



FACTOR

# Sensemaker Academy: Program Guide



# Why It Exists

Legal teams are at an inflection point. GenAI is everywhere, yet fluency is rare. According to Factor's GenAI In Legal Benchmarking Report 2025, over 60% of legal departments now provide GenAI access to most or all team members, yet fewer than 1 in 5 legal professionals feel confident using it. More than 20% admit they really need help. That gap between access and capability is

holding legal teams back.

Sensemaker Academy is Factor's solution: a structured, hands-on training program designed to build confidence, competence, and creativity with GenAI across legal departments and law firms. It replaces passive product demos and one-size-fits-all training with active learning, role-specific exercises, and safe experimentation.



# Who It's For



**In-house legal departments** rolling out enterprise or domain specific AI tools



**Legal professionals at all levels** — from junior lawyers to GCs



**Law firms** aiming to build GenAI proficiency across their practice groups



**Legal ops, L&D, innovation, and transformation leaders** seeking scalable, structured enablement

# Program Format

## 1 on-demand foundational module + 5 live facilitated workshops

- Delivered via a private, secure, AI-enabled sandbox
- Supported by AI coaches that adapt to individual experience level
- Built around real legal work, not generic tasks

**Delivery format:** Virtual by default; in-person delivery available on request

**Typical cohort size:** Up to 20 participants per group

**Program length:** 6 sessions over 6–8 weeks

**Includes:** Skills assessments, Ask Me Anything support line, CLE/CPD credit, and quarterly expert-led masterclasses



# Learning Objectives

By the end of the program, participants will be able to:



Understand what GenAI is (and isn't), including core terminology and risks



Use GenAI to generate, edit, summarize, analyze, and reason through legal content



Identify where GenAI can support their own day-to-day work



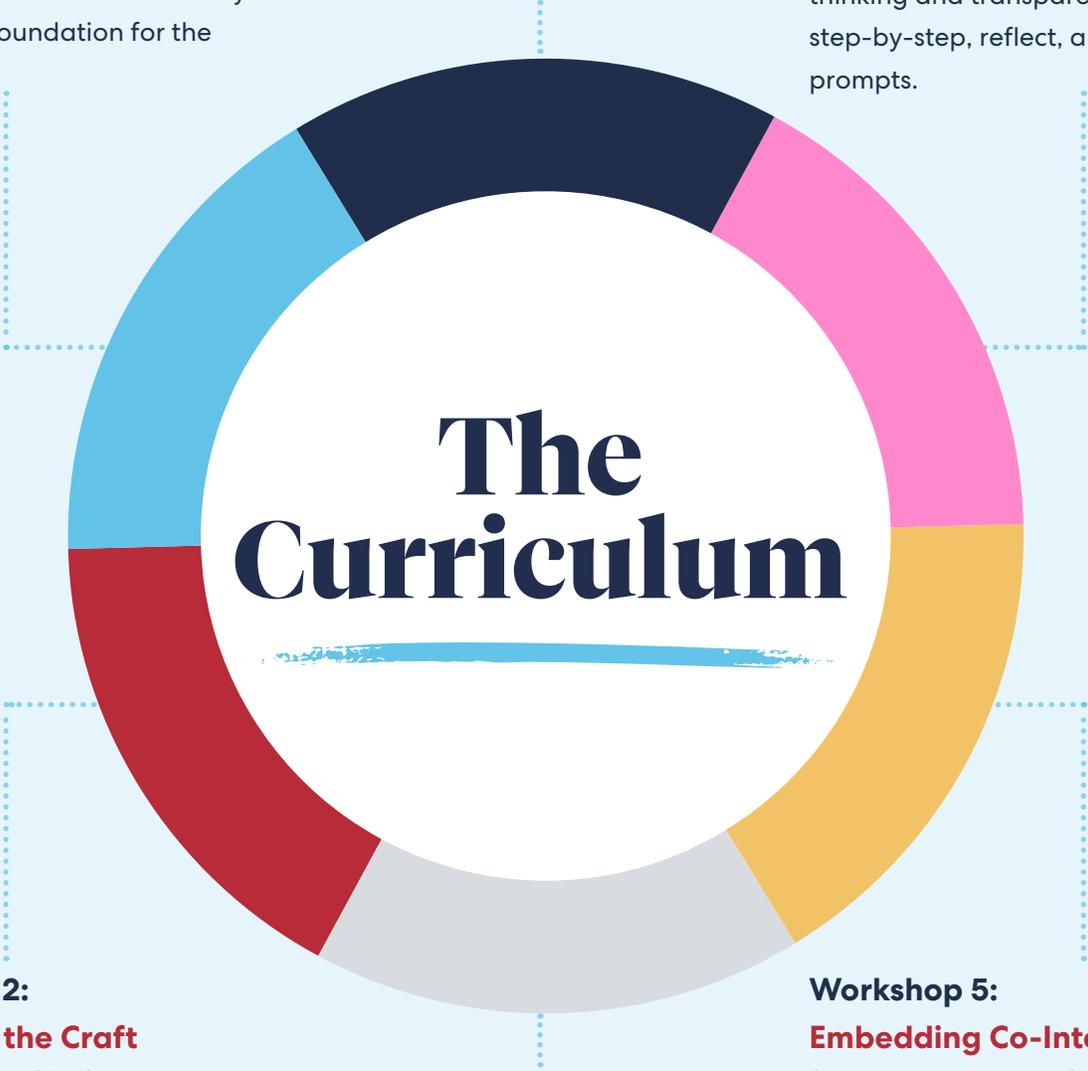
Spot and mitigate hallucinations and bias



Instruct AI clearly and effectively using structured frameworks



Build the muscle memory to use AI safely, effectively, and imaginatively



# The Curriculum

## On-Demand:

### Demystifying AI

Debunks AI myths, defines key terms, and explains the difference between AI access and AI fluency. Sets a clear foundation for the workshops.

## Workshop 1:

### Building the Legal AI Mindset

Participants work through more than a dozen realistic legal tasks (e.g., summarizing a clause, identifying risks, reframing an email) using AI coaches that simulate real legal work.

## Workshop 3:

### Reasoning at the Frontier

Introduces advanced reasoning techniques and models. Participants practice structured thinking and transparency using step-by-step, reflect, and ask prompts.

## Workshop 2:

### Mastering the Craft

Teaches the RACER framework (Role, Action, Context, Expectations, Restrictions) for effective prompting. Participants learn how to collaborate with AI as they would a colleague.

## Workshop 4:

### Steering AI Responsibly

Covers hallucinations, bias, and output reliability. Participants use the ACE (Accurate, Complete, Evidenced) framework to evaluate responses and build trust boundaries.

## Workshop 5:

### Embedding Co-Intelligence

Shows how to apply GenAI in context — from contract review to compliance to litigation. Participants experiment with multimodal tools for tasks like image interpretation, data analysis, and scenario planning.

# What Makes Sensemaker Academy Different



**Hyper-relevant:** Legal-specific content tailored by function, experience level, and AI maturity



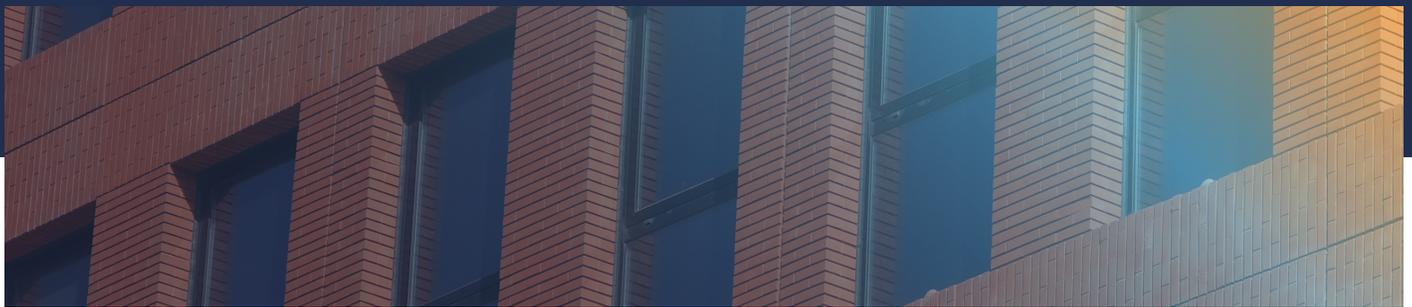
**Hands-on:** Not a lecture series. Participants engage, experiment, and apply.



**Guided, not gated:** Real-time facilitation, responsive AI coaches, and structured frameworks



**Sustained learning:** Masterclasses, support line, and benchmarking to support change over time



## How Success Is Measured

Success is defined by three key outcomes:

**CONFIDENCE:** Participants feel equipped to engage with AI and talk about it credibly

**COMPETENCE:** Participants know when and how to use GenAI effectively

**CREATIVITY:** Participants begin to experiment, delegate, and reimagine workflows

The program includes before-and-after assessments, live tracking of usage and improvement, and benchmarking against peer organizations.

# Pricing & Configuration

Program pricing scales based on the number of participant groups and cohort size. We recommend groups of up to 20 for optimal interactivity, but we can accommodate groups as large as 800 participants, or more.

*\*Pricing assumes some light configuration by participant group. Larger 80-person cohorts are typically used for company-wide implementation rather than practice- or region-specific segmentation.*



## **\$45,000 | Starter Cohort:**

Up to 20 participants in one participant group.



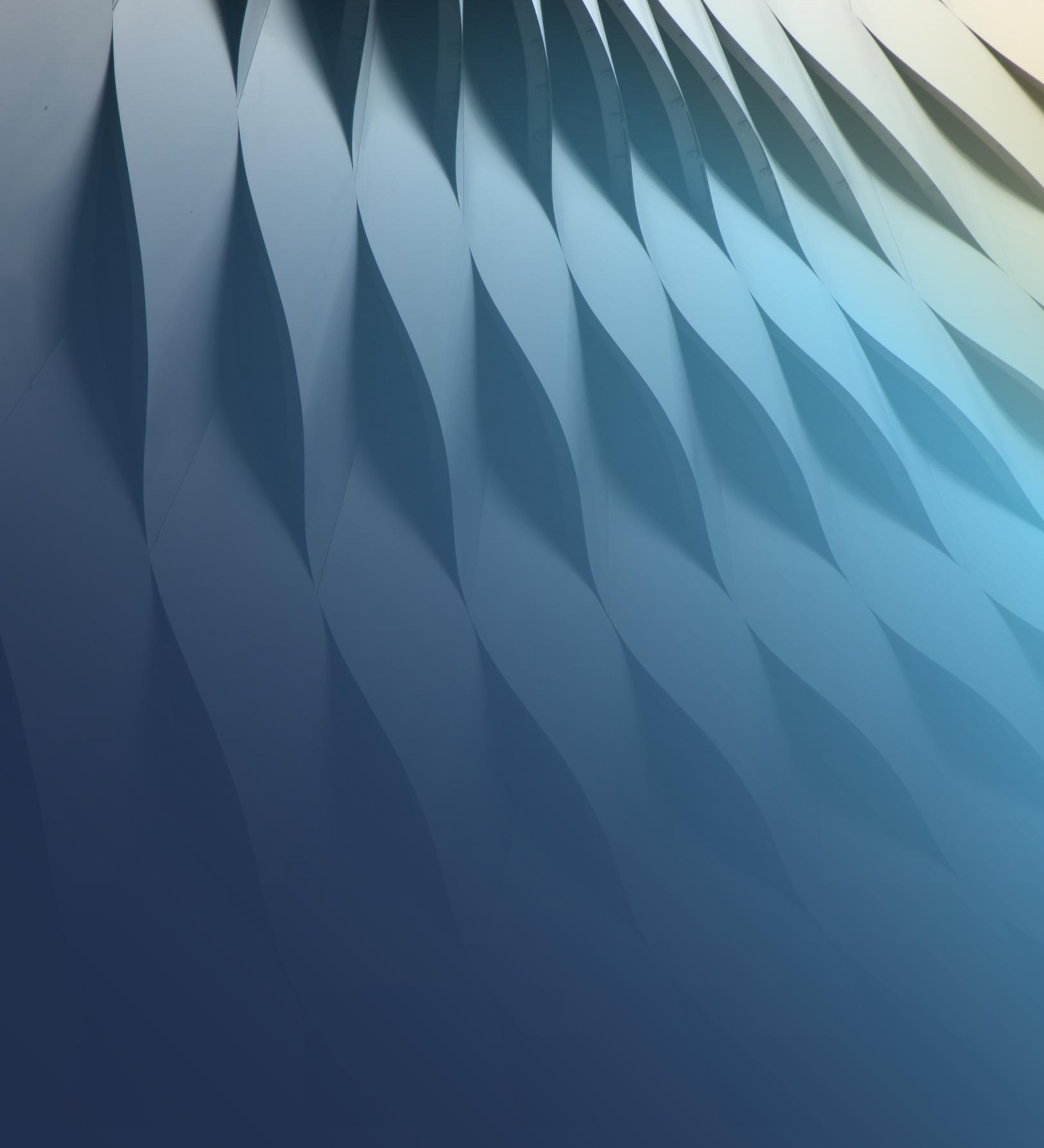
## **Price on Demand - Additional Groups**

We will partner with you on group design and pricing for larger teams.

Because having access isn't the same as having fluency.

## How to Get Started

To bring Sensemaker Academy to your team, speak to your Factor representative or visit [factor.law/contact](https://factor.law/contact).



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