

# Adapting to survive:

The Evolution of the legal industry in the Era of Artificial Intelligence.


If change is constant and adaptability becomes survival, **then what is change?**



Ai

**#Prompt:**

Charles Darwin holding a PC with AI logo.  
Painted by Van Gogh. Digital Art.

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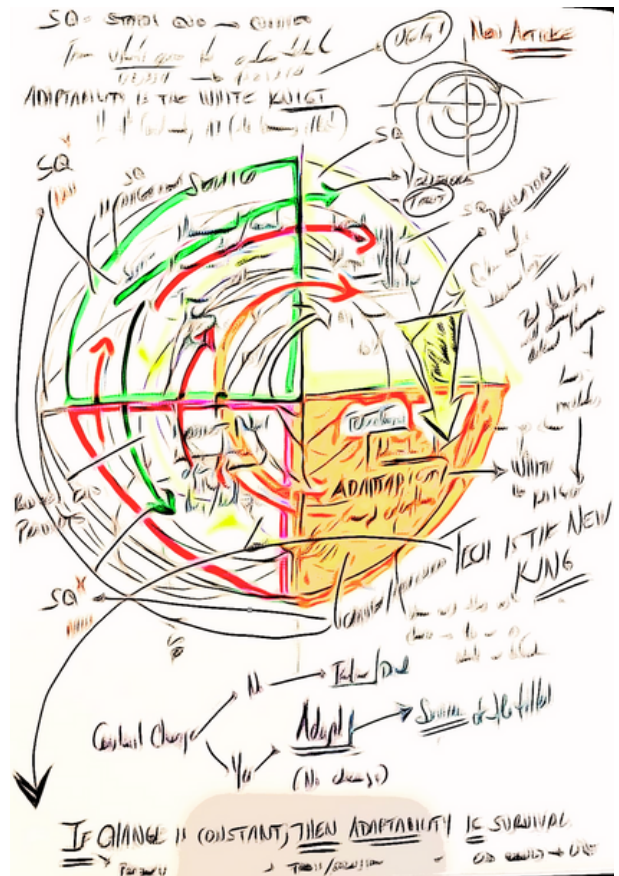
**As Charles Darwin once said: “It is not the strongest of the species that survive, nor the most intelligent, but the on most responsive to change”.**

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This quote has become increasingly relevant in today's rapidly evolving world, especially in the legal industry. A couple of days ago, a Goldman Sachs report stated that generative AI could automate 44% of legal tasks in the U.S. Unfortunately, the report only covered the U.S. and Europe. However, in regards to Latin America, countries such as Brazil and Mexico, which have relatively large legal sectors and could potentially benefit from automation technologies in areas such as document management, legal research, and contract review, may be impacted. Therefore, it could be reasonable to assume that the percentage of legal tasks that could be automated in these countries could be similar to or slightly lower than the 44% reported for the United States.

On the other hand, countries with smaller legal sectors, less developed technological infrastructure, or more complex legal systems may have a lower potential for automation. For instance, countries like Bolivia, Nicaragua, or Honduras, where the legal sector is relatively small and the legal systems may be less standardized or more complex, the percentage of legal tasks that could be automated may be much lower.

Nevertheless, we can't deny that the legal industry has been shaken, and some may not sleep at night thinking about how this Artificial Intelligence (AI) phenomenon will really impact the region and when exactly it will happen. No, I don't have the exact estimate nor timeframe. But let me tell you this, it's not the first time our legal industry has been shaken. Let me just name a few to refresh our memory: (i) from typewriters to cloud-based document management systems; (ii) from all in-house services to outsourcing and offshoring (LPOs); (iii) from percentage fees to alternative billing models; (iv) from jurisdictional deals to cross-border deals; (v) from core law firm services to ALSPs. I can go on forever, and we adapted to all of these changes; at least the majority did



**Sketch “Mental Poems”, by Alonso Indacochea.**

But is AI a different kind of disruption we will face? What I can say is that AI has revolutionized the legal industry faster much faster, by automating repetitive tasks, providing a more efficient means of legal research, and generating business and income between trustworthy law firms. As the world continues to embrace technological advancements, the legal sector must follow suit to remain relevant and competitive. The need to adapt to technology is no longer an option but a survival strategy. The ability to adapt to technological changes is crucial for success and survival in today's fast-paced world. One way that legal professionals can adapt to technological changes may be to shift to a liquidity mindset. A liquid lawyer possesses not only legal knowledge but also management skills, a business mindset, and a proficiency in using technology.

Technology has become a crucial aspect of being a successful lawyer, with AI being one of the most important abilities. By embracing AI, lawyers can revolutionize the way they work and connect with their clients, providing more efficient and cost-effective legal services. Similarly, in the business world, technology has revolutionized the way companies operate and interact with their customers. The use of advanced analytics and data-driven insights has enabled companies to make informed decisions and gain a competitive advantage. Likewise, the use of AI has transformed the way management services operate and provide value to their clients. AI-powered solutions have enabled management consultants to offer more sophisticated and data-driven insights, enabling organizations to make informed decisions and gain a competitive edge. One of the most significant benefits of AI in management services is the ability to analyze large datasets quickly and efficiently. By automating data analysis and visualization, AI can provide management consultants with a more comprehensive understanding of an organization's performance and identify areas for improvement.

Furthermore, AI can assist in financial management by providing real-time insights into financial performance, enabling management consultants to make informed decisions about investments and capital allocation. To fully embrace the potential of AI, legal professionals and businesses must overcome some barriers such as data availability, ethical concerns, transparency, technical limitations, and regulatory and legal barriers. While these barriers can be challenging to navigate, they can be overcome with proper planning and education. In conclusion, embracing new technologies can offer tremendous benefits and open new opportunities.

The ability to adapt to technological changes is crucial for success and survival in today's fast-paced world. Legal professionals and businesses must embrace AI and shift their minds to adaptability to remain relevant and competitive. By doing so, they can revolutionize the way they work, interact with their clients, and provide value to their organizations.



**#Prompt:**  
**Latin American countries. Liquid lawyer adapting to AI. Style: Frida Kahlo, digital art"**

**So, what is change?** Change is a process of continuous evolution and transformation that occurs over time, and often at a much faster pace today. It is the result of various external and internal factors that shape and influence the way individuals and organizations think, behave, and operate. Change can be gradual or sudden, planned or unplanned, positive or negative, and can create both opportunities and challenges. In the context of the legal industry, change is necessary to adapt to the evolving needs of clients, technological advancements, and global trends.

If it will be a 44%, 30% or even less than 20% we are still uncertain. What is certain is that AI is here to stay.

**We must cautiously adapt, survive, and evolve like we always did, have and will.**

Alonso is Managing Director of Indacochea & Asociados, Abogados and CEO & Founder of Legaltech Iconekta, focused on law firm revenue generation with AI.

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