



How to Go AI-Native in 90 Days

A playbook for plaintiff firms,
featuring plaintiff firms who've done it.





James Farrin opened his North Carolina personal injury practice in 1997, with just himself, one paralegal, and 23 clients. From the beginning, he oriented his work around one belief: if you treat people right, success will follow.

It did.

Today, his 60+ attorney, 280+ person firm operates in both North and South Carolina, covering a diverse range of practice areas.

James Farrin is not your prototypical early-tech adopter. In fact, he describes himself as “kind of a luddite” who prefers paper and pen. But he is a businessman, and he recognizes that AI isn’t something off on the horizon — it’s here now, and it’s rapidly changing what it means to practice plaintiff law.

When Farrin decided to embrace AI and become a fully AI-Native law firm, here’s what he told his team:

**“The sooner you get on board the train,
the less likely you're gonna get run over by the train.”**

He’s not exaggerating.

AI-Native law firms, who fully adopt AI tools throughout the case lifecycle, see eye-popping time savings and productivity gains.

Task	Before AI	After Going AI Native	Time Saved
Medical chronologies (78k pages)	Days/weeks	20-60 minutes	~95-99%
Complaint drafting	4 hours	1 hour	75%
Deposition prep	2-3 days	15 minutes - 3 hours	~90-95%
Case length (workers’ comp)	7-8 months	4 months	50%
Complex CA docket task	3 days	45 minutes	98%
Case review in hearing	15-20 minutes	Seconds	~99%
Document review (massive sets)	20 lawyers, weeks	1 person, minutes	~99%

All statistics and time savings quoted are based on interviews with two AI-Native law firms: James Scott Farrin and Smith Clinesmith.

This begs the question: If you're not embracing AI, what are you doing?

Because your competitors — both other firms in your practice area and the other side — are using these tools.

Now, becoming AI-Native is a serious undertaking. It's important to do it well, with the right processes, partners, and guardrails in place. The risks of getting it wrong are too high to shoot from the hip.

But the risks of not adopting are equally high.

That's why we wrote this guide. It's based on interviews conducted with two firms who went AI-Native to great results: the aforementioned James Scott Farrin, and Smith Clinesmith, a 40+ person firm with offices in Atlanta, Chicago, Dallas, LA, and D.C.

In the following pages, you'll hear directly from the following legal professionals on how to go AI-Native.

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JAMES SCOTT FARRIN



James Farrin,
Owner and Managing
Partner



Ryan Bliss,
Partner & Head of
Legal Technology



Jennifer Horn,
Operations Coordinator
and Lead Paralegal

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Dawn Smith,
Owner and Managing
Partner



Erik Montana,
Chief Strategy Officer



Jon-Paul McConnell,
Associate Attorney and
Director of Innovation

Here's the
90-day roadmap,
in the words of
the people who've
actually done it.

Make the Decision (*For Real*)

What to Do: _____

Stop exploring. Start committing.
Call a leadership meeting.
Put it on the calendar for this week.



James Farrin: “The single most important decision that law firms need to make in the coming year is to commit to adopting AI as much as possible throughout the organization. At first there'll be growing pains and you have to fight the battle of winning over the hearts and minds of your employees. But it's something that has to be done. So the sooner you start, the sooner you'll get done.”

Key Insight: _____



Ryan Bliss, Partner & Head of Legal Technology at the Law Offices of James Scott Farrin: “I viewed it as a massive project management lift. You need someone who owns this end-to-end.”

Action Items: _____

- ☐ Schedule leadership meeting (this week)
- ☐ Make the commitment firm-wide: AI adoption is mandatory, not optional
- ☐ Set your timeline: 90 days to full rollout
- ☐ Assign one person to own this (technology director, operations leader, or yourself)

Pick Your Partner

What to Do: _____

**Demo 2-3 platforms.
Pilot the best one immediately.**

Ask Questions That Actually Matter: _____



Erik Montana, Chief Strategy Officer at Smith Clinesmith: “Questions should be centered around privacy and security. What are you doing to protect my client's information? You should ask about the roadmap. Where's the company planning on growing? You never want a company that plans to be stagnant.”



JP McConnell, Associate Attorney and Director of Innovation at Smith Clinesmith, adds: “You should be paying attention to the LLM that they're basing it off of. Is this just Chat GPT that's closed off? The other thing you should be paying attention to is the customer support.”

Key Insight: _____

Erik Montana: “What sold us was the pilot. Being able to take that time, pilot, test it, try and break the system. I like to see what the limitations of systems are. That way I know how to realistically plan and prepare my team.”

Action Items: _____

- ☐ Demo Eve Legal and 1-2 competitors
- ☐ Ask about: security, privacy, training on your data, roadmap, customer support
- ☐ Run a 1-week pilot with 4-5 people
- ☐ Try to break it (seriously—this is how you learn the limits)
- ☐ Make the purchase decision

Set Up Guardrails

What to Do:

Draft your AI usage policy before anyone touches the tool.

What This Must Include:



Ryan Bliss: “You absolutely, as a law firm, need to have some ethical guardrails if you're adopting any sort of AI centric technology.”

Key Insight:

Ryan Bliss: “We drafted an AI usage policy that we asked all of our employees to review in granular detail and then sign. We have consistently tried to reinforce the fact that we have to double check and triple check any outputs.”

AI Usage Policy



Scan the QR code to download a free and customizable framework to create your firm's AI policy.

Action Items:

- ☐ Draft an AI usage policy
- ☐ Require all employees to read and sign it prior to getting access to the platform
- ☐ Establish review process: every AI output must be checked by a human

Build Your Implementation Team

What to Do: _____

Assemble 5-6 people who will become your internal experts.

What They Do: _____

- Meet weekly
- Play with the software extensively
- Develop ideas for department-specific uses
- Meet with your vendor's support team to share feedback and product requests
- Build custom tools (more on this next)

Who Should Be on This Team: _____



Ryan Bliss: “We had five or six members of our firm who are technologically sophisticated for the most part, interested in AI — that's an important one — and familiar with all aspects of firm operations.”

Action Items: _____

- ☐ Recruit your implementation team (tech-savvy + enthusiastic + cross-functional)
- ☐ Give them 2 weeks of dedicated time to learn the platform inside-out
- ☐ Schedule weekly check-ins through rollout

Interview Departments, Build Custom Tools

What to Do: _____

**This is the step that makes or breaks adoption.
*Don't skip it.***

The Questions to Ask: _____



JP McConnell: "We say, what is the hardest thing that you hate doing? And then we try to solve that problem. You start diving into those whys. Why do you hate doing it? You come up with a lot of other things that need to be fixed."



Ryan Bliss: "We interviewed each department and tried to get a sense of, 'what are the tasks that cause the biggest bottlenecks?' What are the things that bog you down from a productivity standpoint? What are the most frequent things that you do that also take the most time?"

Key Insight: _____

JP McConnell: "Understand what is the day-to-day of your average associate, of your average paralegal, of your average administration staff. Start with what hurts. And then run forward with that."

Action Items: _____

- ☐ Implementation team interviews each department head
- ☐ Ask: What takes the most time? What do you hate doing? What creates bottlenecks?
- ☐ Prioritize top 2-3 pain points per department
- ☐ Build custom templates /playbooks for each (Ryan: "We spent time behind the scenes developing tools that could essentially do most of those tasks, at just the push of a button.")

Demo by Department (*The Wow Factor*)

What to Do: _____

Show, don't tell.
One department at a time.

How to Run the Demo: _____



Ryan Bliss: “We created customized tools before the actual rollout so that we could demo it for people in a very non-scary way, in a way that would have that wow factor so they could see this tool and say, 'Oh, I could do that, and also I need that.'”

We threw Eve Legal up on the screen and said, ‘Hey guys, we interviewed your department heads. We understand you spend a lot of time summarizing medical records. This is a button that says ‘summarize medical records for me.’ People almost immediately were emailing me asking when can I have this.”

Key Insight: _____



Jennifer Horn, Operations Coordinator and Lead Paralegal at James Scott Farrin:

“It's really easy to get people to trust AI once you show them what it can do. We had a couple of Playbooks and Blueprints we showed everyone and everyone was wowed by it. So once you start showing the time savings, then they get on board. It's an easy sell.”

Action Items: _____

- ☐ Schedule 1-hour demo for each department
- ☐ Show them the custom tools you built for their specific pain points, like medical record overview, medical chronology, or demand letter drafting
- ☐ Let them see the time savings in real-time
- ☐ Answer questions, address concerns
- ☐ Give them access immediately after the demo

Launch with Support

What to Do: _____

Make it ridiculously easy to get help.

Support Infrastructure: _____



Ryan Bliss: “We set up an email listserv like a hub where people could send help tickets. We tried to foster a very supportive environment. There are no bad questions. We tried to be very quick about responding to help tickets just to make sure that people felt supported.”

Key Insight: _____



JP McConnell on customer success: “We had a customer success manager that was just out of this world. He helped me think through almost every problem that came up. He gave me tips and tricks I didn't even know I needed. It allowed me to get our firm up to like a 90% adoption rate in the first couple of months.”

Action Items: _____

- ☐ Set up a help desk (email, Slack channel, whatever works)
- ☐ Create a "no bad questions" policy
- ☐ Respond to every ticket within 2 hours
- ☐ Check department usage weekly
- ☐ Call anyone who hasn't logged in
- ☐ Lean on your platform's Customer Success Manager for implementation help

Keep Going, & Growing

What to Do:

Keep Evolving with Your Partner



Jennifer Horn: “We meet weekly with our customer service person and also have met directly with some of the developers showing us different ideas. They have mockups getting our feedback. It's so great to be included in helping it grow and develop.”

Gather Feedback & Discover New Use Cases



JP McConnell: “Our attorneys are finding new use cases every day. And that's the cool part about it, because it's the beginning of AI, we are finding new use cases for Eve like daily.”

Track Metrics That Matter



Ryan Bliss tracked one attorney's average case length: “For the past five years, this attorney's average case length hovered around seven to eight months. Very consistent. This calendar year, since using Eve Legal, it's down to a little over four months. Cut in half.”

Time savings is another metric these AI-Native firms tracked:

- Medical chronologies: Weeks → 20 minutes (JP McConnell)
- Complaint drafting: 4 hours → 1 hour (Erik Montana)
- Deposition prep: 3 days → 45 minutes (JP McConnell)
- Discovery responses: Days → hours (Jennifer Horn)

Action Items:

- ☐ Schedule regular meetings with your vendor. Share what's working and what's not. Shape the product roadmap together.
- ☐ Monthly department check-ins. Ask what's working, what's broken, what they need.
- ☐ Create channels for people to share creative uses they discover.
- ☐ Set up tracking for the metrics that matter most to your firm.



How to Handle Resistance

Not everyone is ready to adopt AI wholeheartedly from the jump. You may have to do some coaxing and cajoling, and it may take multiple tries to win everyone over. Here's some ideas on how to tackle skepticism.

- **James Farrin:** "We need to do our part to get employees bought in and using it and understanding this is not optional or something we can just choose not to use. It's like if somebody came in and said, 'No, I don't want to use a computer, I want to exclusively use pen and paper'. We'd say, 'this is not gonna work'."
- **Dawn Smith:** "When people say, 'I just don't have time to look into that,' I just tell them, that's kind of ridiculous. Just try it. Just try it and see what it can do."
- **Jennifer Horn:** "AI is having your own personal legal assistant or if you're an attorney, you have your own personal paralegal. It is not gonna take anyone's job away. It is just gonna enhance everything you do."



The Bottom Line

Going AI-Native is not always an easy process. But it is absolutely worth it. It's important to remember what you're actually buying. It's not software, or ever faster lawyers.

It's better client experiences.

- **James Farrin:** "The impact Eve can have is it really frees up our people to focus on the client experience. Less time and anxiety has to be spent on the back office operations. Technology and AI is meant not to be in between us and our clients, but behind us and our clients."
- **Dawn Smith:** "With all of the time that I save using Eve, I get to actually be a lawyer, spend time thinking about the case, figuring out creatively how to make it better. I don't have to spend that time doing the mundane things. So I can make my cases better."
- **Jennifer Horn:** "By saving so much time, we're able to spend more time with the clients. We're able to focus our energies on the things that bring more value to the case. Now we can give everything we have to bring full value to the case and give even a higher level of client care."



Start Monday

Your 3 Actions This Week:

- ☐ Schedule the leadership meeting where you make the commitment
- ☐ Reach out to Eve Legal to schedule demos
- ☐ Identify your implementation team lead (this person will own the next 90 days)

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This playbook is based on interviews with James Scott Farrin (Durham, NC) and Smith Clinesmith (Dallas, TX)—firms that successfully went AI-Native in 2025. Every quote is verbatim from managing partners, operations directors, and technology leaders who've done this work and seen the results.

Ready to start?

Visit www.eve.legal/demo to see Eve in action.

