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Trey Cox Discusses Technology Innovation in Law With Texas Lawyer

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Texas Lawyer

Partner Trey Cox discussed rolling out AI tools to the firm's Texas trial lawyers with Texas Lawyer [PDF] after winning their Texas Legal Innovator award. "Our goal was fluency," he said. "Lawyers who had never written a prompt were soon writing better ones than mine, and our library grew to 180 because they built it, not because I assigned it. When the work outgrew a side project, the firm backed us with engineers and we built our proprietary platform, Atlas, together."

His advice for other lawyers looking for ways to innovate? "Start with the work, not the technology. Most firms buy tools and then hunt for problems to justify them. Reverse it. Think from right to left. Find the task that consumes your best people's time but does not increase your judgment, and build something to eliminate that burden. Innovation should free lawyers to do what only lawyers can do."

Related People

Trey Cox

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