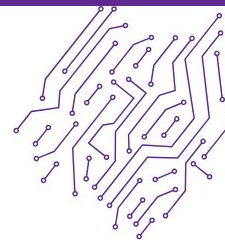


The letters "AI" in a large, glowing blue-outlined font, centered within a dark circular frame. The frame is surrounded by a dense field of blue and purple light rays emanating from the center, creating a futuristic, high-tech aesthetic.

AI

Artificial Intelligence (AI) Basics for Solo Practitioners & Small Firms

Presented by:
TC Cooper, ESQ, AIGP, CIPM (IAPP)
UpwardAction[®] Advisory



Overview

1. Upcoming AI workshop at UpwardAction.ai.
2. What is Artificial Intelligence
3. ABA & DC Rules of Professional Conduct
4. Customize Chat GPT, Perplexity & Claude
5. Build an effective prompt, make it BRIEF
6. Demos & 10 Ways Lawyers Can Use AI
7. Five Day Action Plan

🎯 Limited to 25 Attorneys Only

Master AI Prompting for Legal Practice

Learn the B.R.I.E.F. Prompt Framework to develop powerful AI use cases for
your Solo Practitioners or small firm practice



Friday, October 17
2024



10:00 AM - 12:30 PM EST
2.5-Hour Workshop



25 Attorneys Max
Exclusive Group

\$495

Investment in Your Practice's Future

Reserve your spot now!

www.upwardaction.com/ai-workshop

Secure your spot today. Limited seats available for this exclusive
workshop.



What is Artificial Intelligence?

Definition:

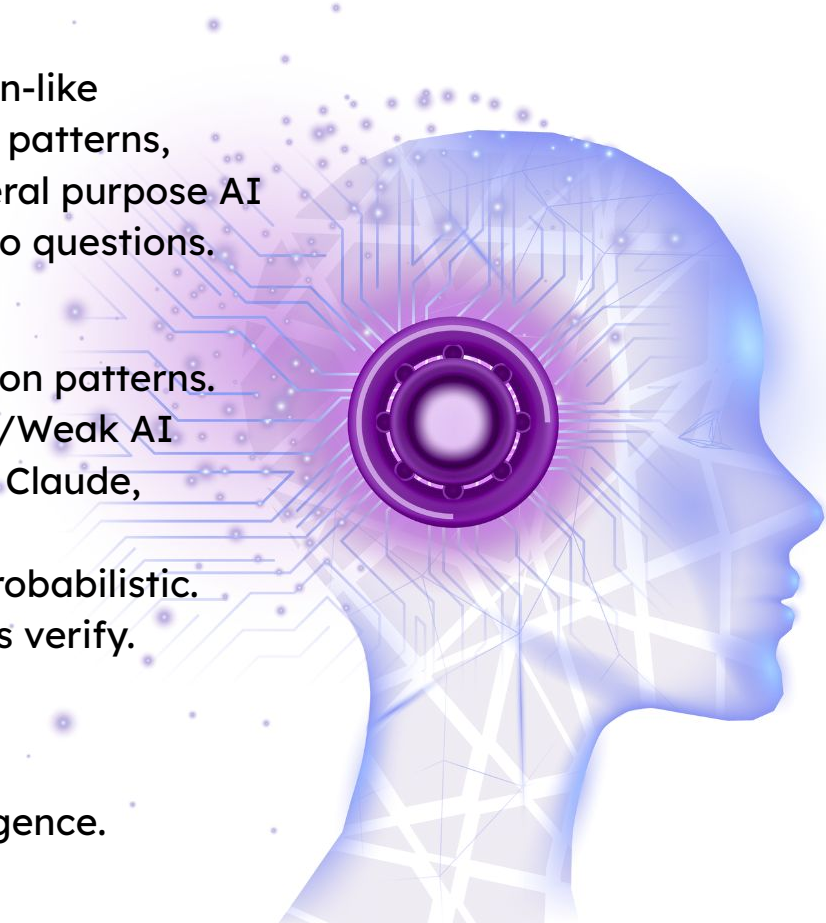
Computer systems that perform tasks requiring human-like intelligence. This includes analyzing data, recognizing patterns, making predictions, or generating text/images. General purpose AI tools use Large Language Models (LLMs) to respond to questions.

Key Points:

- **Learns from Data:** Responds to requests based on patterns.
- **Types of AI addressed in this training:** Narrow/Weak AI (legal research tools) & Generative AI (ChatGPT, Claude, Perplexity, Gemini, + others).
- **Artificial, Not Human, Thinking:** Outputs are probabilistic. They can be biased or wrong. Never trust, always verify. Consider the output your ***draft***.

For Lawyers:

- Boosts efficiency in research, contracts, due diligence.
- Increases risks in bias, privacy, and ethics.



Professional Standards & Rules

ABA Model Rules of Professional Conduct

→ **ABA Formal Opinion 512**

D.C. Rules of Professional Conduct

→ **DC Bar Ethics Opinion 388**

Court Rules (*local and federal*)

Competence. Confidentiality. Supervision.
Candor. Communication. Fair billing.



ABA Model Rules apply to AI

- **Rule 1.1: Competence**

Have a reasonable understanding of the capabilities and limitations of the AI tools and independently verify all AI-generated outputs.

- **Rule 1.6: Confidentiality**

Protect confidential information when using AI tools.

- **Rule 5.1 & 5.3: Supervision**

Supervise all use of AI and ensure compliance with ethical obligations and firm policies.

- **Rule 1.4: Communication**

Inform clients about the use of AI when it affects confidentiality, strategy, or billing and obtain informed consent when required.

- **Rule 3.3: Candor to the Tribunal**

Ensure AI-generated legal research, filings, and arguments are accurate.

- **Reasonable Fees**

Charge only for the time actually spent or consider a flat fee if appropriate.

DC Ethics Opinion 388

- **Competence & Understanding:** Understand AI's capabilities, limitations, and risks, especially differences from traditional legal tools. Outputs must always be validated.
- **Confidentiality:** Protect all client data when using AI. Ensure AI vendors have robust data security. Never input confidential information without safeguards or client consent.
- **Supervision:** Supervise everyone using AI. Ensure all use complies with professional standards and firm policies.
- **Candor & Accuracy:** All AI-generated content must be truthful and well-supported. Never rely on AI for legal authority.
- **Client Communication:** Be transparent with clients about how AI may impact their representation, particularly regarding privacy, billing, or case strategy.
- **Billing/Fair Fees:** Do not overbill if AI increases efficiency.
- **Ongoing Training:** Stay informed on technological advances, AI updates, and ethical rules.

Common pitfalls and how to avoid them



- **Inaccurate or Hallucinated Outputs:**

AI can generate incorrect or fictitious legal information (e.g., fake cases or statutes).

- SOLUTION: Verify results with trusted legal databases. Never rely solely on AI for case law or statutory research.

- **Lack of Legal Nuance:**

AI may miss jurisdiction-specific details, client context, or strategic subtleties.

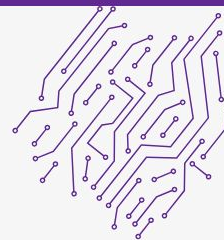
- SOLUTION: Use AI as a first draft or starting point only.

- **Confidentiality Risks:**

Inputting sensitive client data into public AI models risks breaches and privilege loss.

- SOLUTION: Use paid versions only. Always anonymize data.

Common pitfalls and how to avoid them



- **Bias & Discrimination:**

AI may perpetuate biases present in training data, leading to unfair recommendations or outputs.

- SOLUTION: Scrutinize for bias, review sources, and use legal judgement

- **Overreliance & Generic Solutions:**

AI-generated contracts or filings may be boilerplate and miss deal-specific or market terms.

- SOLUTION: Customize templates and GPTs. Review thoroughly for client needs.

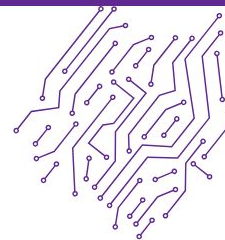


**Key differences
between general
purpose AI tools
and legal industry
specific tools.**



General vs. Legal-Specific Tools

Benefits



Benefits of General AI Tools:

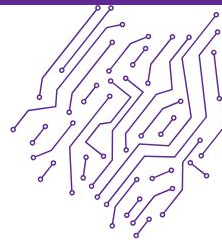
- Quick access to general legal insights, brainstorming, and drafting assistance.
- Useful for non-sensitive, preliminary research and efficiency in routine communication.

Benefits of Legal AI Tools:

- Accurate and jurisdiction-specific outputs for research and compliance reviews.
- Automation tailored for legal document management and risk identification.

General vs. Legal-Specific Tools

Risks



Risks of General AI Tools:

- Hallucinations and factual inaccuracies.
- Data privacy risk when handling confidential matters.
- Absence of legal-ethical guardrails can inadvertently cause professional or compliance violations.

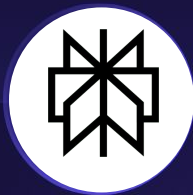
Risks of Legal AI Tools:

- Still requires attorney oversight. All outputs should be verified.
- May be expensive or complex to integrate for solo practitioners or small firms.
- Dependent on the vendor for regular data updates and maintenance.

Three powerful AI tools for solo practitioners and small firms. Let's learn and train.



Chat GPT



Perplexity



Claude



Chat GPT

Overview:

ChatGPT is an AI tool from OpenAI that answers questions, drafts documents, summarizes information, and supports research in real time. Lawyers can customize GPTs for specific legal tasks and share them with colleagues or clients.

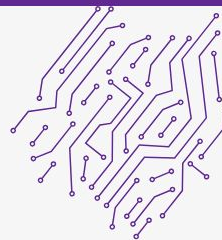
Best Feature:

Can be customized to adapt to your writing style and tone when creating content.

Benefits for Solo Practitioners and Small Firms:

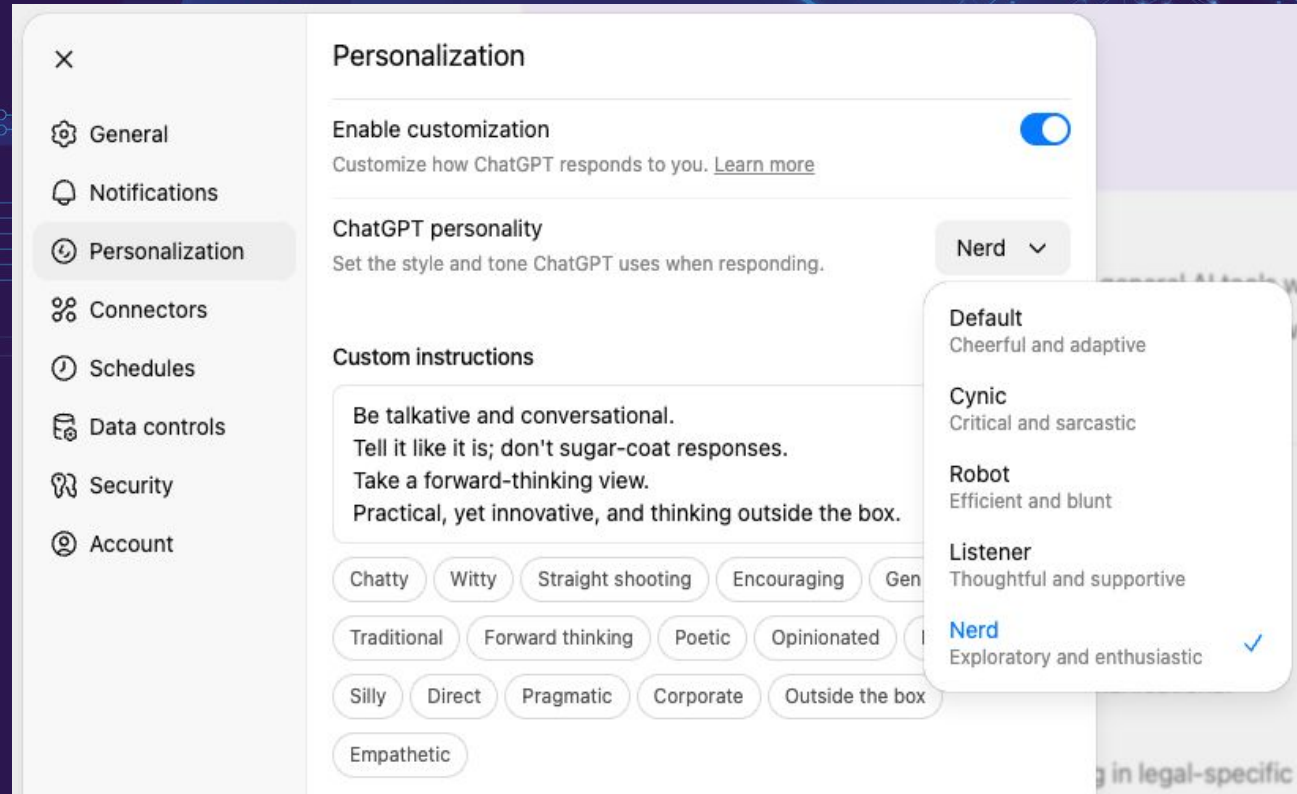
- Drafts client letters, motions, and marketing content quickly.
- Saves time on repetitive writing tasks, letting you focus on clients.

Let's train your Chat GPT tool.

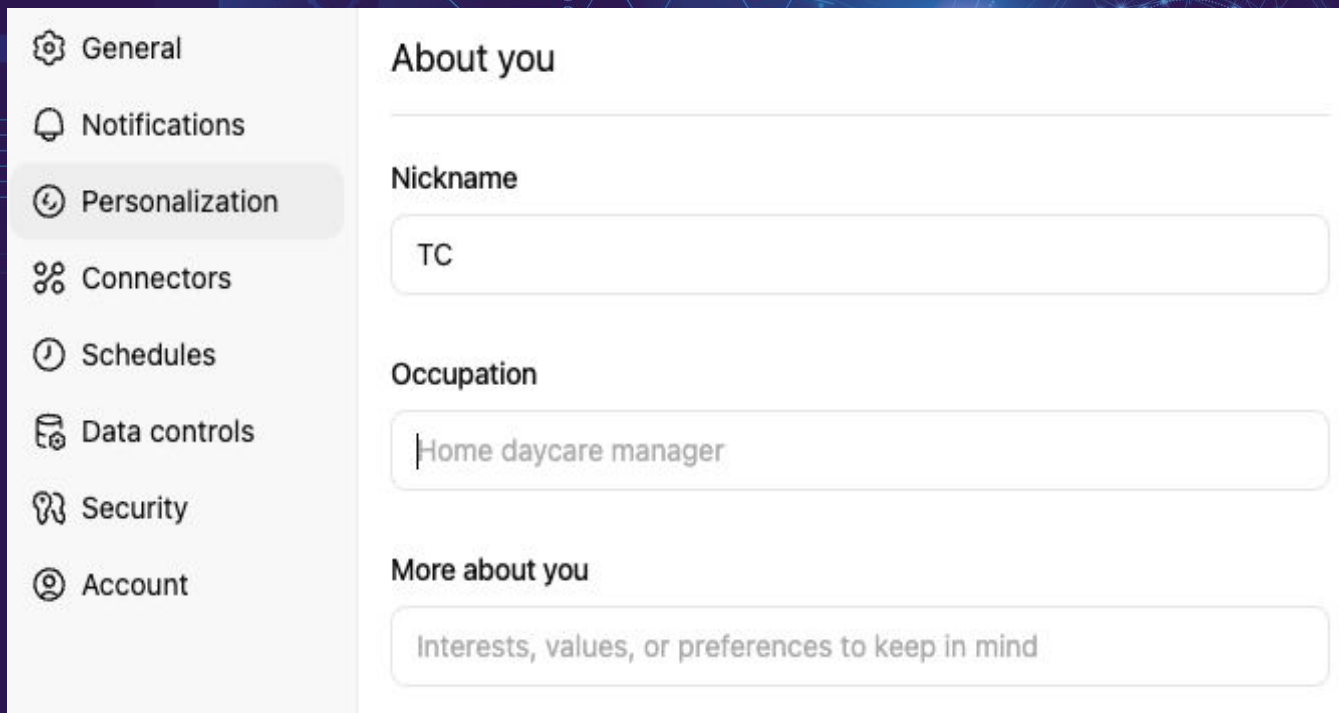


1. Customize your personal preferences.
2. Activate privacy settings.
3. Create custom GPTs that you can repeatedly use or share with others.
4. Use the open market to find GPTs created by others.

Chat GPT is built for conversation.



Train Chat GPT to create from your perspective.



The image shows a user interface for personalizing a chatbot. On the left is a sidebar menu with icons and labels for various settings. The 'Personalization' option is highlighted with a grey background. The main area on the right is titled 'About you' and contains three text input fields. The first field is for a 'Nickname' with the value 'TC'. The second field is for 'Occupation' with the value 'Home daycare manager'. The third field is under the heading 'More about you' and contains the text 'Interests, values, or preferences to keep in mind'.

- General
- Notifications
- Personalization
- Connectors
- Schedules
- Data controls
- Security
- Account

About you

Nickname

TC

Occupation

Home daycare manager

More about you

Interests, values, or preferences to keep in mind

Protect confidentiality.

×

⚙️ General

🔔 Notifications

🕒 Personalization

🔗 Connectors

🕒 Schedules

🔒 Data controls

🛡️ Security

👤 Account

Data controls

Improve the model for everyone Off >

Remote browser data On >

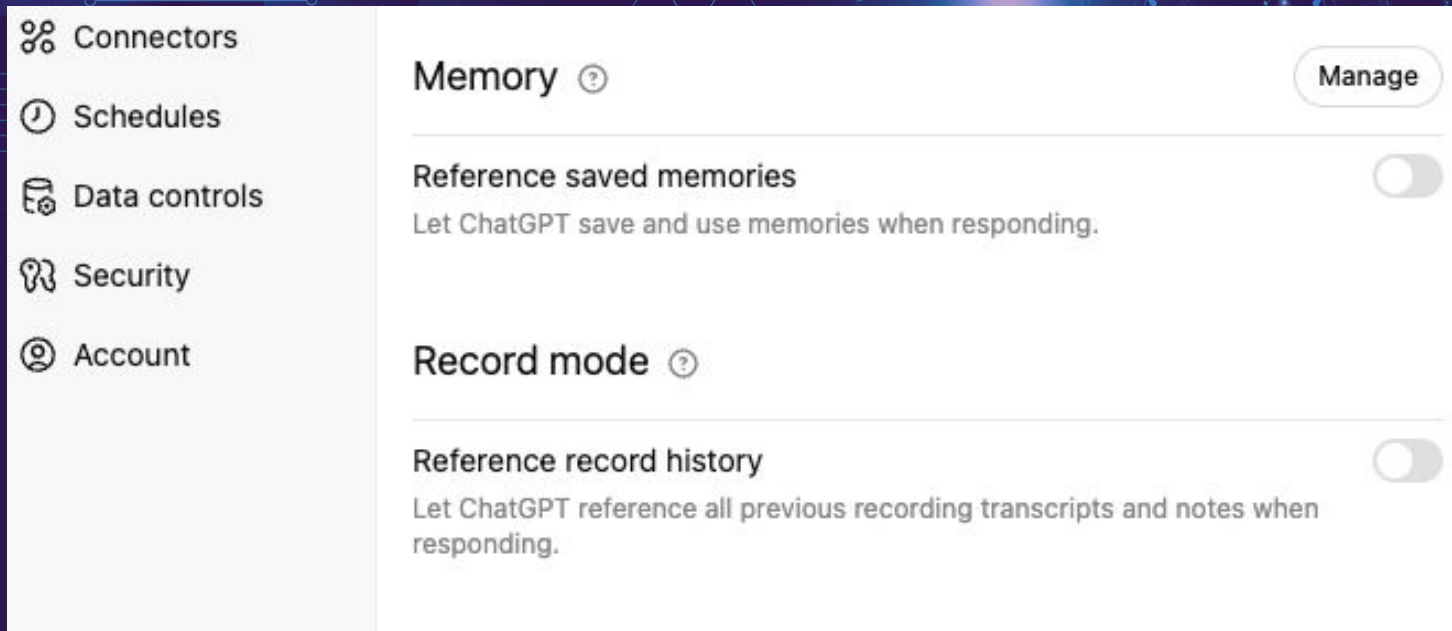
Shared links Manage

Archived chats Manage

Archive all chats Archive all

Delete all chats Delete all

Save memory with caution; don't conflate your cases. *Use custom GPTs instead.*



Build your own GPT. Think of it as a folder with your important background files and examples of how you like things done. Curate your resources.

New GPT

Draft

Create

Configure

+

Name

Name your GPT

Description

Add a short description about what this GPT does

Instructions

What does this GPT do? How does it behave? What should it avoid doing?

Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters

X

Knowledge

Conversations with your GPT can potentially reveal part or all of the files uploaded.

Preview

Model 5

+ Start by defining your GPT.

Use GPTs to access resources curated by others.

Featured

Curated top picks from this week

lawyers

All UpwardAction Advisory workspace



AI Lawyer

AI Lawyer GPT Does not constitute lawyer-client privilege and is NOT legal advice
By community builder 300K+



Co-Counsel (AI assistant for lawyers)

Versatile AI Assistant for Lawyers
By Renaud Pierre-Charles 5K+



AI for Lawyers GPT

Helps legal professionals understand how AI can be used safely, ethically, and effectively
By clio.com 800+



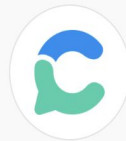
THE LAWYERS HANDBOOK

Kernel-enforced statutory legal engine with SYPHER strict obedience protocol
By Brett T. Jones 900+



Write For Me

Supercharged writing assistant
By puzzle.today



Consensus

Ask the research, chat directly with the world's scientific literature. Search references, generate summaries, and more.
By consensus.app



Scholar GPT

Enhance research with 200M+ resources and built-in critical reading skills. Access Google Scholar, PubMed, and more.
By awesomegpts.ai



AI PDF Drive: Chat, Create, Organize

Advanced AI agents for legal and professional work. Upload briefs, contracts and other documents. Chat with them to get answers.
By myaidrive.com



Perplexity

Overview:

Compared to ChatGPT and Claude, Perplexity is designed to be research-first, citation/source heavy, and less conversational.

Best Features:

Fast, citation-rich research. Dashboard of hot topics and current trends.

Benefits for Solo Practitioners and Small Firms:

- Acts like a research assistant/junior associate who is skilled in identifying sources quickly and efficiently.
- Cuts down hours of research by providing lots of sources from a deep well of data.

Personalize your experience.

Personalization

Introduce yourself

I'm a software engineer who likes to play guitar and go hiking

 Clear

Save

Protect your privacy.



AI data retention

All enterprise customers are automatically excluded from AI Data Retention. No model providers use Perplexity Enterprise data for training models.



Stay on top of what's hot.

Tasks

Your routines, supercharged. Set up Tasks to deliver the right content at the right time, automatically.



Describe what you want to automate



News Digest

Morning roundup of the most impactful news stories from around the world.

+ Task

Market Forecast

Weekly portfolio of stocks to watch based on performance and upcoming events

+ Task

Tech Insights

Weekly analysis of emerging technologies, AI developments, and their business implications.

+ Task

Science Explorer

Monthly digest of scientific breakthroughs, research papers, and space exploration...

+ Task

Sports Roundup

Daily summary of major sports events, scores, and breaking news.

+ Task

Entertainment Weekly

Weekly roundup of new streaming releases, trending shows, and entertainment...

+ Task



Perplexity is great, but there's a catch.



Don't trust, always verify. This is a draft, it needs your expertise.

- AI can mix multiple sources and smooth over disagreements.
- Citations can be outdated, low-quality, or not fully support the claim.
- Legal details are easy to lose or get wrong in summarization.

Do these things ...

- Open the citations and confirm that each key claim appears in the source.
- Cross-verify critical facts with a second query or independent source.
- Watch for math drift (numbers rounded or changed) and quote drift (paraphrases that alter meaning).



Claude

Overview:

Claude is strongest at working through long documents and handling detailed conversations. Compared to ChatGPT and Perplexity, Claude is optimized for extended context rather than quick research or customization.

Best Features:

Long memory, which is helpful for complex matters.

Benefits for Solo Practitioners and Small Firms:

- Keeps context when drafting multi-part projects like business plans or litigation strategy outlines.
- Useful for building policies, workflows, or client resources without losing track of earlier input.

Train Claude on how you like things done.

Settings

Profile

Account

Privacy

Billing

Features

Connectors

Claude Code

Full name



TC

What should Claude call you?

TC

What best describes your work?

Legal



What personal preferences should Claude consider in responses? BETA

Your preferences will apply to all conversations, within [Anthropic's guidelines](#). [Learn about preferences](#)

Ask clarifying questions before responding.

No memory. No searching. No training!



Data privacy

Anthropic believes in transparent data practices

Learn how your information is protected when using Anthropic products, and visit our [Privacy Center](#) and [Privacy Policy](#) for more details.

[How we protect your data](#) >

[How we use your data](#) >

Privacy settings

Export data

Export data

Shared chats

Manage

Location metadata

Allow Claude to use coarse location metadata (city/region) to improve product experiences. [Learn more.](#)



Help improve Claude

Allow the use of your chats and coding sessions to train and improve Anthropic AI models. [Learn more.](#)



Features

Control which features Claude uses in your conversations.

Artifacts

Ask Claude to generate content like code snippets, text documents, or website designs, and Claude will create an Artifact that appears in a dedicated window alongside your conversation.



AI-powered artifacts

Create apps, prototypes, and interactive documents that use Claude inside the artifact. Start by saying, "Let's build an AI app..." to access the power of Claude API.



Memory

Search and reference chats

Allow Claude to search for relevant details in past chats. [Learn more.](#)



Quality In. Clarity Out.

Use the **BRIEF** framework to
write effective AI Prompts.



B.R.I.E.F.

A Complete Prompt Framework for Lawyers

B — Background: Specify the role that the AI should play (e.g., research assistant, administrative assistant, paralegal, CIO, CTO) to set the right tone and expertise.

R — Request: State exactly what needs to be done (e.g., summarize, compare, create a plan) so the AI knows what to do.

I — Inputs: Provide the information, data, or documents the AI should use to keep it focused on relevance and accuracy.

E — Expectations: Set boundaries like word limits, tone, formality level, and jurisdiction to match your specific needs.

F — Format: Define how the answer should be delivered (e.g., bullet points, table, summary, list) for immediate usability.



DEMOS

Use AI to save time in your law practice

with Ready-to-Implement BRIEF Prompts.

Draft provisions in operating agreements.

—> Demo: [Chatgpt.com](https://chatgpt.com)

Weak Prompt:

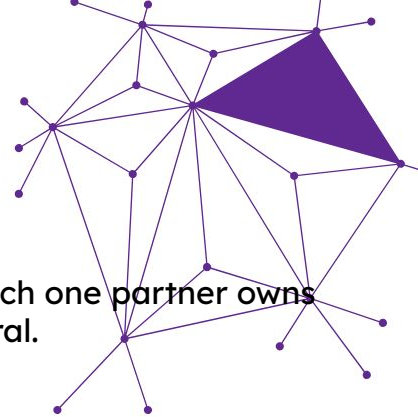
Draft a voting provision for an operating agreement for a fintech company in California in which one partner owns 60% and the other owns 40%. Create one version that favors the majority and one that is neutral.

BRIEF Prompt:

Act as an experienced business attorney drafting LLC operating agreements and create two versions of a voting provision for an LLC with two partners: one protective of the 60% majority owner and one neutral. Use the ownership percentages (60% majority, 40% minority) and assume a Delaware LLC structure. Keep provisions concise, enforceable, and in formal legal drafting style without commentary, limiting each provision to 3-5 sentences. Deliver the output in a labeled list with “Majority-Protective” and “Neutral.”

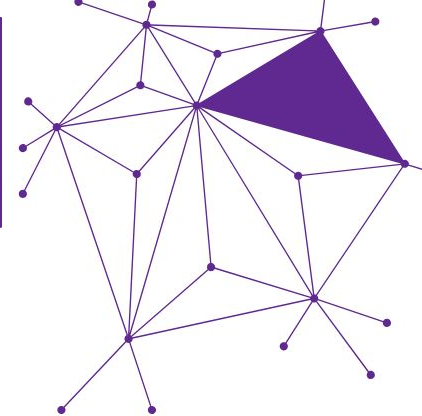
BRIEF Framework:

- **B (Background):** Act as an experienced business attorney drafting LLC operating agreements.
- **R (Request):** Create two versions of a voting provision for an LLC with two partners: one protective of the 60% majority owner, one neutral, and one protective of the 40% minority owner.
- **I (Inputs):** Use the ownership percentages (60% majority, 40% minority) and assume a Delaware LLC structure.
- **E (Expectations):** Keep provisions concise, enforceable, and in formal legal drafting style. Do not add commentary, only draft text. Limit each provision to 3-5 sentences.
- **F (Format):** Deliver the output in a labeled list with “Majority-Protective” and “Neutral.”



Brainstorm Discovery Questions

—> Demo: [Chatgpt.com](https://chatgpt.com) | [Perplexity.com](https://perplexity.com) | [Claude.com](https://claude.com)



Weak Prompt:

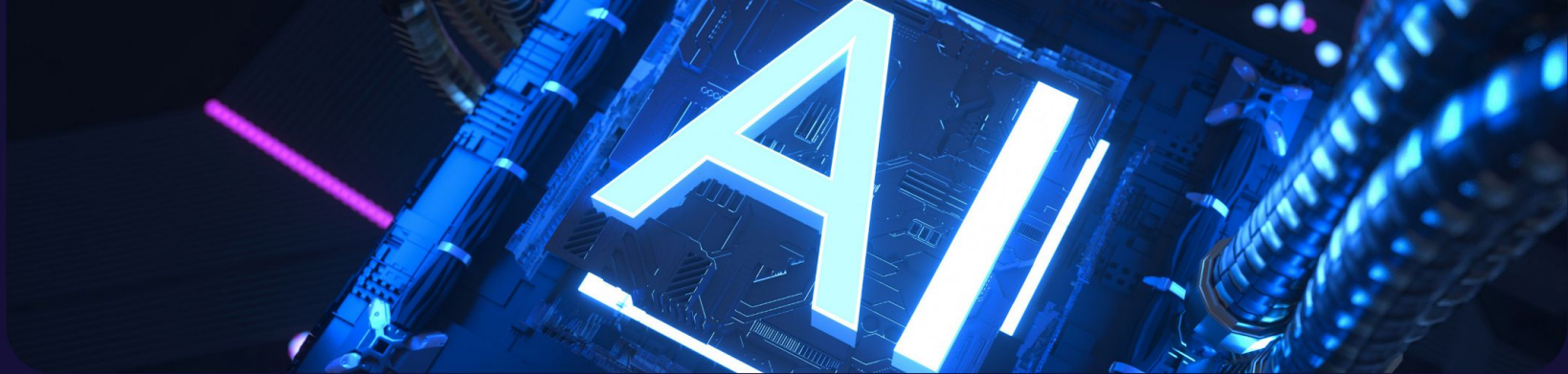
I am prepping for a deposition with a supplier who delivered goods a month late.
Draft 10 discovery questions I can use.

BRIEF Prompt:

Act as a litigation associate preparing discovery in a breach of contract case. The matter involves a supplier in Ohio who agreed to deliver goods by March 1 but instead delivered them on April 1, causing delays and financial harm to the client. Generate 10 open-ended deposition questions that explore the supplier's knowledge of the contract terms, reasons for delay, communications with the client, and internal decision-making. Use plain English, avoid legalese, and provide a clear numbered list.

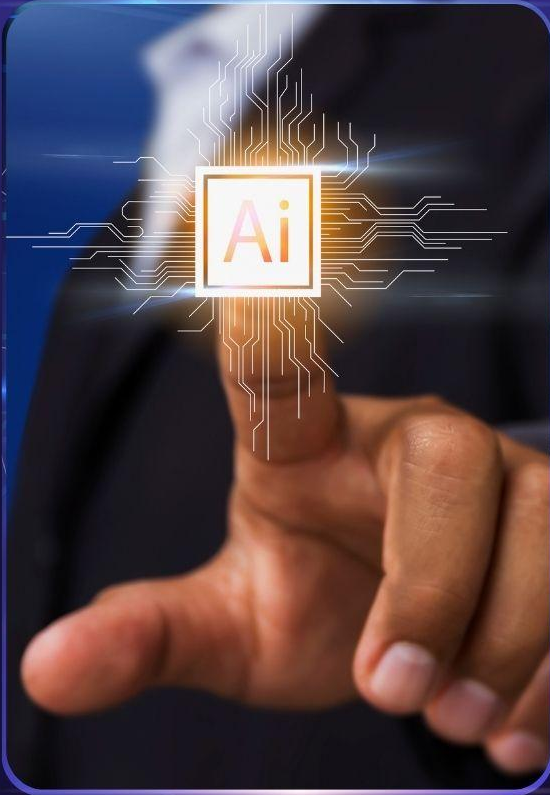
BRIEF Framework:

- **B (Background):** Litigation associate prepping discovery in a breach of contract case.
- **R (Request):** Brainstorm deposition questions for a late-delivery supplier.
- **I (Inputs):** Supplier promised delivery by March 1; delivered April 1; caused client delays + harm.
- **E (Expectations):** 10 open-ended, brainstorming-level questions; avoid legalese; not final legal work.
- **F (Format):** Numbered list of questions.



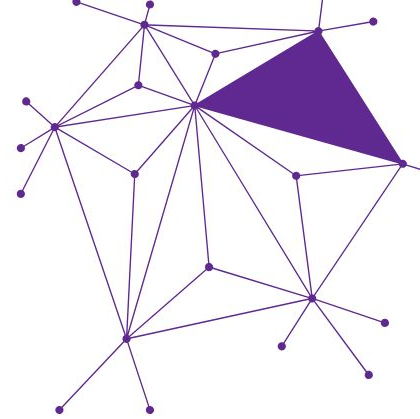
Remember this ...

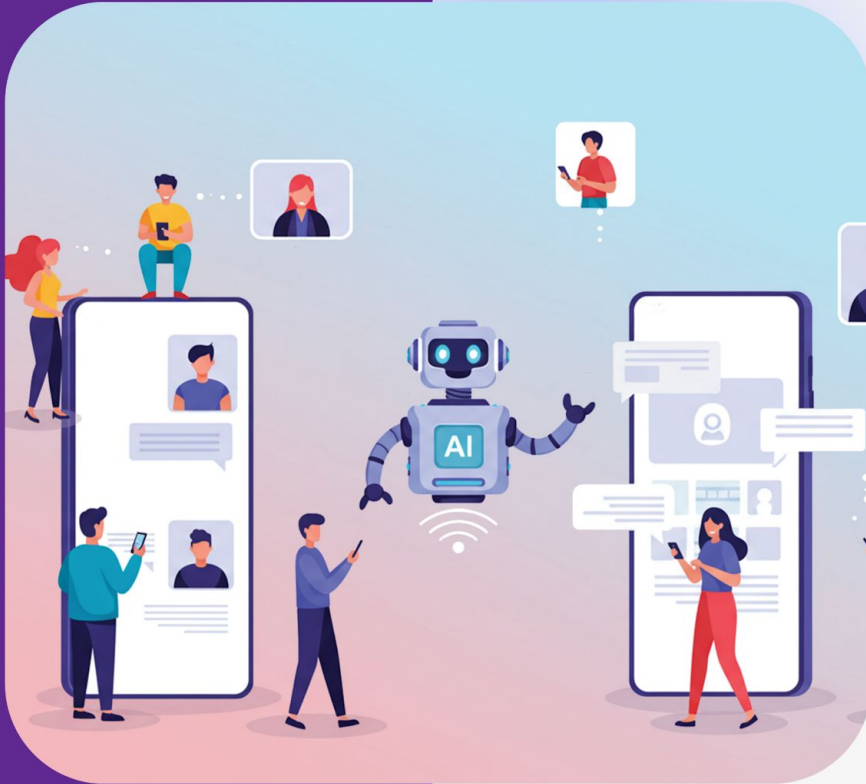
- AI can act as your administrative assistant, paralegal or junior associate, but never your law partner.
- Use AI to produce a first draft, never a final document.
- Never trust AI, always verify. This is a draft; it needs your expertise.



10 Sample AI Use Cases *for* Lawyers

1. Draft LinkedIn posts.
2. Summarize case law for motions.
3. Update client engagement letters.
4. Basic legal research.
5. Contract comparison.
6. Stress test your arguments.
7. Analyze opposing counsel's arguments.
8. Build client FAQs.
9. Jury prep.
10. Moot court.

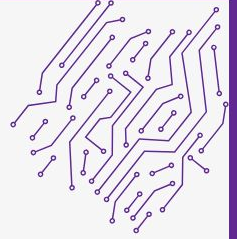




5 Day AI Action Plan



5 Day AI Action Plan



Visit www.UpwardAction.com/5-Day-Plan
for the 5 Day AI Action Plan.

*This link take you to the action plan that we will
continue to update periodically.*

About TC Cooper, Esq., AIGP, CIPM (IAPP)

TC Cooper, Esq.

Executive Coach • AI Governance and Use Case Strategist • Attorney

TC Cooper is the founder of UpwardAction® Advisory, a consulting firm that helps leaders and organizations navigate innovation, regulation, and change with clarity and integrity. A certified AI Governance Professional (AIGP) and Certified Information Privacy Manager (CIPM) through the IAPP, she is an executive coach and attorney who brings deep expertise in data protection, responsible AI, and compliance-ready operations.

With more than 25 years of experience, including service as Acting General Counsel of a publicly traded company and Senior Agency Official for Privacy in the federal government, TC is recognized for guiding executives through complex, high-stakes environments. Her work has supported institutions such as NASA, the White House Fellows Program, the Council on Foreign Relations, and the DC Bar Association. She has been featured in publications that include *Black Enterprise* and *Speaker Magazine*.





**Ready to elevate your
leadership for the AI era?**

**Learn about our upcoming AI training programs at
www.UpwardAction.ai.**

Connect with TC on LinkedIn at [LinkedIn.com/in/IAMCoachTc](https://www.linkedin.com/in/IAMCoachTc).

**Connect with the UpwardAction® Advisory team at
Create@UpwardAction.com**