

	Name of Product	In essence, this product is ...	Lawyers turn to this product for ...	After using this product, lawyers will be able to ...	Contributor characteristics
Written Resources	Blog (ICLE Partner)	Short articles by ICLE Partners showcasing their expertise to lawyers and potential clients	Insights from their peers about what's going on in Michigan legal practice	Understand what other Michigan lawyers are currently doing or are interested in	ICLE Partner who writes well and is willing to express a point of view
	Blog (Technology)	Tech trends and advice tailored for lawyers	Updates and tips on the latest trends, products, and tech issues	Apply the latest tech trends and tips to their practice	Expert in using tech for law practice
	Book chapters	Authoritative, complete, and continually updated legal analyses	Getting started; help with researching a legal issue, learning the law, or practical advice	Answer client questions, get annotations for briefs and arguments, get oriented on a subject	Subject matter expert who writes clearly and succinctly with practical tips/advice
	Checklists	Practical reminder lists to help avoid mistakes and oversights	A safety net; recap of all the bases to cover for a task	Identify the right tasks, avoid mistakes and malpractice	Experienced lawyer with practice-tested checklists
	Formbank	Reliable starting points for Michigan-specific drafting	Michigan-specific samples and templates of common legal documents	Tailor a form for their specific use	Experienced lawyer with practice-tested forms
	How-to Kits	Step-by-step guidance for handling common legal transactions or tasks	Help handling unfamiliar transactions or tasks, or refreshers on more familiar transactions or tasks	Perform an unfamiliar task confidently and thoroughly or check the progress/ completion of a familiar task	Subject matter expert who has perfected a system for performing a transaction or task
	Top Tips in Ten Minutes (written)	8-12 tips (not step-by-step guidance) on targeted topics with broad appeal	Brief, practical, conversational advice and insight about a specific topic	Apply the advice to improve their practice	Subject matter expert with accessible and conversational writing style
Video Resources	On-Demand Studio Webcast: Practice Trends	Insight and advice on hot legal trends you'd hear from experienced partner down the hall	Expert advice on the major trends affecting their practice; awareness of issues in related practice areas	Know what to expect in their future practice and to converse intelligently with a client on a topic	Engaging speaker and subject matter expert, able to provide practical examples and anecdotes
	On-Demand Studio Webcast: Law Practice Management	Trusted guidance on the business side so you can focus on practicing law	Quick help with the business of running their practice so they can get back to their clients	Apply shortcuts and techniques for the business side of practicing law; save time with what they learn	Engaging speaker who has implemented and successfully used the LPM suggestions described
	On-Demand Studio Webcast: Law Update	Explanation of new laws and their likely practice implications	The latest information on new law and its impact	Stay current in their practice area and understand how a new law affects their practice	Engaging speaker and subject matter expert, able to provide practical examples and anecdotes and discuss new law's implications
	On-Demand Webcast: Technology	Custom-fit tech options for your modern practice	Information on devices and programs they can use in their practice	Assess, choose, and use new technological devices and programs	Tech expert able to explain things clearly, often with demos
	On-Demand Webcast: Studio Lecture	"TED Talks" of ICLE	Information relating to a general area of competency from a succinct, well-choreographed lecture	Understand an overview and practice perspective on a discrete area; drill down into the key issues	Engaging speaker and subject matter expert; able to deliver a short and coherent talk
	Online Interactive Skills Training	On-demand training with practice and feedback	Applied knowledge to become an expert	Perform a new skill competently and confidently	Subject matter expert with good teaching and mentor/coaching skills; accessible at planned intervals
	Top Tips in Ten Minutes (Video)	8-12 tips (not step-by-step guidance) on targeted topics with broad appeal; brought to life with graphics and video presentation	Demonstrative tips with graphics used to convey key points	Apply the advice to improve their practice	Engaging subject matter expert; dynamic and comfortable being recorded
Live Events	Live Lectures	Learning sessions and networking opportunities with experts and peers	Updates and new perspective on the law	Get updated and/or get a new subject area perspective	Engaging speaker and subject matter expert; provides good written materials to support the lecture
	Live Skills Training	Hands-on learning with immediate practice exercises and feedback	Hands-on learning with feedback	Perform a new skill competently and confidently	Subject matter expert with good teaching and mentor/coaching skills