

GAI Success: Avoid Common Pitfalls



At UpLevel Ops, we're witnessing a pivotal moment as the legal industry moves beyond the realm of early adopters to the first wave of general adoption among a broader audience. Many legal departments and law firms are diving into Generative Artificial Intelligence (GAI), eager to unlock its potential benefits, such as improving productivity by automating or assisting with time-consuming manual tasks. However, our recent client interactions have identified several common pitfalls that can hinder successful adoption. To help others navigate this transformative journey, we've compiled key insights and strategies to avoid these traps and fully leverage the advantages of GAI in legal.

Pitfall 1: Developing Overly Complex In-house AI Tools

Situation: Creating in-house GAI tools that are too complex for easy use but not sophisticated enough to replace a professional-grade legal tech tool.

Result: Unnecessary investment in AI tools that don't serve a clear purpose and legal professionals are reluctant to use.

Solution: While it is understandable that organizations want to experiment with GAI, they should start with simple, user-friendly tools like custom GPTs that encourage and foster adoption. This approach is less expensive and more effective, allowing legal professionals to gradually integrate AI into their workflows without the frustration of overly complex systems. By focusing on easy-to-use solutions that directly address practical needs, organizations can build confidence and familiarity with AI technologies, paving the way for more advanced implementations in the future. Prioritizing simplicity and usability ensures that the investment in AI tools leads to enhanced productivity and widespread acceptance among legal teams.

Pitfall 2: Skipping Simple AI Solutions for Complex Ones

Situation: Overlooking simple, flexible GAI tools in favor of immediately investing in complex solutions.

Result: Potential waste of resources on expensive tools for results that could have been achieved with something simpler and less costly.

Solution: The allure of complex tools with GAI bells and whistles is tempting; however, many of these features represent low-hanging fruit that can be effectively handled using simple, flexible, stand-alone GAI solutions. It is good practice to build out these simple use cases with less complex tools first, allowing legal departments and law firms to address immediate needs efficiently and cost-effectively. By starting with easy-to-use solutions, teams can foster adoption and gain valuable experience with AI technology. Once these initial use cases are successfully implemented, organizations can assess any remaining needs and consider investments in more complex tools.

This phased approach ensures that resources are used wisely and that investments in AI are driven by actual, proven needs, leading to more sustainable and effective integration of advanced technologies.

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Pitfall 3: Over-reliance on GAI for Inappropriate Tasks

Situation: Using GAI for tasks it isn't suited for.

Result: Erosion of accuracy and trust in the technology among team members.

Solution: While GAI offers powerful capabilities, it's essential to recognize that it isn't suited for every task. Over-relying on GAI for tasks outside its optimal use can lead to inaccuracies and a loss of trust among team members. To avoid this pitfall, it's important to understand which tasks are well-suited for GAI and which are not. For less-suited tasks, ensure GAI complements human expertise rather than attempting to replace it. This might be in areas requiring nuanced judgment or complex decision-making, such as high-risk contract negotiations and litigation requiring deep legal understanding. On the other hand, using the technology for something more straightforward, such as simple contract summarizations or initial review of routine NDAs, is on point and can save your team a lot of time and energy.

By using GAI appropriately, legal teams can maintain high standards of accuracy and foster confidence in the technology among team members, ensuring that it serves as a valuable tool rather than a source of frustration.

Pitfall 4: Lack of Experimentation Opportunities

Situation: Not providing the team with opportunities to experiment and explore GAI.

Result: Teams lack the knowledge and confidence to drive GAI adoption effectively.

Solution: Encouraging experimentation and learning is essential to building confidence and expertise using GAI tools. At UpLevel Ops, we have found that custom GPTs check all the boxes for enabling experimentation and adoption. Legal departments and law firms should provide ample opportunities for team members to experiment with custom GPTs in a low-risk environment. This process can include brainstorming use cases, offering training sessions, and participating in adoption networks to share best practices. By fostering a culture of experimentation, legal professionals can develop a deeper understanding of effectively utilizing GAI, leading to more confident and knowledgeable adoption across the organization.

UpLevel Ops is dedicated to promoting widespread GAI adoption with our subscription service and adoption network. Every legal department and law firm, regardless of size or budget, should have access to the support and resources needed for successful GAI integration. Legal professionals can avoid future pitfalls by sharing use cases and best practices. This adoption journey is the first step towards a completely new way of working, and we can ensure success by supporting each other. The future is bright for those who choose to adopt and move forward.