



The Future of Legal Tech

GROWING YOUR ORIGINATIONS:
HOW TO BECOME A RAINMAKER

Steve Fretzin
Dennis Kennedy
Mathew Kerbis
Maya Markovich
Charlie Uniman



Practical & Entertaining Education for:

- Attorneys • Accountants
- Business Owners
- Executives • Investors

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Meet the Faculty

Panelists

[Mathew Kerbis](#) - Subscription Attorney, LLC

[Maya Markovich](#) - American Arbitration Association

[Charlie Uniman](#) - Legal Tech StartUp Focus

[Dennis Kennedy](#) - Michigan State University College of Law

Moderator

[Steve Fretzin](#) - BE THAT LAWYER

About This Webinar

The Future of Legal Tech

Join us for **The Future of Legal Tech**, a practical, forward-looking panel designed to help professionals stay ahead in a rapidly changing legal landscape. Moderated by Steve Fretzin, this discussion brings together some of the most innovative minds in legal technology to explore how tools like AI, automation, and client-facing platforms are transforming the way legal services are delivered.

Whether you're a lawyer, advisor, or other professional service provider, you'll gain real-world insights into how to improve efficiency, enhance client experience, and grow your practice. Our panel will cut through the hype to focus on what's working now—and what's coming next. If you're looking to future-proof your business, this session is a must-attend.

This webinar is delivered in Plain English, understandable even if you do not have a background in the subject. It brings you into an engaging, even sometimes humorous, conversation designed to entertain as it teaches. It is specifically designed to be viewed as a stand-alone webinar, meaning that you do not have to view the other webinars in the series to get a lot out of it.

About This Series

Growing Your Originations: How To Become A Rainmaker

Well-educated professionals thrive on being experts in their chosen field. However, they sometimes get tripped up by the business side of things.

Rainmaking has become the single best channel for professionals to control their destinies and drive wealth and status in their profession.

In this four-part series, author, podcast host, and top business development coach Steve Fretzin provides a fun, lively, and educational panel to help you thrive as you build the business generation side of your practice.

Episodes In This Series

1. The Future of Legal Tech
Premiere date: 09/04/25
2. Legal Business Development - Coaches Corner
Premiere date: 10/9/25
3. Content Creation for Effective Thought Leadership
Premiere date: 11/13/25
4. Tips from America's Top Rainmakers
Premiere date: 12/11/25

Episode #1

The Future of Legal Tech

Each Financial Poise Webinar is delivered in Plain English, understandable to investors, business owners, & executives without much background in these areas, yet is of primary value to attorneys, accountants, & other seasoned professionals. Each episode brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. Each episode in the series is designed to be viewed independently of the other episodes so that participants will enhance their knowledge of this area whether they attend one, some, or all episodes.

Evolution of Legal Tech Over the Past 20 Years

Other than AI, which we will get to soon enough, what's been the great advancement so far?

Biggest Mistake Firms Make When Rolling Out New Technology

What's the single biggest mistake firms make when rolling out new technology?

Magic Wand: Fixing Barriers to Legal Tech Adoption

If you could wave a magic wand and fix one barrier to legal tech adoption, what would it be?

Favorite Automation Tools for Lawyers

As a business development coach for lawyers, I'm always searching for ways to save them time and energy during the day (for example, auto-schedulers). What are your favorite automation tools that you use or recommend?

Client Expectations Driving Legal Tech Adoption

What impact will the use of AI in legal practice have on the law firm billable hour business model, and how should law firms deal with that impact?

Misconception About AI That Needs Correction

What's a common misconception you hear from lawyers about AI that needs to be corrected?

Using AI Ethically and Safely

Since junior lawyers often learned the nuts and bolts of practicing law by doing some of this low-level work, how will law firms have to adjust junior lawyer training in the face of AI tech taking over a significant amount of this work?

Balancing Efficiency and Risk with AI/Tech

Where do you see the line between leveraging AI/tech for efficiency and overstepping into unacceptable risk?

Talking to Clients About AI Risks

How should lawyers talk to clients about the risks of using AI in their matters?

Practice Areas Leading & Lagging Adoption

Which practice areas are leading adoption of AI and legal tech, and which ones are lagging behind?

What Will Always Require Human Judgment

What parts of legal practice will always require human judgment, no matter how advanced AI gets?

Lawyers as “Augmented by AI”

How can lawyers position themselves as “augmented by AI” rather than “replaced by AI”?

Ethical Pitfalls in Implementing AI

What ethical pitfalls should law firms be most concerned about when implementing new AI tools?

Innovations Expanding Access to Justice

What models or innovations have the potential to truly expand access?

Areas AI Will Disrupt First

What legal roles, processes, or even entire practice areas do you think AI will disrupt first?

Advice for Law Students Preparing for the Future

What advice would you give a law student graduating today about how to prepare for that future?

Success Story of Adoption Working Well

What's a success story where adoption actually worked, and why?

Questions or Comments?

If you have any questions about this webinar that you did not get to ask during the live premiere, or if you are watching this webinar [On Demand](#), please do not hesitate to email us at info@financialpoise.com with any questions or comments you may have. Please include the name of the webinar in your email & we will do our best to provide a timely response.

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Meet The Faculty

Steve Fretzin - steve@fretzin.com



Driven, focused and undeniably passionate in his pursuit to help business professionals reach their full potential, Steve Fretzin is the Chicago area's premiere business coach, speaker and author. He has redefined the business development experience, transforming thousands of professionals into top performers in sales effectiveness via one-on-one coaching, group training and seminars through Sales Results Inc., a company he founded.

Steve credits two life-changing events as influencing his career. In 1996, he was one of six passengers aboard a single-engine Cherokee Piper airplane that crash landed into a house in suburban Crystal Lake, IL. The experience left him crippled for months, but more importantly taught him to value the sacredness of each day.

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Dennis Kennedy - dmk@denniskennedy.com



Dennis Kennedy is a pioneering legal technologist operating through the Kennedy Idea Propulsion Laboratory (KIPL). Winner of the 2024 American Legal Technology Awards Lifetime Achievement Award, Kennedy brings cross-domain expertise from private practice, as in-house technology lawyer at Mastercard, and as Director of Michigan State University's Center for Law, Technology & Innovation. He has taught classes in AI and the Law and other technology law topics at MSU and also teaches "Legal Technology Literacy and Leadership" as an adjunct professor at the University of Michigan Law School.

Co-host of The Kennedy-Mighell Report podcast since 2006 and author of Successful Innovation Outcomes in Law and other legal tech books, Kennedy has been writing about legal technology since 1996 and now writes a monthly column on law department innovation at the Legal Tech Hub. His current work focuses on AI applications in legal practice, innovation, and developing frameworks for legal literacy.

Mathew Kerbis - kerbis@subscriptionattorney.com



Mathew Kerbis is The Subscription Attorney. He's on a mission to affordably serve clients at scale via the subscription model and inspire attorneys to abandon the billable hour. He founded the law firm Subscription Attorney LLC after working for private practice law firms for nine years. His firm leverages automations and artificial intelligence to offer more accessible and reasonable prices like legal advice starting at \$20/month and \$50/page. Kerbis realized the subscription model could revolutionize the legal profession, so he launched the podcast Law Subscribed to help attorneys make the same choice. He also speaks and writes about how generative artificial intelligence is changing the way law is practiced. Kerbis has presented at ABA TECHSHOW, Stanford's CodeX online community, several other online publications, and as a guest lecturer for law schools.

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Maya Markovich - maya.markovich@gmail.com



Maya Markovich is a leader in the field of legal and justice technology. As Executive Director of the Justice Technology Association, Markovich spearheads innovation that promotes access to justice.

With a deep understanding of the intersection between technology, business and the legal system, she forges strategic partnerships and develops impactful programs that leverage technology to address systemic challenges. Her experience and entrepreneurial mindset position her to shape the future of justice technology, fostering a more equitable and inclusive legal system for all.

Charlie Uniman - charlie@legaltechstartupfocus.com



Having been a corporate lawyer in New York City for almost four decades and having co-founded a legal tech startup himself, Charlie is now the founder and host of the Legal Tech StartUp Focus (LTSF) online community. With over 3,500 members worldwide (and still growing), LTSF is an informative and friendly social network for founders, investors, lawyers, academics, law students and everyone else interested in the legal tech startup world.

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