

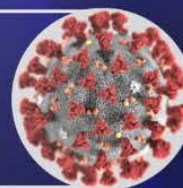


**NIGERIAN BAR ASSOCIATION  
ABUJA BRANCH (UNITY BAR)  
COMMITTEE ON LEGAL PRACTICE**

*Join our Webinar on*



**LEGAL PRACTICE AND  
THE COVID-19 PANDEMIC:  
MANAGING THE CRISIS**



 **22nd April 2020** |  **11am**

**JOIN THROUGH: <http://bit.ly/covid19pmtc>**



**OTUNBA DELE OYE, Esq.**  
2nd Deputy President, NACCIMA



**OLUCHI L. N.**  
MD Eclat HR Consulting Limited  
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O. M. Atoyebi, SAN & Partners

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# LEGAL PRACTICE AND COVID-19 PANDEMIC: MANAGING THE CRISIS

Presented By

**MRS. OLUCHI LYNDA N.**

[MD, Eclat Human Resources Consulting Limited].



LEGAL PRACTICE AND COVID-19  
PANDEMIC: MANAGING THE CRISIS

# DISCUSSION FRAMEWORK



Understanding  
the crisis



Leadership  
during the crisis



Firm's structure  
and response  
during the crisis



Threats to our  
practice



Our behaviour  
during the crisis



Summary of our  
thoughts

# UNDERSTANDING THE CRISIS



AS WE TRY TO UNDERSTAND THE CRISIS,

1. So what do we know about the crisis?
2. What lessons have we learnt so far from our response to the crisis?

# What makes this crisis a different risk from the usual ones?

WE ARE ALL ANXIOUS BECAUSE;

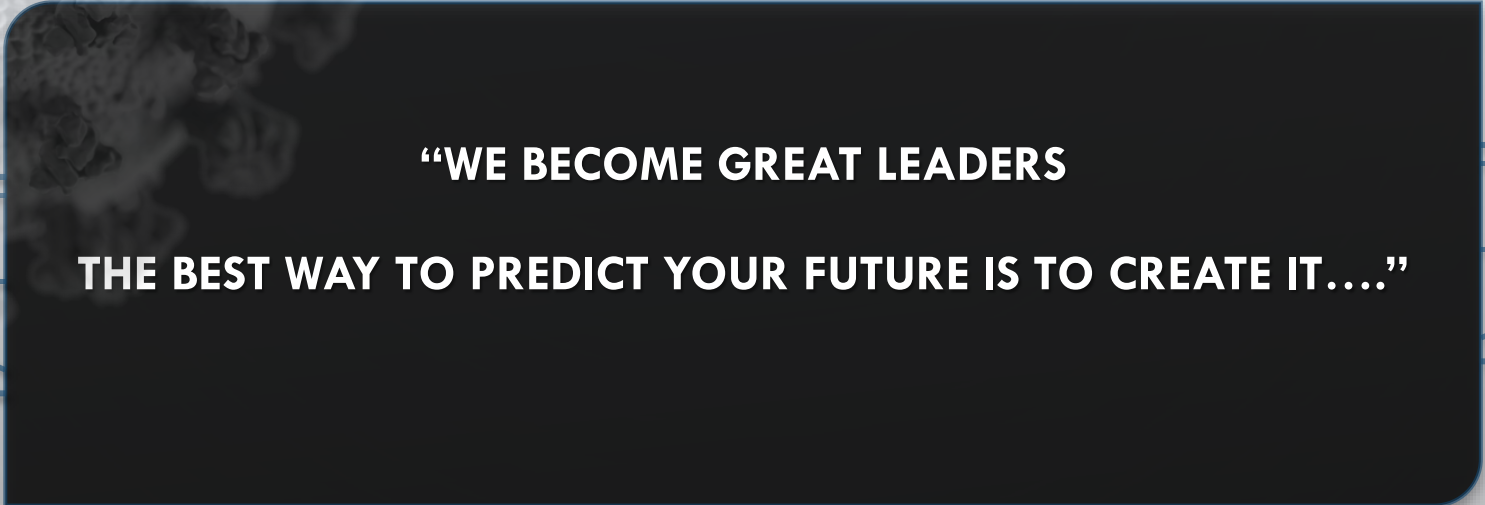
- **There is no end time in sight**  
– so we are feeling anxious and uncertain about our decisions which in turn is affecting our way of planning.

- **It is stressful** – we must consider so many variables now before making decisions such as personal safety, scarcity of supplies etc.

- **Distractions** – our attention is being taken away from other vital issues in our firms and as individuals such as making money and keeping the firm running and productive.



So in a time where no one knows what to do, what do we do?



**“WE BECOME GREAT LEADERS  
THE BEST WAY TO PREDICT YOUR FUTURE IS TO CREATE IT....”**

**• Abraham Lincoln.**

# LEADERSHIP IN CRISIS



As leaders, we are tenacious. We find a way to make it work no matter what, we work and plan harder and smarter because we know what the stakes are.



We must put our minds to it and find a way that works for our firms and our practice.



**HOWEVER, AS LEADERS WE MUST;**



1. Resist the pressure of making decisions without thinking it through, as much as possible, though we are anxious and uncertain.



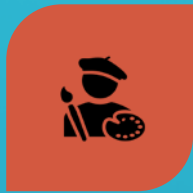
2. We must remember that these are uncertain times and its ok to make mistakes because we can always change the process.



# IN ORDER TO MAKE SMART & REAL-TIME DECISIONS, WHAT KIND OF LEADERS MUST WE BECOME NOW?



**INTELLIGENT**



**CREATIVE**



**ADAPTIVE**



**DISTRIBUTIVE**

- ❖ What we need right now in our firms is not a predefined response plan but behaviors' and mindsets that will prevent us from overreacting to the former developments, rather, looking ahead.
- ❖ So, how can our leadership impact our firms right now.... Through our structure and response.

# OUR FIRM STRUCTURE AND RESPONSE



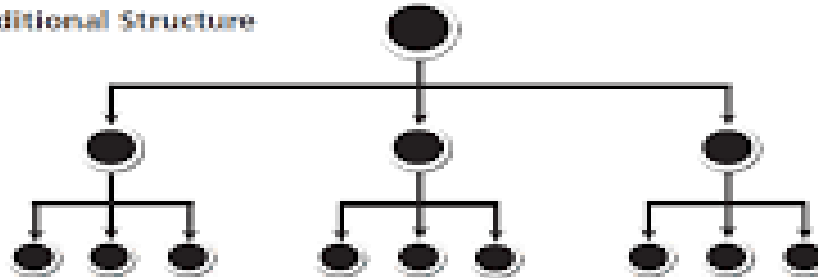
# WHAT OUR STRUCTURE SHOULD LOOK LIKE NOW....

*Distributive Leadership.*



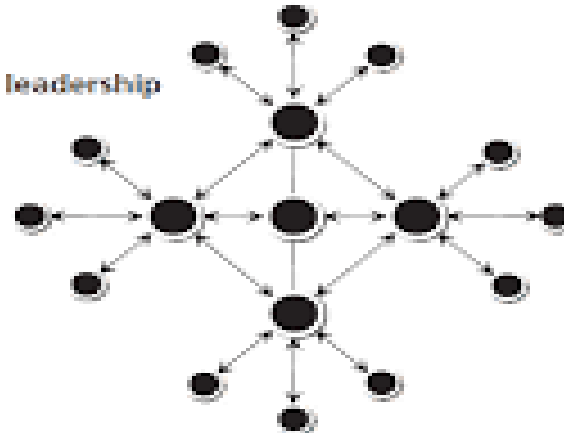
The time for top - Bottom leadership and communication is over.

Traditional Structure



Our actions and decisions are contingency based(adaptive).

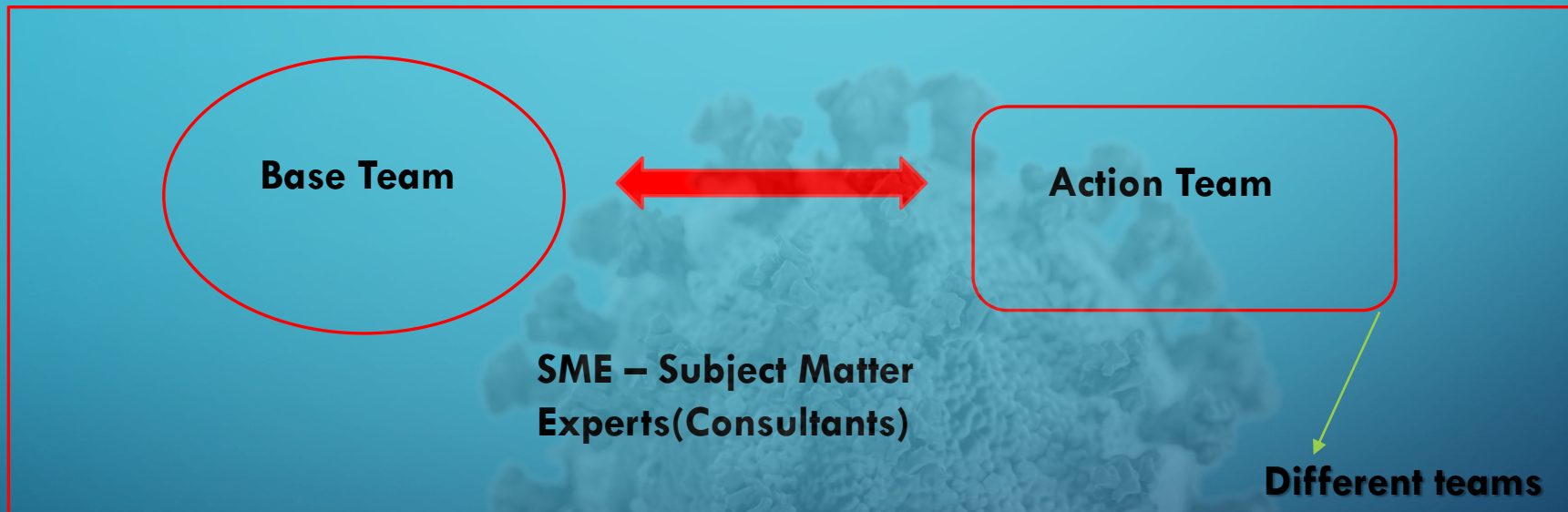
Distributed leadership



The structure is highly adaptive, flexible and real time information is communicated quickly which influences the speed at which decisions are made.

## NETWORK OF TEAMS

### CRITICAL INCIDENT TEAM



**You can always change your adopted critical incident team and strategies because the crisis is a moving threat.**

Critical to the success of your team selection are;

- 1. The People.**
- 2. The Problem-solving Technique.**

We must;

**Observe,  
Orient,  
Decide &  
Act  
(OODA) i.e.**

- 1. Focus on our core values, goals and priorities.**
- 2. Understand the situation.**
- 3. Develop alternatives.**
- 4. Predict outcomes.**
- 5. Choose the best alternative.**
- 6. Execute or implement.**

# PROCESS LOSS

Having established our processes and procedures during this crisis, **how do we arrive at quick solutions without been lost in the process.** Let's look at these three areas;

1

**Being Direct** – specific on what to do, clear on directives been issued.

2

**Quickly cutting out unwarranted distractions**  
e.g. gisting, fixating on the problem rather than proffering possible solutions.

3

**Psychological Safety** – The environment must be criticism free. An enabling environment where everyone is free to voice their ideas without shame.

**AS LEADERS, we  
must create Trust  
between ourselves  
and our  
employees.**



We must set the stage with transparency as it concerns the state of the firm.



We must engage our employees by asking good questions that will stimulate productive responses.



We must give encouraging and appreciative feedback.



We must identify threats to our practice during this crisis.

# THREATS TO OUR PRACTICE

What are the fears we have about our legal practice?

As a  
Business  
owner.

As  
Employees.



# AS A BUSINESS OWNER

## THREATS

1. Income for the firm during this crisis
2. Safety of my employees during a crisis.
3. How long will such crisis last?
4. Can there be growth and productivity during this crisis?



# INCOME FOR THE FIRM DURING THIS CRISIS - HOW DO I SUSTAIN MY PRACTICE DURING THIS CRISIS?

*From research currently, organizations can find themselves within these 4 schools of thought;*

- 1. “We don’t want money, we want to be safe, we hope our cash last”.**
- 2. “We are managing our current clients, like everyone else is doing”.**
- 3. “We are managing our current clients but creating more value-added services for them”.**
- 4. “We are collaborating and diversifying within the spectrum of law”.** *(We are taking a new approach to our practice like the big accounting firms).*

# AS EMPLOYEES

## THREATS

1. Will I be paid my salary during this period of crisis? (Full salary, half salary, no salary)
2. How will I feed during this period? (Myself and dependents)
3. My safety (Safety of the employee)
4. Job security
5. Do I still have a job during this crisis?
6. Will I have a job after the crisis?
7. What will be the impact of my performance on my job after the crisis?



# OUR BEHAVIOUR DURING THE CRISIS

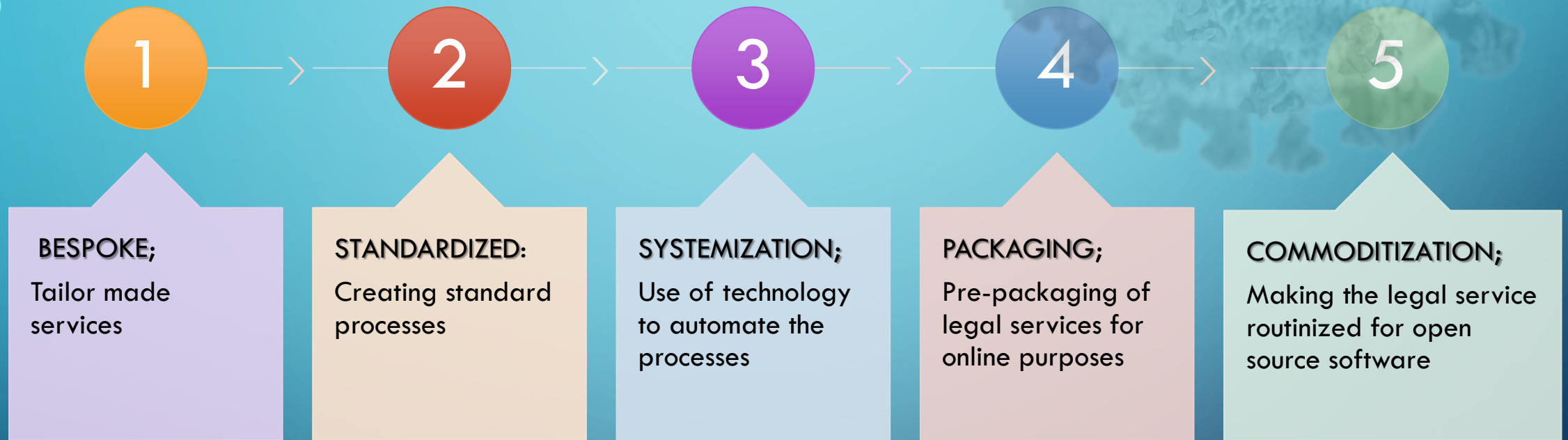
Our behaviour as a firm must change during this crisis. We must focus on these key areas,

**1. Strategy for growth and continuity.**

**2. Collaboration** (*smart collaboration hinges on diversity in terms of expertise; remember we spoke about Subject matter experts*)

**3. Innovation** (*there is no doubt that technology has a role to play in the future of the profession. Therefore, we must key into the benefits of technology*).

# STAGES OF EVOLUTION-RICHARD SUSSKIND



Looking at the book “**Tomorrows Lawyers**” by Richard Susskind, we can see the five stages of evolution that he designed for legal services to grow through. The stages also give an insight into the growth of the profession.

# SUMMARY OF OUR THOUGHTS

So, from all that we have discussed, what are our take aways;

- 1. Some activities may not survive a new normal**
- 2. Unique opportunities to create value over a longer period may appear.**
- 3. It can be beneficial to think simultaneously about our practice during and after the crisis.**
- 4. Leadership is vital now more than ever.**

**THANK YOU!**

*... for your time*

# CONTACT



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MANAGING THE CRISIS



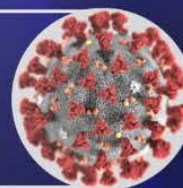


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**LEGAL PRACTICE AND THE COVID-19 PANDEMIC:  
MANAGING THE CRISIS**

# FRAMEWORK FOR THE USE OF TECHNOLOGY DURING THE COVID-19 PANDEMIC

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**Babatunde Michael Olafisoye Esq.**

HEAD OF ARTIFICIAL INTELLIGENCE AND INFORMATION TECHNOLOGY STRATEGIES AT O.M.  
ATOYEBI, SAN & PARTNERS

**O.M. ATOYEBI SAN & PARTNERS**

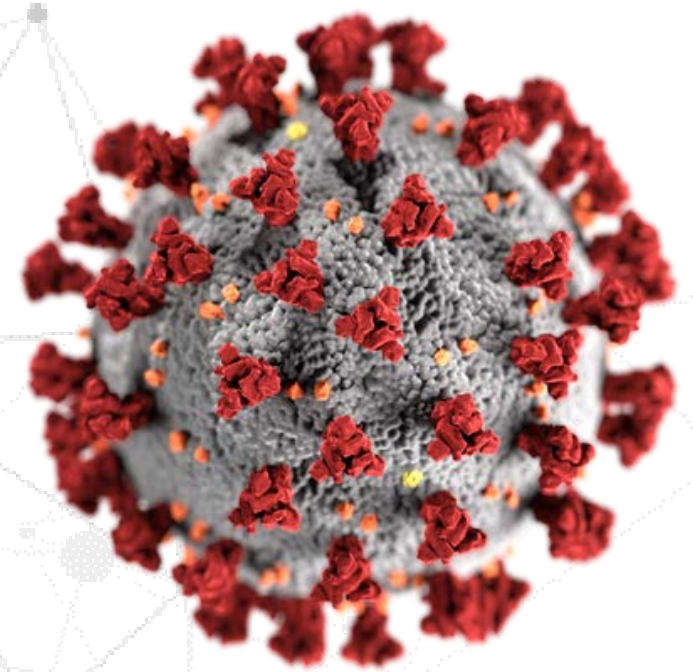
Legal Practitioners & Alternative Dispute Resolution Consultants



# INTRODUCTION

The COVID-19 Pandemic is a disturbing reality. The nature of the virus is one which has negatively impacted human communications. Companies and businesses globally have shut down their physical locations. Thus, their physical operations have been tremendously undermined as a result of measures taken by different territories in curbing the spread of the pandemic. For businesses and firms that are still in operation, recourse to heavy reliance on the use of technology has been made. Law firms also belong to this category.

With the understanding that law firms must stay relevant at this time and even post Covid-19, exploring legal technological solutions becomes highly imperative. Some of these options are critically underscored.



## 22-04-2020 at 8:20AM Statistics

### Nigeria

Confirmed	Recovered	Deaths
782	197	25

### Worldwide

Confirmed	Recovered	Deaths
2,565,059	686,634	177,496

# TECHNOLOGY AND LEGAL PRACTICE



- The use of technology in legal practices is not entirely novel. As a matter of fact, most international law firms are technologically equipped to manage the effects of this pandemic with minimal costs to them.
- Some of the trends in technology that have been of service to the practice of law includes; word processors, backup software, practice management software, accounting, timekeeping and billing software, cloud storage, social networking, eDiscovery and websites, collaborations and consolidation, virtual Law firms, smart contract, Artificial Intelligence and Machine Learning.

# EFFECTS OF COVID-19 ON LEGAL PRACTICE

## Physical Communications

Globalization came about as a result of technology and the advent of the internet.

Globalization has affected physical communications in a way that it is no longer necessary to see someone before talking to them.

# PHYSICAL COMMUNI- CATIONS



## EFFECTS OF COVID-19 ON LEGAL PRACTICE (CTND)

The measures taken to curb the spread of the virus has greatly limited, if not completely removed the need for physical communications and interactions.

Legal practice has been slow in accepting technological changes as physical communications and interactions are pivotal in the legal profession. Currently, we are expecting a complete turn around and a turbo-charging of the legal profession into the digital age.



# EFFECTS OF COVID 19 ON LEGAL PRACTICE (CTND)

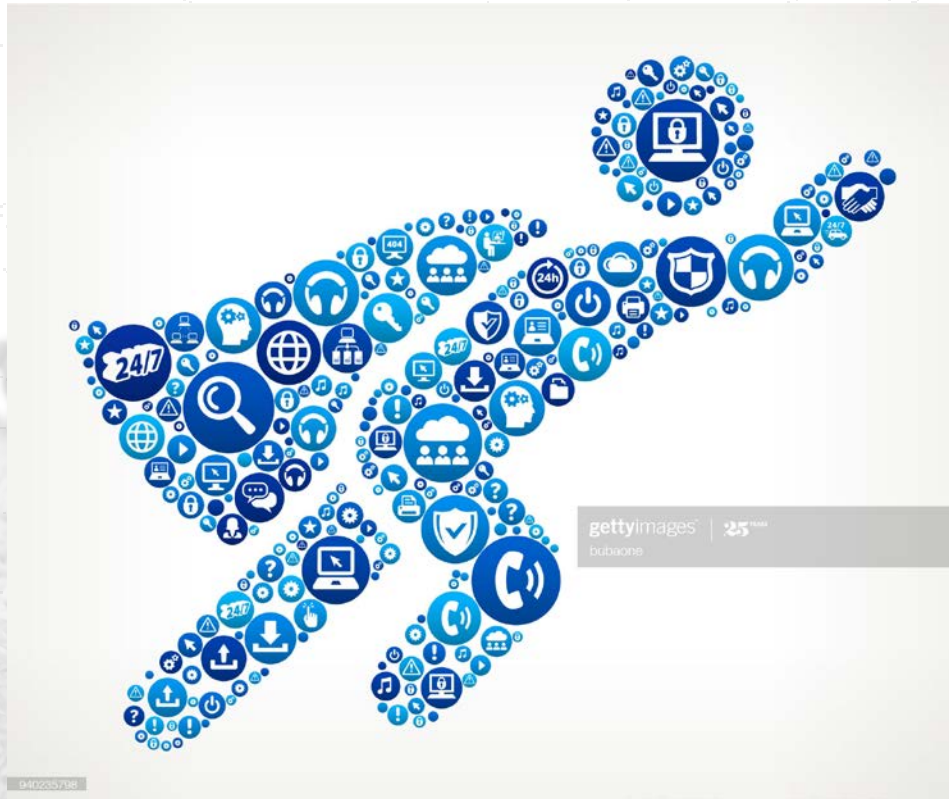
- **On Court Proceedings:** Delay in the administration of criminal justice ,Civil and Criminal Litigation such as; continuous keeping of detainees in custody, hearings, judgments and rulings to determine liberty or liability being suspended.
- **On Law Enforcement:** Agents are exposed to infection; some arrests are unable to be effected and some of them are involved in enforcing restrictions. Correctional facilities are also affected because they are highly exposed to the spread. Also, inmates and officers alike are at grave risk of contacting the disease.
- **On Client-Lawyer relationship:** Myriads of cases of breach of contracts are emerging and the extent to which force majeure clauses could avail defaulting parties is one prominent example in this regard.
- **On Law firms and their employees:** Firms are compelled to make emergency restructuring to be able to stay in business and sustain employees. And where such options prove abortive, a lot of layoffs are inevitably in the offing.



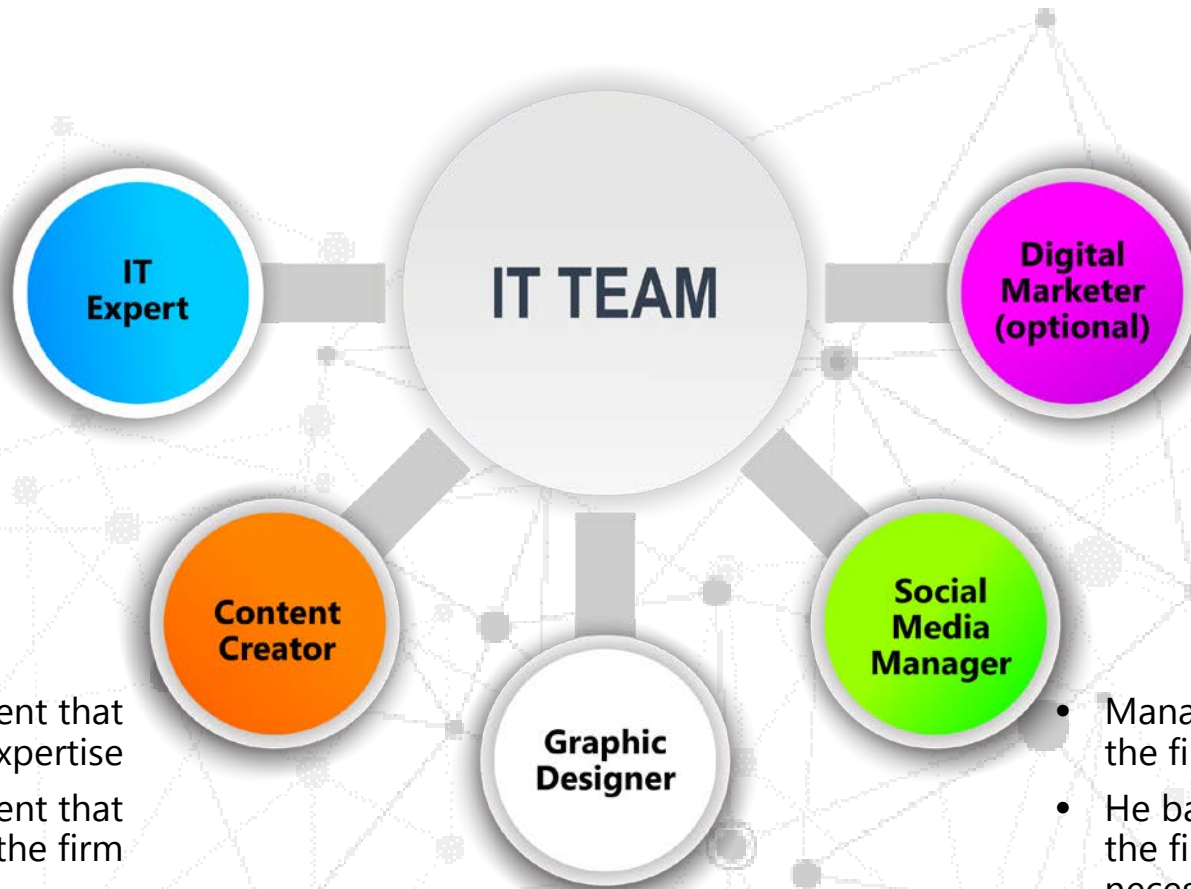
# TECH SOLUTIONS

It appears that to a reasonable extent, the world is ready to have virtual businesses as there are applications and other effective setup avenue for this purpose. Some of these include:

- Information Technology (IT) Team
- Emails and file-sharing applications
- Phone communications
- Video-conferencing
- Websites and social media platforms
- eDiscovery platforms
- Online Libraries and Electronic Law Reports
- AI Solutions



- Manages the firm's website.
- Manages Internet connectivity.
- Takes care of ensuring that all employees' computer hardware, software, and peripherals are functioning properly.
  - He is VITAL to the sustainability of the firm.



- Responsible for developing and managing marketing strategies that promotes the firm and its services.
- Plays a major role in enhancing brand awareness within the digital space as well as driving website traffic and acquiring leads/customers.
- In recent times, they double as social media managers.

- Generally creates content that suites the firm's area of expertise
  - Researches on content that would better market the firm
- Gives necessary content to the Graphic designer, the IT Expert and the Social Media Manager.

- Creates and manages the brand identity of the firm.
- Creates graphics content for the Social Media pages of the firms, the website and other purposes as well.

- Manages the social media pages of the firm
- He basically manages the outlook of the firm online by putting out necessary content.

# Emails and File-sharing Applications

 OneDrive

 SharePoint









# Phone communications

# Teamwork and Collaborations



# Video Conferencing and Meetings



Google Hangouts

Messaging, Voice and Video Calls

# Websites and Social Media



# E-Libraries and Electronic Law Reports.



LAWYARD

HARVARD  
LAW SCHOOL  
LIBRARY



LexisNexis



LAW Pavilion  
Law reports



Nigerian Weekly Law Reports

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everlaw

 Luminance

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ROSS



 LexisNexis®

**\*\*Speed and Accuracy\*\***

# CHALLENGES & RECOMMENDATIONS

- Unavailability of equipment
- Electricity challenges
- Access to good and stable Internet services
- Cyber-security issues
- Distractions
- Limited knowledge/expertise
- Limited Data





- Covid -19
- Technology and the Legal profession
- The effect of Covid-19 on the Legal Practice
- The Tech solutions
- Challenges and Recommendations

# THANK YOU!

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Babatunde Michael Olafisoye Esq.

HEAD OF ARTIFICIAL INTELLIGENCE AND INFORMATION TECHNOLOGY STRATEGIES AT  
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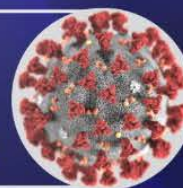


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# Nigerian Bar Association Abuja Branch (Unity Bar)

COMMITTEE ON LEGAL PRACTICE

PRESENTS

## **LEGAL PRACTICE AND THE COVID-19 PANDEMIC** **MANAGING THE CRISIS**

VENUE: WEBINAR

[HTTP://BIT.LY/COVID19PMTc](http://bit.ly/covid19pmtc)

DATE: 22<sup>ND</sup> APRIL, 2020

TIME: 11AM

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1

# Nigerian Bar Association Abuja Branch (Unity Bar)

COMMITTEE ON LEGAL PRACTICE

Being a Webinar Presentation by Dele Oye Esq.,  
Principal Partner, Dele Oye & Associates and  
2<sup>nd</sup> Deputy President, Nigerian Association of Chambers  
of Commerce, Industry, Mines and Agriculture (NACCIMA)



*Dele Oye & Associates*

[www.deleoye.ng](http://www.deleoye.ng)



# INTRODUCTION

Prior to the outbreak of COVID-19 leading to the present pandemic, there were previously identified strains of the Coronavirus which are a group of related viruses that cause diseases in mammals and birds, including 229E, NL63, OC43 or HKUI. The WHO on February 11, 2020 gave the name COVID-19 to the novel Coronavirus when it was identified in Wuhan, China in December, 2019.





# INTRODUCTION

The disease has led to panic demand for goods and services. The decrease and increase in demands in some sectors of the economy especially in the area of food, drugs with emphasis on drugs and hospital supplies required for the treatment of patients affected by the virus had resulted in high demand/inflation, several other goods and services are negatively impacted – luxury goods.



# INTRODUCTION

One of the most impacted sectors is the provision of Legal services especially in Courts, as Court appearances due to restriction of movement and the policy of social distancing by the Government, has led the Chief Justice of Nigeria (CJN) to suspend initially Court proceedings in all Superior Courts Nationwide for two (2) weeks and subsequently indefinitely, except for urgent and special matters that are time barred.



# INTRODUCTION

The increased global uncertainty, business closures, revision downwards of national and global economic targets, destruction in global trade and the near total collapse of the crude oil trade. In developing countries, tracing of index cases are more difficult due to lack of digitalized services and poor contact tracing of COVID-19 pandemic index cases.

# The Legal Profession



6

The Legal Profession is

essentially divided into two parts  
– Litigation and Commercial Law  
Practice or better described by  
the term “Barristers & Solicitors”  
as commonly referred to in the  
United Kingdom.



# The Legal Profession



7

Though in Nigeria when you are called to the Bar or when you qualify as a Legal Practitioner, you can practice both as a Solicitor and a Barrister. However, as practice develops, Legal Practitioners tend to specialise or focus in one or more areas of practice.



# Litigation Lawyers

The effects of the pandemic on Barristers/Litigation Lawyers was described as follows in one paper:

- Loss of Livelihood
- Loss of productivity

And the paper suggested that Lawyers should:

- Take courses online
- Diversify



# EFFECT OF COVID-19 ON THE LEGAL PROFESSION

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*“The effect is substantial and earth shaking, while no study has been done on who is most impacted within the Legal Profession. It has been suggested that the effect is more likely to be on the Legal Practitioners who Practice as Barristers than Solicitors. That while the Courts has been suspended by the Chief Justice of Nigeria, Solicitors who by the nature of their work are still able to offer services remotely to Clients.”*

I will like to disagree with this dichotomy as the effect on any Legal Practitioner is dependent on how the Legal Practitioner responds to the pandemic.

**“ATTITUDE”**

# EFFECT OF COVID-19 ON THE LEGAL PROFESSION

10



Legal firms with no contingency plans and funds in the face of dwindling revenues, Partners and employees' emoluments falling due, rents and other obligations outstanding, with the reduced or non-existent new revenue streams due to the disruption or collapse of their client's businesses, suspension of Court proceedings, the premature release of awaiting trial detainees, all these factors will definitely result in laying off of staffs and the likely closure, acquisition or merger of Law Firms during this Pandemic.

The Pandemic also represents a huge opportunity to automate and digitalize our Court systems, Law firms and acquire digital training for the Bar and Bench to enhance service delivery.



## POSITIVE IMPACT OF AUTOMATION BY FIRMS/COURTS



- **Digitalization of court processes**
- **Saves Time – Reduces time from the current 15-20 years for matters to get to the Supreme Court**
- **Reduces person to person contacts – Minimise corruption and sharp practises existing in the current Court System**
- **Keeping of accurate records – Law reporting and Case management, stare decisis**





## CHALLENGES TO DIGITALIZATION/ AUTOMATION

1  
12

- **Technical Challenge for most stakeholders – Lawyers, Support Staffs, Judiciary & Staffs, Clients.**
- **No robust internet infrastructure. Perhaps the 5G will be an added advantage**
- **Challenge of which technology to deploy**
- **Time to deploy**
- **Finance – in the face of the Government spending on palliatives, there may be no public finance to fund the new investment in Courts, and if clients are impacted by the pandemic there may be no new income for Legal Practitioners.**





ATTEMPTS TO  
MITIGATE  
EFFECTS OF  
THE  
PANDEMIC  
WITHIN THE  
LEGAL  
PROFESSION

**“I have stated many times in recent days, our priority is to support our members now and in the future. There has never been a greater need in recent memory for a strong, united and independent Legal profession” - by Richard Harvey, President of NSW Law Society.**



ATTEMPTS TO  
MITIGATE  
EFFECTS OF  
THE  
PANDEMIC  
WITHIN THE  
LEGAL  
PROFESSION

Several countries including the Republic of Uganda, Kenya and the United Kingdom have taken advantage of technology to conduct Court proceedings remotely due to the movement restrictions by their respective Governments.



**USA**

The Federal Supreme Court of the USA announced that it would hear oral arguments in May, 2020 in ten cases over the telephone, in consonance with the social distance policies of the Government. The Court also undertook to provide live audio of the proceedings to meet the public hearing requirements.



# KENYA

On 3<sup>rd</sup> April 2020, a Justice of the Kenya Court of Appeal delivered 57 rulings/judgements online on Zoom Conference platform.



# NIGERIA

## ATTORNEY GENERAL OF NIGERIA

17

The Attorney General of the Federation of the Republic of Nigeria, **Mr. Abubakar Malami, SAN** in his statement on the pandemic issued on 20<sup>th</sup> of April, 2020 restated his Ministry's desire to deploy technology in Court sittings and operations, support for the amendment of Laws and Court Rules/Practice Directions to explore virtual sittings, non-custodial sentences in cases of minor and non-indictable offences, promotion of out of Court settlement in some matters, the full implementation of the **Administrative Criminal Justice Act 2015**. However where it is impossible for the Courts to sit remotely, to limit the number of persons attending the proceedings in compliance with the social distancing policies of the Government of Nigeria.



# NIGERIA

## CHIEF JUSTICE OF NIGERIA (CJN)

18

The CJN's intervention/reaction to the pandemic was conveyed through circular dated 6<sup>th</sup> April 2020 which suspended all Court sittings for two weeks and subsequently extended the suspension indefinitely except for matters that are urgent, essential or time bound according to extant Law CJN

It is of note that the directives of the CJN that urgent, essential, time bound matters be heard had been frustrated by the Government COVID-19 rules which restricted human and vehicular movement.

In Nigeria, under the Federal High Court Rules and the National Industrial Court Rules, filing of Court Processes, hearing and signing of documents electronically are provided for in the Rules as part of the novel process of remote proceedings by both Courts. However, there is no evidence that this has been deployed by the heads of the respective Courts, especially against the background of the CJN directive to suspend Court proceedings.





# NIGERIA

## FEDERAL HIGH COURT

19

The Chief Judge of the Federal High Court in Nigeria has by a circular dated 20<sup>th</sup> of April 2020 ordered the Judges of the Federal High Courts back to their various Courts effective from 21<sup>st</sup> April 2020, to conduct proceedings in compliance with the CJN circular.



# NIGERIA

## LAGOS STATE HIGH COURT

20

The Lagos State Chief Judge Hon. Justice Kazeem O. Alagoa has enacted Rules of Court for remote proceedings in Lagos State under Section 6(6) of the 1999 Constitution (as amended), Section 87 of the High Court of Lagos State Law 2015, Order 49, Rules 1, 2 and 3 of the 2019 Lagos State Civil Procedure Rules, Lagos State Magistrate Court Civil Procedure Rules 2019 and Lagos State Administration of Criminal Justice Law 2015.



# NIGERIA

## JUSTICE REFORM PROJECT

21

The issue of the Courts not sitting and the adverse effects on the Justice Sector were part of the reasons that may have encouraged the Justice Reform Project in their letter dated 14<sup>th</sup> April 2020 to the CJN to adopt or possibly consider remote proceedings as applicable in similar jurisdictions of India, England, Wales etc. Attached to the letter was a draft protocol for the CJN to consider in conducting remote proceedings.



## United kingdom

In England and Wales, the Solicitors Benevolent Fund set up by Solicitors Benevolent Association established 160 years ago, invested the sum of £1 million in the emergency fund for Solicitors impacted by Coronavirus with less than £ 2,500 accumulated savings.

The Barristers in the United Kingdom have been urged to donate money to an emergency hardship fund, as the Bar's representative body predicts that demand for financial help will exceed supply. Amanda Pinto QC, Chair of the Bar Council, asked all members to support the Barristers' Benevolent Association (BBA) which is creating an emergency fund for those in severe financial distress, particularly those who do publicly funded work.

The Inns of Court announced that they are creating individual support packages for their members. The Inner Temple has also authorized a fund that will allow for financial assistance to the extent of a grant or loan of £2,500 per month for those who are able to show evidence of hardship.



In New South Wales Australia, the law society reduced annual membership fees for 2020/2021 to \$10 from its original fees of \$410 due to the impact of COVID-19.



## THE NIGERIAN BAR ASSOCIATION (NBA)

Recently, the NBA constituted the NBA welfare fund with Dr. Wale Babalakin, SAN as the Chair; the Bar also remitted 10% of Bar Practicing Fees to all its branches. The NBA should try to go beyond the ad-hoc response setting up similar fund like in England to support colleagues that are impacted by COVID 19.

Individual Lawyers have also donated cash & materials to Lawyers in need. There have also been individual donations of money and materials by different Senior Lawyers to junior colleagues within the Legal Profession in Nigeria. A Senior Advocate even donated Ventilators to the Government to help with the fight against the effects of the pandemic.

We suggest that the NBA can do more by giving more out of the Practicing Fees collected from Legal Practitioners to the NBA Branches welfare fund as most of NBA 2020 budgeted expenditure for conferences are likely to be saved if the conferences are not held or held remotely.



**Tips to market  
your Law Practice  
by LARRY BODINE**

(Article in ABA  
Journal-12 *tips to  
market your Law  
practice during the  
COVID pandemic* 14-  
04-2020

[www.abajournal.com/voice/article/how-to-market-your-practice](http://www.abajournal.com/voice/article/how-to-market-your-practice))

**I. Call current and past clients to check in on how they are coping.**

**II. Turn your attorneys into visible experts online**

**III. Spend four hours per week on business development**



Rainmakers generally engage in these four activities, according to [ABA Law Practice Today](#):

- They go out and see clients.
- They are active in a trade organization or business group that includes potential clients – like the Chambers of Commerce-**Nigeria Association of Chambers of Commerce, Mines and Agriculture (NACCIMA)**
- They develop an extensive and expanding referral network.
- They keep a high profile—speaking in front of crowds, writing articles and serving on the boards of organizations.

**At social functions, you can engage quality contacts these ways:**

- Notice something about how the other person dresses or looks, and compliment them. Ask them about it.
- Ask them about their job or business and what challenges they face. For an estate practice, ask how their parents are. For a personal injury practice, ask their thoughts on texting and driving.
- Listen. Avoid talking about yourself.
- If they are talking, you are selling.





## IV. Beef up your website to get new clients

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In the developed world and indeed in developing countries in a pandemic era - An overwhelming number of people seeking legal advice will use a search engine, according to [1SEO.com](https://www.1SEO.com), and consumers visit a law firm's website to take action.

That's why your website must be up to date, have engaging content, and answer the questions of visiting clients. Your website should have at least 200 pages of content.

Then, build a content plan that builds that bond of trust and takes the show-don't-tell approach. Instead of shouting from the rooftop that you're the best attorney to handle their matter, show them that, by creating content that showcases your knowledge about the problem they're facing.

Have solid FAQ pages. Think about the questions that your potential clients ask you when you're sitting across the desk from them.

Showcase clients you serve

Highlight case histories.



**V. Build good word of mouth with online reviews**

**VI. Out-market your Competition - Figure out how much to spend and where to spend**

**VII. Market with Millennials in mind**

**VIII. Make sure your website is easily accessible for mobile users**

**IX. Set up a video studio**

**X. Your attorney bio should not be a dead end**

It's your virtual elevator pitch and it should be. Your pitch should be at most 200 to 300 words. Your bio should include

- Whom to serve
- Problems you solve
- How clients can expect to be treated
- Your journey in law
- Industrial familiarity
- Case histories of specific problems solved

**XI. For social media, focus on Facebook and forget the rest.**

**XII. The more you blog, the more clients you will get**

By emphasizing digital marketing and acting while others hesitate, marketers can capture new market share and assure the firm's success when we recover from the plague.



## **SURVIVAL KITS FOR LAWYERS IN A PANDEMIC WORLD**

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- **90% of clients or potential now on the web**
- **Time to create new areas of practice**
- **Leverage digital marketing**
- **Try new things**
- **Automate**
- **Data Privacy & Data Governance**
- **Reduce manual tasks**
- **Re-allocate resources – savings for smaller office space to be invested in automation**
- **Ability of successful business is flexibility**
- **Environment scoping**



## **SURVIVAL KITS FOR LAW IN A PANDEMIC WORLD**

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- **Make connections – join the right group**
- **Introduce yourself to relevant organisations**
- **Optimal use of time – make virtual calls**
- **Outsourcing – where you don't have expertise**
- **Stay relevant during this period- write articles**
- **Develop track record and success stories**
- **Imperative to project your firm as part of the solution – what you can do now in the Pandemic and post Pandemic era**
- **Be humble – no expertise be willing to learn**
- **Self-train of Legal Practitioners and staffs and invest in Laptops & internet for staffs, residence, power etc**
- **Spend less**
- **Develop a social impact strategy for your business – access grants & normal investment**



**"When fishermen cannot go to sea, they repair their nets."**

Are U repairing yourself in this lockdown

[deleoye.ng](http://deleoye.ng)





## CONCLUSION

The effect of Coronavirus has come to stay (like the 9/11 attack<sup>33</sup> and other terrorists acts which has shaped the way the world flies). Whether any Legal Practitioner will barely survive or soar depends on the Legal Practitioner's ability to be flexible, ready to learn and adapt his practice to the changes inflicted by the Pandemic on the world, economies and businesses.

**In Uganda, it is alleged that President Kaguta Museveni has this to say about citizens misbehaving during COVID 19 period**  
*"God has a lot of work, He has the whole world to look after. He cannot just be here in Uganda looking after idiots... in a war situation, nobody asks anyone to stay indoors. You stay indoors by choice. In fact, if you have basement, you hide there for as long as hostilities persist. During a war, you don't complain of hunger. You bear hunger and pray that you live to eat again\*\*During a war you don't argue about opening your business. You close shop (if you have time) and run for your life. You pray to outlive the war so that you can return to your business."*



Even globalisation is deemed under threat in the light of the virus<sup>33</sup> accelerating effects and spread which prompted National government to close borders, impose travel bans and declare curfews resulting in the enactment and execution of tyrannical policies. Paradoxically, thanks to technology people are better connected today even in their physical isolation than ever before (Marwa Bishara of Aljazeera on his article *“What would and should a post-pandemic world look like?”*).

Whether the Legal Profession will thrive or see the collapse of some firms after embarking on any or all of the above few suggestions will depend essentially on the response to the pandemic by **other critical stakeholders within the Justice sector**. In our own part of the world, like in most developing countries, automation/digitization is still a challenge for the Courts, for some Law firms and also with some of our Clients.



Regardless of whatever training in automation the Legal Practitioner deploys, if these other stakeholders refuse or neglect to train, automate and embrace digitalization, it will still be a major challenge to the efforts and ability of the Legal Practitioner to provide legal services in a pandemic/post pandemic world. <sup>34</sup>

The Legal Practitioner just like an Entrepreneur should adopt the attitude **of an incurable optimist** in this era, provide leadership to the sector and all its stakeholders, by encouraging them to embrace and deploy technology, to enhance the ability of the Legal Practitioner to be able to continue to provide services virtually, through minimal person to person contact. In the long run, the Legal Practitioners who are able to quickly adapt and provide leadership and encouragement to their Clients/potential Clients are going to be the “JEFF BEZOS” of this era.





In the final analysis, bad things just like this pandemic will always happen. While the lawyer may not be able to control the pandemic and its outcome, the lawyer can control his attitude and how he deals with the pandemic and its implications. It is the positive attitude to the pandemic that will determine which Legal Practitioner may survive in the long run. **The pandemic is a challenge to the old ways of Legal Practice, it also represents huge opportunities** for the Legal Practitioner and the society at large, to effect the necessary changes in the old ways of conducting business and their personal affairs.





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**Dele Kelvin Oye, Esq. MClarb, FIMC**  
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## **ABRIDGED PROFILE OF DELE KELVIN OYE, ESQ. MCIArb, FIMC**

Dele is the Principal Partner of Dele Oye & Associates and one of the founding Partners of Consolidated Legal Practice. He is the **Chairman** of **MST West Africa Ltd**. **Director, Morbord Fisheries Ltd** – a company into deep sea fish trawling. **President, Cyber Innovation Foundation, Board Adviser/Acting Chairman, Brightwaters Energy Ltd** – a company into oil services and gas exploration and development in Nigeria/West Africa.





***Member*** of the **Chartered Institute of Arbitrators (CI Arb)**, a ***Fellow*** of the **Institute of Chartered Mediators and Conciliators (ICMC)**, Nigeria, ***Governing Council Member*** of the **Standards Organization of Nigeria (SON)**, ***ex-member*** of the **Body of Benchers** from 2016-2019.

Mr. Oye stands out as a premier advocate for the business community through his activities in the chamber of commerce work in Nigeria. ***From 2010 -2019***, he served as **National Vice President** of the **Nigerian Association of Chambers of Commerce, Industry, Mines and Agriculture (NACCIMA)**.





He has also held several positions of responsibility in the **Abuja Chamber of Commerce and Industry (ACCI)** including the position of ***President*** between 2008 -2011. In 2012, in recognition of his immense contributions to Abuja Chamber of Commerce, a hall at the Chambers Secretariat was named in his honour – “**DELE OYE HALL**”. Mr Oye is currently the ***2<sup>nd</sup> Deputy President*** of **NACCIMA**, **Executive Board Member**, **Silk Road Chambers of Commerce, Xian, China** and also **President, Nigeria Turkey Business Council**.

*“...Dele Oye proved to be the best Alumni President the University has ever had, and it will be very difficult for any future alumni leader to surpass his achievements...”*





***Professor Roger Makanjuola, VC, OAU, Ile-Ife (1999 – May, 2006) on Mr. Dele Oye's as President of Obafemi Awolowo University Alumni Association (2000-2004) In his Memoir titled – Water must flow uphill – Adventures in University Administration published in 2012.***

## **HOBBIES**

Reading, Table/Lawn Tennis, Squash, Music, Internet, traveling, etc.







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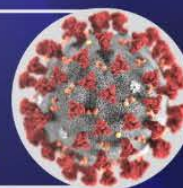


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