

Fixed Law Is a Partnership Between Attorneys, Technology, and Community

If I was going to launch a website titled fixedlaw.com, it would concentrate on attorneys (the people part of attorneys), technology, and community.

During the pandemic of 2020, the global response was some form of quarantine and social distancing. Community took a hit. Like a small plant growing out of a crack in concrete, the human need for community manifested itself first in Italy. Individuals started going out on their balconies and singing, full voiced singing. And before too long, others joined them as an individual voice became a choir. And then others brought out their instruments. Dancing followed.

The first iteration of innovative technology came in the form of strapping champagne glasses to long poles. Again, from their balconies, Italians extended their poles across narrow streets to toast.

And then people across the globe started using video conferencing platforms like Zoom to start meeting. The meetings grew in quality and quantity until just about every type of people was getting together virtually. Businesses meeting may have lead the way, but social hours, games, family reunions, weddings, and even meeting strangers led the way.

Noticing what people have done naturally is a promising roadmap for attorneys. Attorneys do not do well in isolation either. They and their clients need community. And what about the time constraints attorneys suffer because of the high demands of blending their professional and personal lives? I don't know what the technology is that will help attorneys build client community. Maybe it does not exist yet. But it is better to toast from the end of a long pole, than not to toast at all.

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