



ALA Business Partner News

April 2016

Business Partner Interview: Traveling Coaches

5 Questions with Gina Buser, Co-Founder and Chief Executive Officer, Traveling Coaches

- 1. Traveling Coaches serves as a strategic partner to clients, consulting with them on how to achieve a higher level of user adoption and how to help users cope with change. In what ways do you accomplish this?**

We've all been told that people don't like change. Any change. The fact is, people don't mind change at all, as long as it benefits them. Show people "what's in it for me" and most will gladly jump onboard. Traveling Coaches helps firms look beyond features and functions to frame their change initiatives in terms of tangible benefits. When we show lawyers and staff what's in it for them, they actively and enthusiastically embrace new tools, policies and procedures. Our projects succeed where others fail because we address their hearts as well as their heads with engaging, effective communications; engaging learning experiences and timely reinforcement of the new behaviors.

- 2. Being an ALA business partner is not just about sales, but also about building relationships. How does Traveling Coaches achieve this?**

From our inception, Traveling Coaches has been about relationships. We truly value our relationships with people and our relationships with the legal industry as a whole. We are fortunate to work with so many wonderful people from such diverse firms and never hesitate to give back. Whether speaking at local and regional chapter meetings, the Annual Conference or over a cup of coffee, we love to share our experiences.

- 3. On what types of projects are you and Traveling Coaches currently working with ALA member firms?**

Staff development is at or near the top of everyone's agenda, so our understanding of evolving roles and their associated competencies make us a valuable partner for any firm. Last year, we introduced the LegalMind personal learning portal to empower HR directors and develop the technology and soft skills of their staff as well as their lawyers. Information security awareness is another area in which we are helping protect the private and confidential information of law firms and their clients.

- 4. What makes Traveling Coaches so unique?**

Our commitment to excellence, our ability to craft products and services that drive performance and client service, our years of experience with law firms, and our close-knit family of employees make Traveling Coaches a unique business partner. We genuinely care and seek to consistently make a difference in the lives of our employees and our clients alike. Our methodology, culture and passion for adding value have created an environment where high-performing talent can grow personally and professionally without sacrificing themselves or their families.

- 5. Outside of Traveling Coaches, how do you spend your free time?**

Having twin teenage boys means sports, sports and more sports. I spend as much time as possible with my daughter and 6-year-old granddaughter. While I love European vacations, a beautiful

Caribbean beach is good for my soul. Nothing clears my head better than the sound of the waves and the sight of the ocean. I also volunteer for several organizations, serve on the board of my church and participate in a number of women's leadership roles. I firmly believe we are blessed not so we can have more stuff, but instead, so we can bless others.

GINA BUSER

Co-Founder and Chief Executive Officer, Traveling Coaches



[Gina Buser](#) is Co-Founder and Chief Executive Officer of technology consulting company [Traveling Coaches, Inc.](#) She began working in the legal industry as part of a high school work program. Since then, she has worked as a Legal Secretary, Paralegal, Office Administrator, Human Resources Manager and law firm IT Director. In 1995 she launched Traveling Coaches, a consultancy that specializes in helping law firms navigate changes in people, policies, products and processes to get the maximum return on their technology investments. Over the last 20 years, Buser and her company have partnered with law firms and corporate legal departments of all sizes, geographies and specialties including 78 of the Am Law 100, UK Magic Circle Firms as well boutiques and sole practitioners.