



“ MindManager immediately changed the way I work for the better. ”

Rick Angel, Founding Partner
Angel Law Offices

Commercial Real Estate Law Firm Improves Client Services, and Decreases Client Costs with MindManager



Background

As former Chair of the Real Estate Department of a large corporate law firm, Rick Angel has decades of experience representing a wide breadth of clients, including Fortune 100 and 500 companies. In 2001, he formed Angel Law Offices, which represents commercial real estate owners, buyers, sellers, landlords, tenants, and brokers in California and Colorado. The objective is to offer clients the high quality services of a big firm with the cost savings, flexibility, and personalized attention available in a smaller firm. Angel finds his use of Mindjet® MindManager® essential to meet this goal and to manage the firm’s transactions. It helps “get the right information and answers quicker, and keep client costs down.”

Challenge

As the former General Counsel and Executive Vice President overseeing the technology department at a publicly traded financial services company, Angel already learned the power of advanced technology. “Lawyers,” he says, “are notoriously late adopters of technology.” One of the challenges he and his team faced at his law firm was how to efficiently manage each client’s transactions—specifically the large amounts of information, documents, and research required—while maintaining the ability to effectively manage the progress of each transaction to ensure the highest levels of client satisfaction. Three years ago, he witnessed a consultant using MindManager during a strategic planning session for a non-profit board of directors he serves on and decided it could help take his practice to the next level. [continued on next page]

Information Management

Company:

Angel Law Offices

Industry:

Law

Locations:

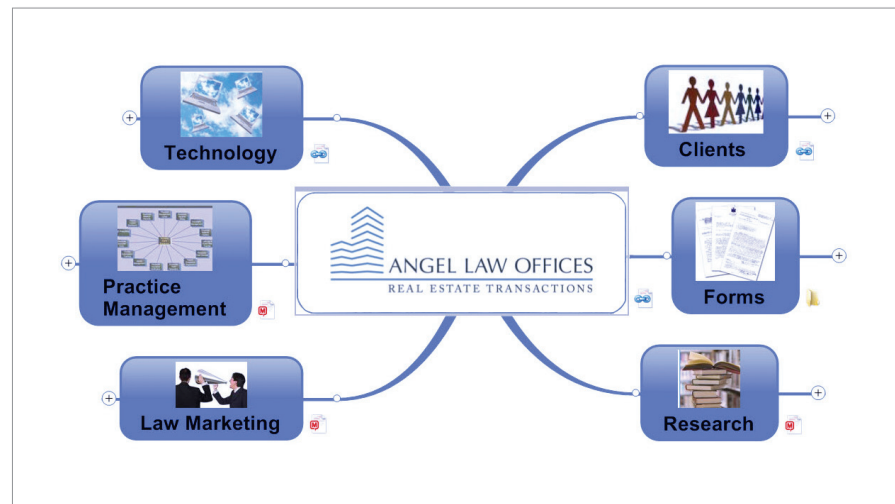
Los Angeles, California and Boulder, Colorado

Product:

Mindjet MindManager

Business Problem:

- Needed a technology differentiator for a law firm
- Information management; information retrieval was inefficient
- Wanted to more efficiently and effectively deliver services to his client base and to cut client costs in a competitive market



Create a management dashboard to organize and track all components of your work.

Solution:

- Manage daily task and project information in a central dashboard map
- Keep an easily accessible database of client and company information, including a customizable template for each client
- Add colors, icons, and links to maps for additional meaning and information

Results:

- Time saved on transactions: Angel has achieved overall time savings of approximately 10–20 percent, and up to 33 percent on certain tasks
- Improved client confidence: Clients know Angel has access to, and mastery of, all available information for every transaction
- Enhanced client service: Since Angel does not waste time locating information, he is able to focus on analytics and creativity, better serving his clients needs and offering value-added services

Mindjet Success Story: Angel Law Offices, continued

To familiarize himself with mapping, Angel played around with the software, read the Mindjet blog, and viewed tutorials. “It was a very simple tool to learn,” he says. “Later on, I was able to develop my own creative solutions for efficiently managing data and information for our law practice. And you can tailor MindManager to your exact needs,” he adds. “Other office productivity tools don’t do this as well. Personalization makes it the most powerful tool in our technology arsenal.”

Solution

At any given time, Angel is working on 10 to 20 active client matters. He starts each transaction with a general checklist—a map he developed in MindManager and customizes for each client. When Angel pulls up a client’s map, he can easily access information on status, documents, correspondence, notes, and resolution of issues, all from one map. This works not only because the information is in one place, but because he has organized it in a way that intuitively makes sense.

Each map is hyperlinked to related maps and files on his server, so information is readily available and corresponds to the firm’s workflow. For even richer information, he also links his maps to key websites, checking their status from MindManager’s integrated browser window. Before MindManager, Angel might have asked a paralegal to gather information for clients, but now he can check statuses more efficiently himself, saving time and reducing client costs.

Color coordination and distinctive icons let Angel keep his information straight. He can share his maps with clients in an online meeting or as a PDF printout. Sometimes, he even brainstorms with them directly to map out legal strategies. Mind-mapping has become a vital tool for Angel and his clients. In addition to the efficiencies MindManager provides, it allows him to offer value-added business consulting to his clients, who often retain him to map out general business issues.

Results

MindManager lets Rick Angel manage his firm and client information, a task he says would not normally be feasible for one mind. When it comes to older transactions, maps also significantly increase his speed to retrieve information and improve his recall. Rather than rummaging through old files for an hour or two, he can access all the information in three to five minutes. Most critically, having all information in one place and available at his finger tips lets Angel focus on what he does best: analytics and creativity. “The best summary by the best paralegal couldn’t give me what MindManager does,” he says.

Angel estimates MindManager’s time savings at 10 to 20 percent, and up to 33 percent on certain tasks, offering significant savings to his clients as well as increasing the profitability of his law firm. “It immediately changed the way I worked for the better,” he says. “I never looked back.”