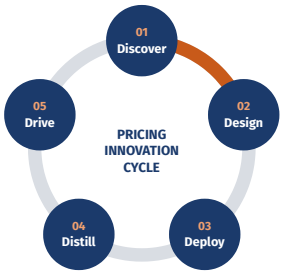
LawVision
CREATING COMPETITIVE ADVANTAGE

MARK MEDICE
412.721.9475
mmedice@lawvision.com

LAWVISION CONFIDENTIAL

PRICING TRANSFORMATION

When AI makes the work 30% faster, where does the 30% go?



AI is compressing the hours behind much of the firm's revenue, and clients are already asking whether the savings will show up in the bill. The firm chooses whether that time is written off, passed through, or reinvested in new offerings, deeper client relationships and differentiation. **Pricing transformation** is a 12 to 15 month program that moves the firm from reacting to AI's effect on hours to a deliberate pricing and client engagement strategy, Pricing 2.0, built practice by practice through LawVision's Pricing Innovation Cycle: Discover, Design, Deploy, Distill, Drive.

HOW THE PROGRAM RUNS

Firmwide kick-off · a half-day session per practice · a two-month cycle per practice · quarterly checks and a 6-month re-survey

FIRMWIDE KICK-OFF & PRACTICE SESSIONS

How does the firm build shared language, then act practice by practice?

A half-day firmwide kick-off builds urgency and a shared definition of Pricing 2.0: where AI compresses time, what clients are asking, how to open the AI conversation before clients do, the menu of fee structures beyond the hour, and the mindset of treating saved time as capital to invest. Each practice then runs a discussion-led half-day session built on ten key questions, opened by its own anonymous pre-survey and closed with a room-authored 12-month action list.

COVERS: Client AI Position FAQ · firm and industry client examples · pricing options menu · 10 key questions

1 DISCOVER

Where is the practice's pricing actually exposed?

Billing data analysis showing where rates are capped, discounted, written off or routinely negotiated, and a synthesis memo to each practice: its action list as the groups wrote it, survey results and themes, where the room converged and split, and its main work types with where AI compresses time in each.

OUTPUT: synthesis memo · survey themes · work type and AI exposure map

2 DESIGN

What can the practice offer with confidence beyond the hour?

LawVision facilitates the practice's creation of its fee structure catalog: for each main work type, the fixed, phased, subscription, value-based, portfolio and hybrid structures it can offer, when each fits, how it is scoped and priced, and the client conversation that goes with it.

OUTPUT: fee structure catalog · scoping and pricing guidance · client talking points

3 DEPLOY

Which structures go first, with whom, and who owns them?

Practice leadership sets its priorities: the two or three structures to offer first, pilot matters and clients, owners and timeline. The practice becomes a controlled pricing laboratory, still capturing time so results can be measured and learned from.

OUTPUT: practice priorities · pilot matters and clients · owners and timeline

4 DISTILL

What did the pilots teach, and what should the catalog say differently?

A short progress check at each quarterly practice meeting on the pilots and the action list: what worked, what clients said, and what to change. The learning becomes a practical playbook of scoping guidance, pricing frameworks and decision support tools.

OUTPUT: quarterly checks · practice playbook · catalog revisions

5 DRIVE

Is the change holding, and is it rewarded?

At six months LawVision re-runs the belief and urgency survey, reports the comparison and refreshes the catalog and priorities for the next cycle. After every three practices the catalogs roll up into one firmwide view for leadership, with pricing discipline, realization and client outcomes recognized rather than hours alone.

OUTPUT: 6-month re-survey · refreshed catalog and priorities · firmwide leadership view

PLAN AND TIMING · 12 TO 15 MONTHS

MONTH 1	MONTHS 2–3	MONTHS 3–12	MONTHS 9–15
Firmwide kick-off and practice sequence	**Synthesis memo, pre-surveys, session prep**	**Practice sessions, each followed by a two-month 5 D cycle**	**Quarterly checks, 6-month re-surveys, leadership view**

WHAT THE FIRM RECEIVES

Each practice leaves with a **12-month action list**, a **fee structure catalog and priorities**, pilots underway with named owners, and a six-month measure of whether beliefs and urgency moved. Leadership receives a cross-practice catalog view after every three practices. LawVision designs, facilitates and follows through on every session; the firm names a kick-off sponsor and a practice leader for each session who owns the 30-day response.

THE LAWVISION PRICING SERVICES · WHERE THIS ONE FITS

Rapid Rate Diagnostic	Strategic Rate Design	Pricing System Diagnostic	**Pricing Transformation**
6 weeks	8 to 12 weeks	8 to 12 weeks	12 to 15 months
Rate performance and its causes	A market-informed rate structure that holds	All eight dimensions of the pricing system	Pricing beyond the hour, practice by practice

Interested in the Pricing Transformation program?

Contact Mark Medice: **mmedice@lawvision.com** or **412.721.9475**

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