



MANSFIELD RULE FOR WORKFLOW WINNING INNOVATION AT ALM'S LEGALWEEK LEADERS IN TECH LAW AWARDS

Nixon Peabody & Diversity Lab Collaborate on a New Tech Tool to Boost Inclusivity in Work Allocation & Foster Team Diversity

SAN FRANCISCO (March 23, 2023) — Diversity Lab is pleased to announce that Mansfield for Workflow, its collaboration with [Nixon Peabody](#) through the [Move the Needle Fund](#), won ALM's 2023 "Innovations for Diversity and Inclusion Award" this week.

Mansfield Rule for Workflow (MRW) is a tech-supported initiative that empowers leaders to allocate work equitably and cultivate inclusive client teams. It functions as a "bias interrupter" to help Nixon Peabody's leaders find and build diverse teams while also furthering associates' career development. MRW works through an online directory that allows lawyers assigning work to access and learn about associates across the firm, including their desired work experience and real-time availability, while considering at least 30% underrepresented lawyers for new assignments. It serves to interrupt the proximity, recency, and confirmation biases that often seep into traditional free market staffing processes at many law firms, which can lead to unequal distribution of opportunities. Nixon Peabody has adopted MRW across 12 of its practice areas, which includes hundreds of associates in 16 offices.

Diversity Lab's CEO, Caren Ulrich Stacy, commented, "Witnessing the extraordinary openness of Nixon's firm leadership to help design and test this new way of working has been awe-inspiring. In 30 years of working with lawyers who are often slow to adopt change – especially new tech tools – it's unusual and refreshing to see this level of adaptability and innovation. Nixon's leaders have played a hands-on, active role in launching, measuring, and iterating MRW over the last year to support the growth, advancement, and retention of their lawyers through equitable work allocation for the benefit of their firm and clients."

Diversity Lab is working with Nixon Peabody to measure the impact of MRW, including the inclusivity and diversity of client teams before and after implementation, their associates' satisfaction with access to work, and their partners' level of adoption with the tool now and going forward. The continued measurement of outcomes is core to this effort, as Nixon Peabody has demonstrated through its participation in Diversity Lab's Move the Needle Fund and having achieved Mansfield Plus Certification for the fifth consecutive year.

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About Diversity Lab:

[Diversity Lab](#) is an incubator for innovative ideas and solutions that boost diversity and inclusion in law. Experimental ideas are piloted in collaboration with more than 250 top law firms and legal departments across the country. Diversity Lab leverages data, behavioral science, design thinking, and technology to further develop and test new ideas and research, measure the results, and share the lessons learned.

About Nixon Peabody:

As a Global 100 law firm with more than 600 lawyers, we work together across 16 offices to deliver high-quality legal counsel to our clients. We are curious and focused lawyers, diverse in our backgrounds but united by our proactive, business-minded approach to address complex challenges and create value for our clients. We are proud of the many awards and recognitions our lawyers and the firm have received for excellent legal work and outstanding client service. But we also pride ourselves on two other critically important elements of our core mission – creating a positive impact in our communities and ensuring that we have an equitable and inclusive environment for our people.

About ALM Leaders in Tech Law Awards:

The third annual Legalweek Leaders in Tech Law Awards honored individuals and organizations for their achievements in innovation in the past year in a wide array of categories across law firms, legal departments, and technology vendors. The winners in all categories were announced during an in-person awards ceremony on March 20, 2023, during the [Legalweek](#) conference in New York.