

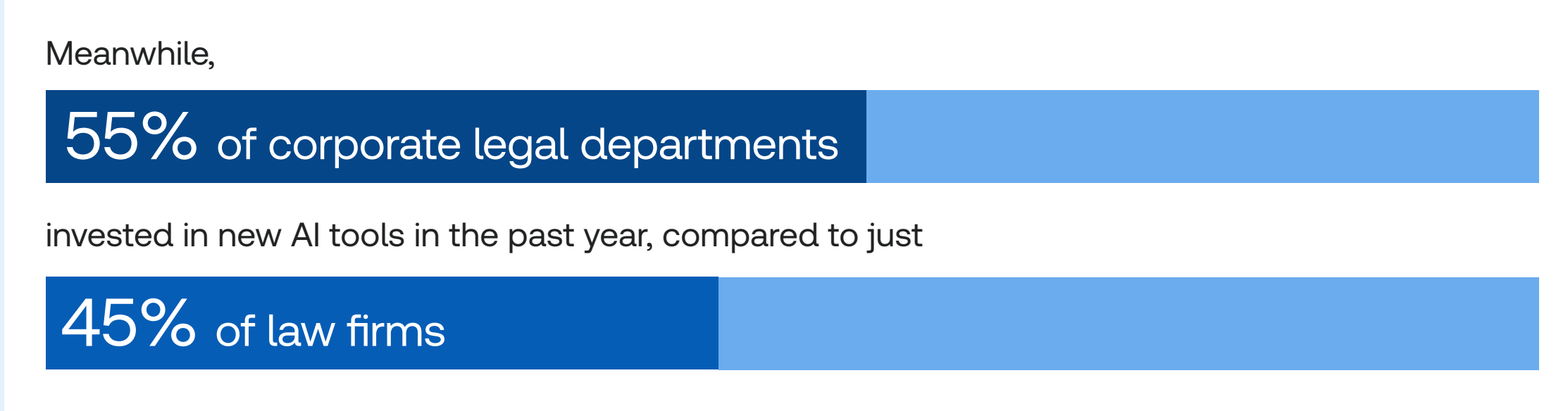
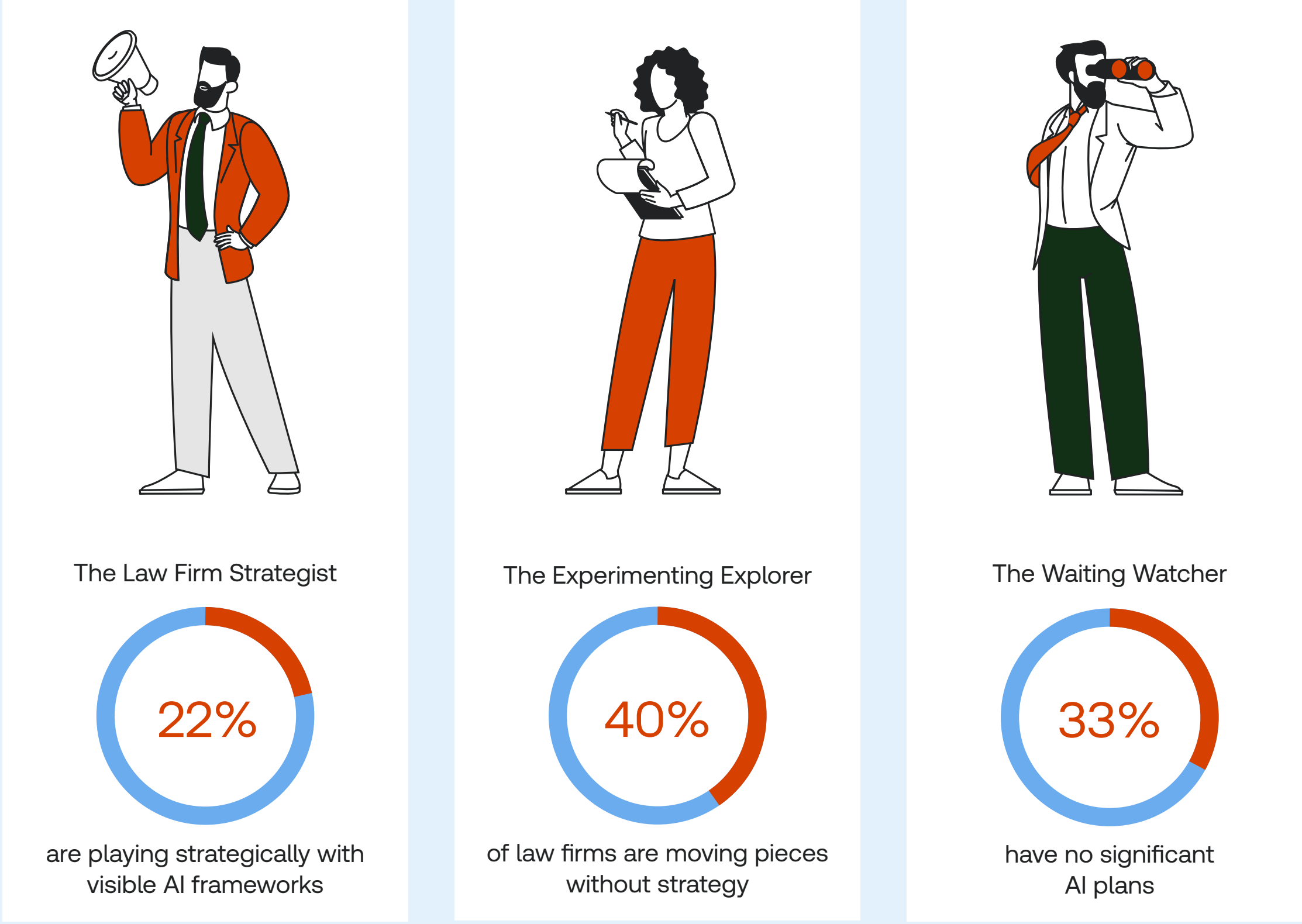


How to win the AI game: A strategic guide for legal professionals

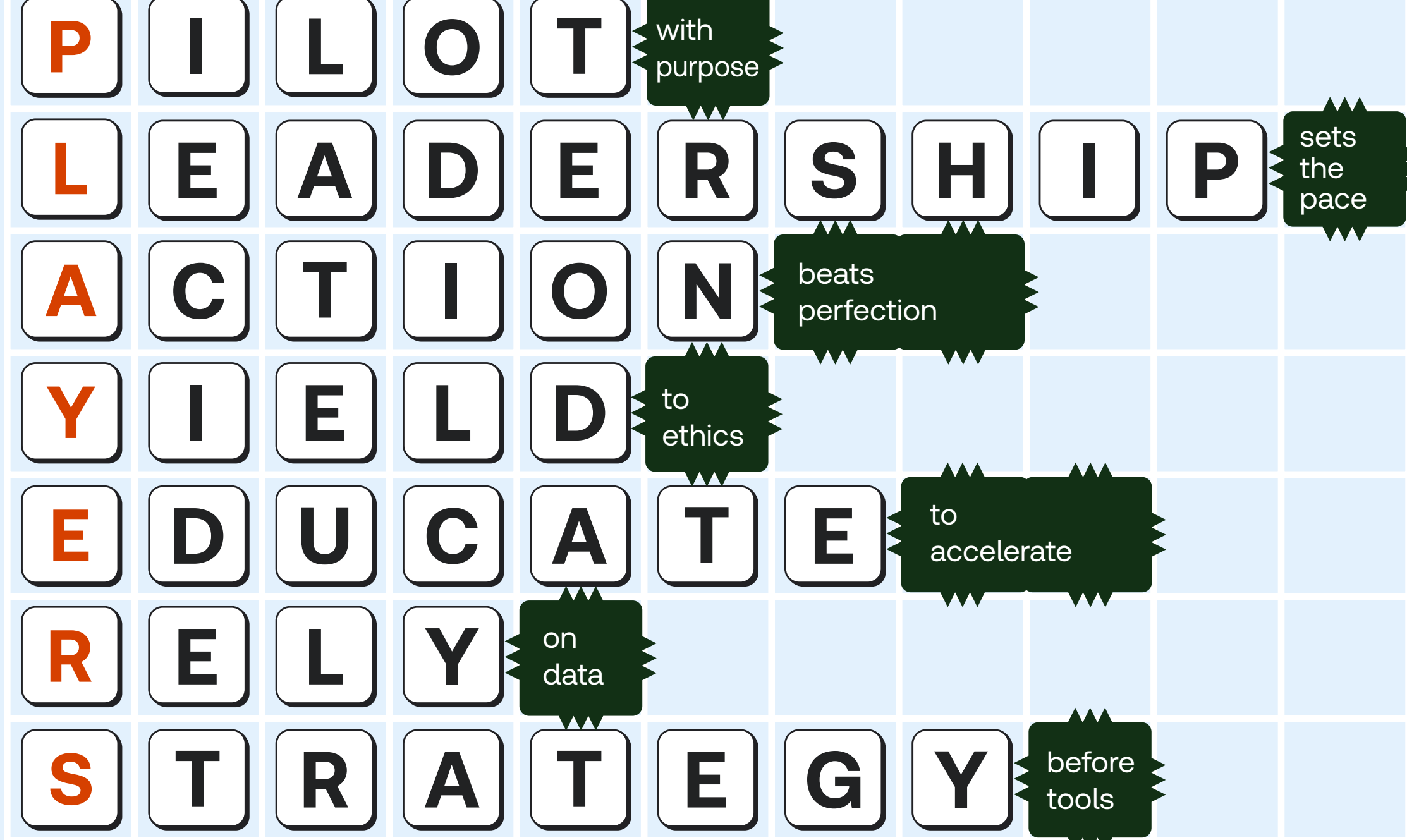
The legal industry's most consequential game is underway, and the stakes have never been higher. The latest **Future of Professionals Report** revealed vital insights regarding where law firms and legal departments stand in the game.

Choose your player

Before you roll the dice, you need to select your character.



The 7 rules to win: PLAYERS



- PILOT with purpose:** Make calculated moves. Pick 2–3 high-impact use cases at the practice level. Early wins unlock the next level.
- LEADERSHIP sets the pace:** Champions lead by example. Without leadership commitment, you're playing with half a team.
- ACTION beats perfection:** Perfect strategies lose to good strategies executed quickly. Act now for a competitive advantage.
- YIELD to ethics:** Establish governance policies. Your reputation is your most valuable asset in this game — protect it with clear ethical frameworks.
- EDUCATE to accelerate:** Train your team. AI is the tool, but people are the players. Almost half of firms and corporate legal teams report skills gaps — fill them or fall behind.
- RELY on data:** Clean, organized, accessible data is your currency. You can't make winning moves without quality information.
- STRATEGY before tools:** Learn the game before buying pieces. Firms with visible AI strategies are 3.9 times more likely to see ROI than those without strategic AI adoption plans.

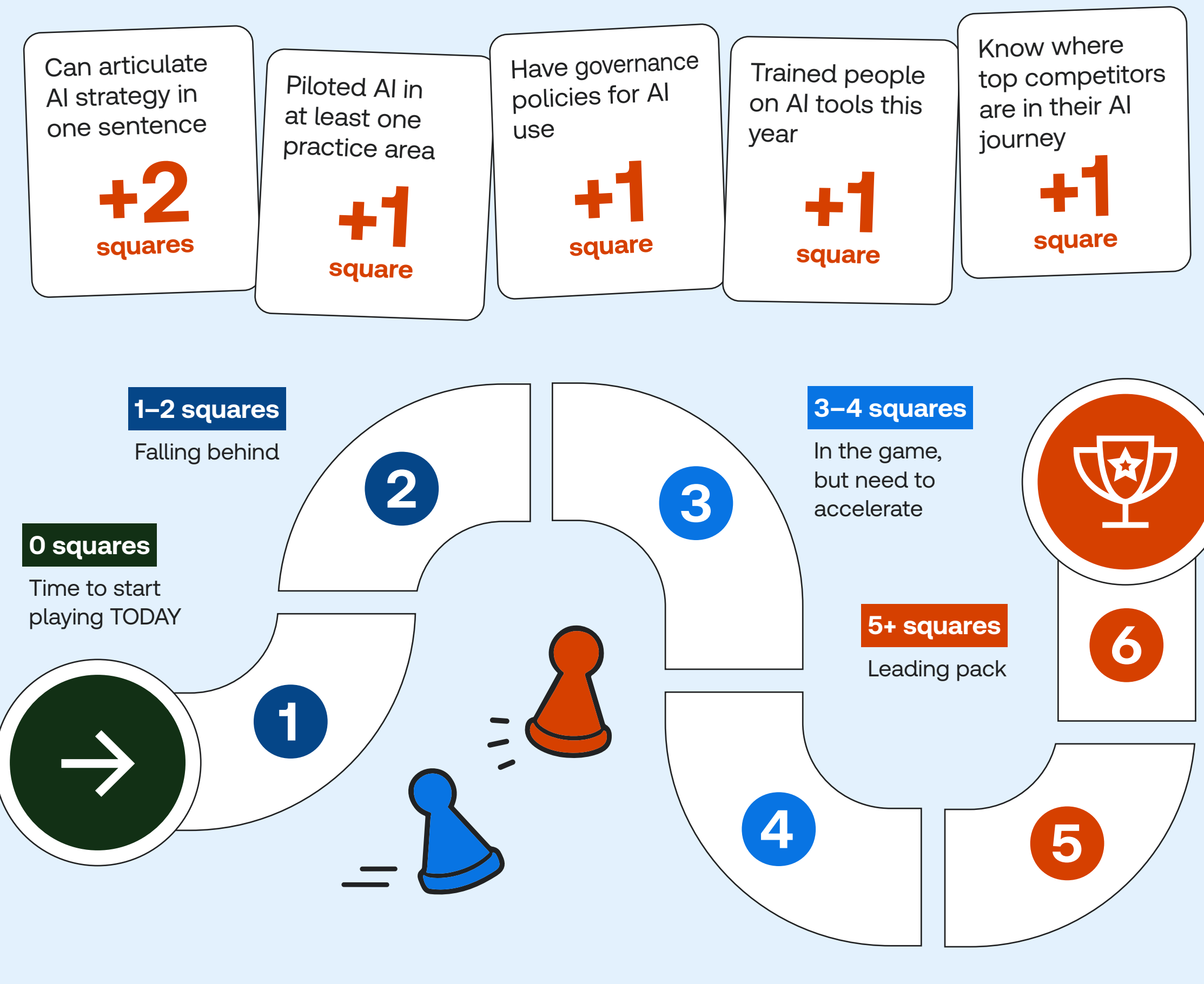
What are you playing for?

Winners transform from traditional service providers into strategic partners, creating new service models while attracting top talent.



What's your current square?

Count your strategic moves:



The bottom line

The game never ends. There's no final square, no ultimate winner — just players who keep evolving and those who get left behind. The board is set. The pieces are moving. It's your turn.

Ready to make your strategic move?

Discover how Thomson Reuters **CoCounsel Legal UK** is helping legal professionals win the AI game.

