



Carla Landry Principal

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Carla Landry is a Principal at LawVision and leads the Legal Process Improvement practice. Carla coaches legal teams on implementing legal process improvement and legal project management techniques into their matters, working with teams to identify cost-saving opportunities by streamlining the delivery of services and improving existing processes. She has worked in the legal industry, in-house and as a consultant, for over 25 years.

Carla created the first project management certification program designed for legal professionals with her colleague and a team of certified Project Management Professionals (PMPs). She launched the first online e-learning certification course in legal project management. She developed two online e-learning courses for the Practising Law Institute (PLI), one on law firm profitability and the other on Legal Process Improvement, winning a Telly Award honoring “the very best in film and video.” Law firms turn to her to develop e-learning programs to launch on their systems.

Before joining LawVision, Carla was an adjunct faculty member at George Washington University, teaching Economics and Profitability of Law Firms as part of a master’s program in law firm management. She is also a former Senior Director in the Law Firm Strategy and Structure Practice of Hildebrandt Baker Robbins, where she advised law firms on various financial, strategic, and operational issues. Her earlier consulting experience included working as PricewaterhouseCoopers LLP’s Legal Systems group manager. She served as a project manager in that capacity, leading an international, multi-disciplinary team responsible for an investigative database’s analytical and diagnostic processes. Carla is a certified Yellow Belt in Lean Sigma/Process Improvement for Law Firms.

Certifications

- Yellow Belt – Lean Sigma/Process Improvement for Law Firms
- Legal Pricing Masterclass

Publications

Books:

- [The To ALSP or Not eBook](#), published by LawVision (March 2021)

- [The LPM New Economic Reality eBook](#), published by LawVision (July 2020)
- [“Guidance for Law Firm Leaders: The Legal Profession in a COVID-19 World,”](#) contributing author, LawVision (June 2020)
- [“Implementing Legal Project Management: The Legal Professional’s Guide to Success,”](#) contributing author, LPM Institute (February 2015)
- [“The Power of Legal Project Management: A Practical Handbook,”](#) contributing author, American Bar Association (January 2014)

Articles:

- [“To Secure Our Rightful Place: Just Keep Your People Trained, My Friend,”](#) LawVision (December 20, 2022)
- [“Legal Project Management. Not Really. You’re Going to Get Your A\\$\\$ Kicked,”](#) LawVision (November 8, 2022)
- [“Simon Says Mobilize Your Lawyers with an LPM Dream,”](#) LawVision (August 23, 2022)
- [“What Sinek and the Innovation Curve Can Teach US About LPM Adoption,”](#) LawVision (July 25, 2022)
- [“Lawyer: Starting with Why in Your Law Firm,”](#) LawVision (June 27, 2022)
- [“LPM in Practice: Bringing Atomic Habits to Law,”](#) LawVision (May 2, 2022)
- [“LPM: Wanting to Get Rid of Zombie Processes,”](#) LawVision (March 18, 2022)
- [“Legal Project Management: Have You Noticed Your Profits?”](#) LawVision (February 21, 2022)
- [“What Do Atomic Habits Mean for Legal Project Management?”](#) LawVision (January 25, 2022)
- [“It’s Not the Same Thing: Lawyers Need Legal Project Management,”](#) LawVision (December 6, 2021)
- [“Legal Project Management Isn’t a Silver Bullet, But it May Be a Superpower,”](#) LawVision (November 17, 2021)
- [“LPM: Bringing it Home After All These Years,”](#) LawVision (September 16, 2021)
- [“LPM: Easing into Innovation,”](#) LawVision (July 26, 2021)
- [“ALSPs: It’s Not If You’ll Use Them, It’s How,”](#) LawVision (June 21, 2022)
- [“Before You Go ALSP, Assess What’s Broken,”](#) PinHawk Legal Administrator Daily (March 2021) / [LawVision \(April 10, 2021\)](#)
- [“Lawyers and Decisions: So Many Choices, So Little Time,”](#) PinHawk Legal Administrator Daily (January 2021) / [LawVision \(January 26, 2021\)](#)
- [“To ALSP or Not. It’s Just Part of the Question,”](#) PinHawk Legal Administrator Daily (December 2020)
- [“Using the Power of Personality to Drive Law Firm Change \(part 2\),”](#) PinHawk Legal Administrator Daily (November 2020)
- [“Empowering Lawyer Personalities for Successful Legal Process Improvement,”](#) PinHawk Legal Administrator Daily (October 2020) / [LawVision \(January 18, 2021\)](#)
- [“To ALSP or Not. It’s Just Part of the Question,”](#) LawVision (December 16, 2020)
- [“Using the Power of Personality to Drive Law Firm Change – Part 2,”](#) LawVision (December 16, 2020)
- [“Herding Cats: Focus on the End Game,”](#) PinHawk Legal Administrator Daily (September 2020) / [LawVision \(December 16, 2020\)](#)

- ["ALSPs: Like Good Hand Hygiene for the Legal Industry,"](#) PinHawk Legal Administrator Daily (September 2020) / [LawVision \(December 16, 2020\)](#)
- ["Why Clients Choose ALSPs? It's Not About the Cost! Part 1 on Law Firm Competitiveness,"](#) LawVision (August 12, 2020)
- ["What the Tech Are We Doing Now?"](#) PinHawk Law Technology Digest (August 2020) / [LawVision \(October 5, 2020\)](#)
- ["Legal Project Management is Change for the New Economic Reality,"](#) (Part Four of a Four-Part Series), PinHawk Legal Administrator Daily (July 2020) / [LawVision \(September 11, 2020\)](#)
- ["Legal Project Management is Change for the New Economic Reality,"](#) (Part Three of a Four-Part Series), PinHawk Legal Administrator Daily (June 2020) / [LawVision \(September 9, 2020\)](#)
- ["Legal Project Management is Change for the New Economic Reality,"](#) (Part Two of a Four-Part Series), PinHawk Legal Administrator Daily (May 2020) / [LawVision \(September 4, 2020\)](#)
- ["Legal Project Management is Change for the New Economic Reality,"](#) (Part One of a Four-Part Series), PinHawk Legal Administrator Daily (March 2020) / [LawVision \(September 3, 2020\)](#)
- ["Social Distancing Creates the Space for Distance Learning,"](#) LawVision (March 22, 2020)
- ["Why Do They Need Training? LPM for All is Critical to Your Success,"](#) LawVision (October 15, 2019)
- ["Legal Project Management – What's In It For the Smaller Law Firm?"](#) LawVision (July 31, 2019)
- ["Legal Project Management and the Millennial Lawyer,"](#) LMA Strategies Magazine (May/June 2018)
- ["Legal Project Management: It's Not Just for Big Firms Anymore,"](#) The National Law Review (April 2018) / [LawVision \(March 22, 2018\)](#)
- ["Have the Millennials Figured it Out?"](#) LawVision (July 29, 2016)
- ["Do You Want to Hear A Few More Things About The Millennials? You Should."](#) LawVision (April 1, 2016)
- ["\(Probably\) No Longer Asking Which Comes First – Project Management or Process Improvement,"](#) Thomson Reuters Practice Innovations (October 2015)
- ["Should Lawyers be Project Managers?"](#) Thomson Reuters Legal Executive Institute (July 2015)
- ["Implementing Legal Project Management: Is There a Right Place to Start?"](#) American Bar Association (December 2014, also submitted to Practising Law Institute, January 2015)
- ["Deconstruction, Reconstruction, Pricing – How Understanding the Anatomy of a Legal Matter Will Help You Identify Efficiencies and Price More Accurately,"](#) Practice Innovations Newsletter, Legal Solutions (March 2014)
- ["Are You Willing to Change?"](#) LawVision (February 18, 2014)
- ["Is it Possible to Carryover the Holiday Cheer?"](#) LawVision (January 14, 2014)
- ["Still Want to Be a Lemming!"](#) LawVision (December 10, 2013)
- ["Revisiting the Idea that Numbers Do Matter,"](#) LawVision (November 5, 2013)
- ["Efficiency, Culture, and Cholera?"](#) LawVision (September 24, 2013)
- ["Wait ... Who Gets to Define Value? Understanding the Need for Efficiency,"](#) LawVision (August 27, 2013)
- ["Does Being Efficient Mean Your Work Becomes a Commodity?"](#) LawVision (July 30, 2013)
- ["Why Are So Few Lawyers Willing to Assess How They're Delivering Legal Services? It Might Just Be Who They Are,"](#) LawVision (July 10, 2013)

- ["What's Wrong With This Process? Why Are So Few Lawyers Willing to Assess How They're Delivering Legal Services?"](#) LawVision (May 7, 2013)
 - ["Still Asking Which Comes First – Project Management or Process Improvement?"](#) LawVision (April 9, 2013)
 - ["Is Legal Project Management Just One of Many Starting Points to Creating Effective Teams?"](#) LawVision (February 14, 2013)
 - ["Is Legal Project Management a Potential Solution to Creating Effective Teams?"](#) LawVision (January 15, 2013)
 - ["Turns Out Numbers Do Matter!"](#) LawVision (December 4, 2012)
 - ["What is Successful Legal Project Management?"](#) LawVision (November 15, 2012)
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Speaking Engagements

- Practising Law Institute, "Project Management for Lawyers" (Annual, 2020 – 2014)
 - LawVision Group and LPM Institute, "Legal Project Management – Two Day Certification Course" (Bi-Annual, 2019-2014)
 - Primerus Global Conference, "Global Legal Trends: Using Legal Project Management to Enhance Firm Profitability" (Oct 2018)
 - Practising Law Institute, Telly Award Winning eLearning Program, "[Legal Process Improvement](#)" (launched in 2017)
 - Professional Development Institute (PDI)/NALP, *Legal Project Management – Choosing Training Modalities that Meet Your Objectives* (Dec 2015)
 - Legal Project Management Roundtable, "Understanding How Generational Differences Impact Your Efforts to Get Broad-Based Traction with LPM Implementation" (Nov 2015)
 - ALA Gateway, "An Introduction to Legal Project Management" (June 2015)
 - Practising Law Institute, eLearning Program, "[Improving Law Firm Profitability](#)" (launched in 2015)
 - Thomson Reuters Elite Vantage Conference, "Project Management Skills Workshop" (June 2014)
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Education

- M.B.A., Thunderbird School of Global Management
 - B.A., University of Wisconsin – Madison
 - Diplôme de la Civilisation Française, La Sorbonne
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Key Service Areas

- [Retreat/Meeting Facilitation](#)
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- [LPI Coaching & Implementation](#)
- [LPM Coaching & Implementation](#)
- [LPM Solutions for Smaller Firms](#)
- [LPM Training & Certification](#)
- [Legal Process Improvement](#)
- [Legal Project Management](#)