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## Forbes Legal Council Member Spotlight: James Goodnow, Partner at Fennemore Craig, P.C.

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"The best road is the one you create for yourself — taking the good practices from the past and looking for ways to innovate in the future."

Forbes Legal Council members are partners of prestigious law firms, executive-level legal council for incredible companies, and experienced chief legal executives. They deal with a range of issues across industries, and all have valuable advice to share. To help you learn from them, we're profiling Forbes Legal Council members here on the blog. This week: James Goodnow.

James Goodnow is a partner at Fennemore Craig, P.C. a full-service law firm with locations in Arizona, Nevada, Colorado and its newest location: Illinois. A graduate of Harvard Law School, James is a member of Fennemore Craig's management committee and handles catastrophic injury, wrongful death and technology-related legal matters. The American Bar Association Journal named James one of "America's Techiest Lawyers."

### What is one thing you do that adds a personal element to your work (and/or sets you apart)?

We have a technology driven practice. It permeates everything we do. At the outset of a case, we provide certain clients with iPads, Google Glass, Apple Watches and more to stay in touch with them. During a case, we've ditched old-school demand letters for more powerful multimedia experiences — complete with videos, computer-generated imagery, expert witnesses and more. We've coupled those with encrypted websites that use leading-edge animation to explain dense concepts to adversaries and showcase our knowledge of the case. For case advocacy, we don't rely on just PowerPoint, but we often use cloud-based programs like Prezi for more fluid experiences and more dynamic presentations that resonate with the audience. We do our best to break down complex legal concepts on newsworthy cases — often recording videos in a mini-studio we've set up in our office that then get posted on a dedicated legal commentary website. But for all the technology we use, we know there's no substitute for careful thought — and that drives everything we do and how we approach our cases.

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### What is your top tip for aspiring legal professionals?

Forge your own path. The legal industry can be formulaic to a fault for generations before. Although that can be true, there will be many times where it's not. There is no one-size-fits-all way to handle a case. Similarly, there is no one gold-standard career path.

practices from the past and looking for ways to innovate in the future. But go in with your eyes open. If you don't follow a traditional path you may at times draw criticism. The legal profession is one of the most conservative professions that exists. But if you stick to your guns and follow your instincts, you will not be sorry.

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