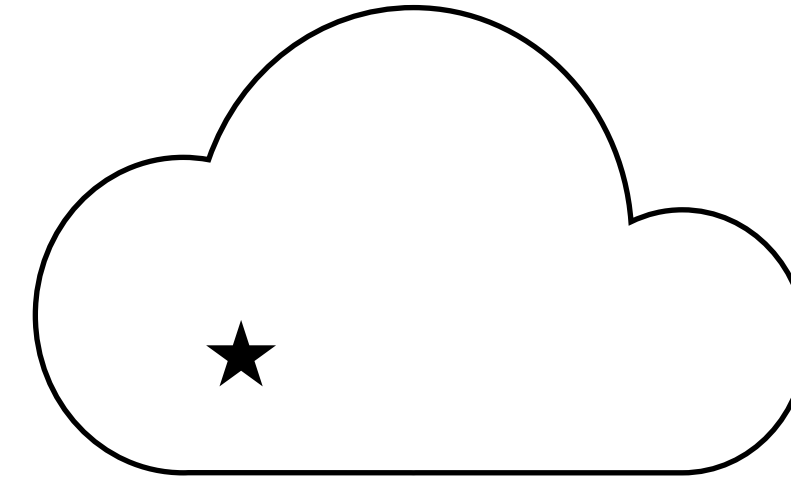
Cathexis: examples



you



lawyer



client

a physical gesture

a strong image

a repeated phrase

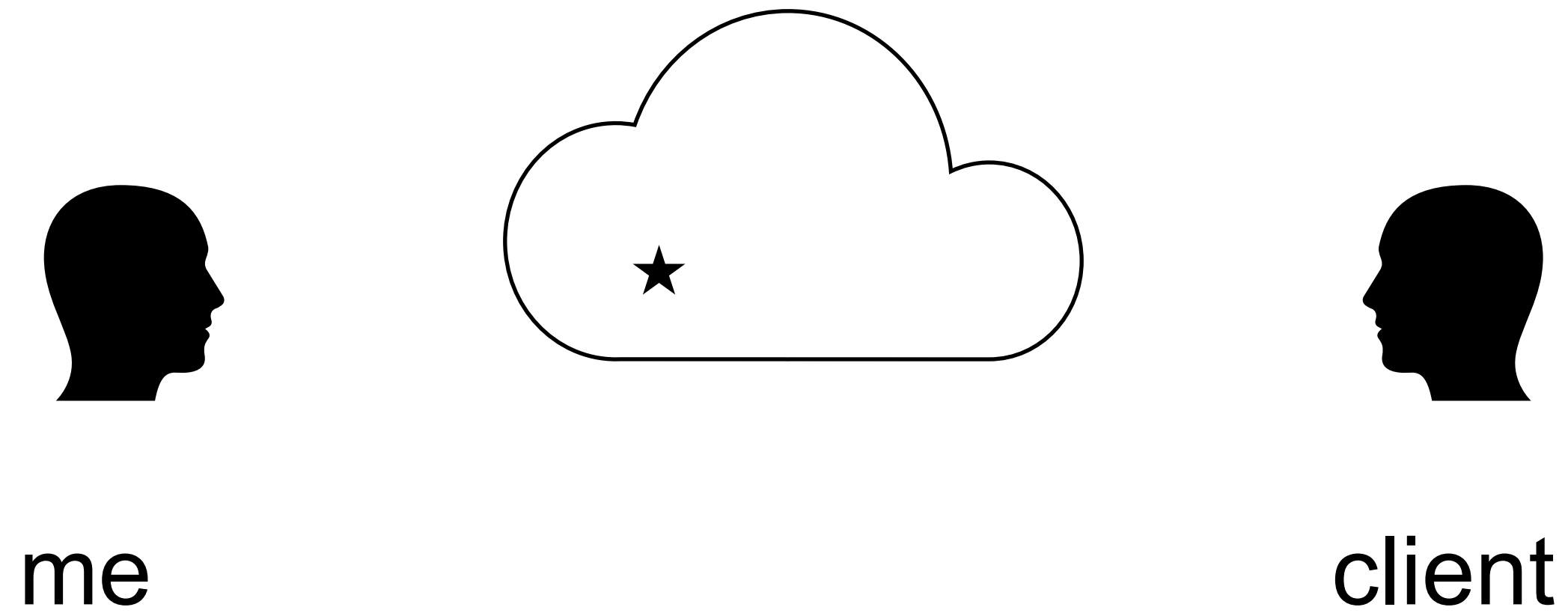
an unusual word

a mistake or slip

a silence

a micro-aggression

Cathexis: case studies

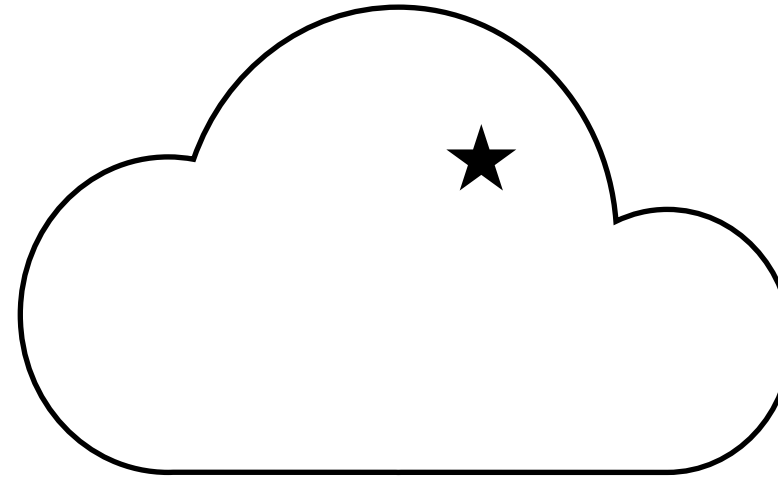


'friend' (family business)

'communication' (law firm)

'independence' (heir)

Discernment



Understanding cathexis is the art of discernment

In discernment lies value