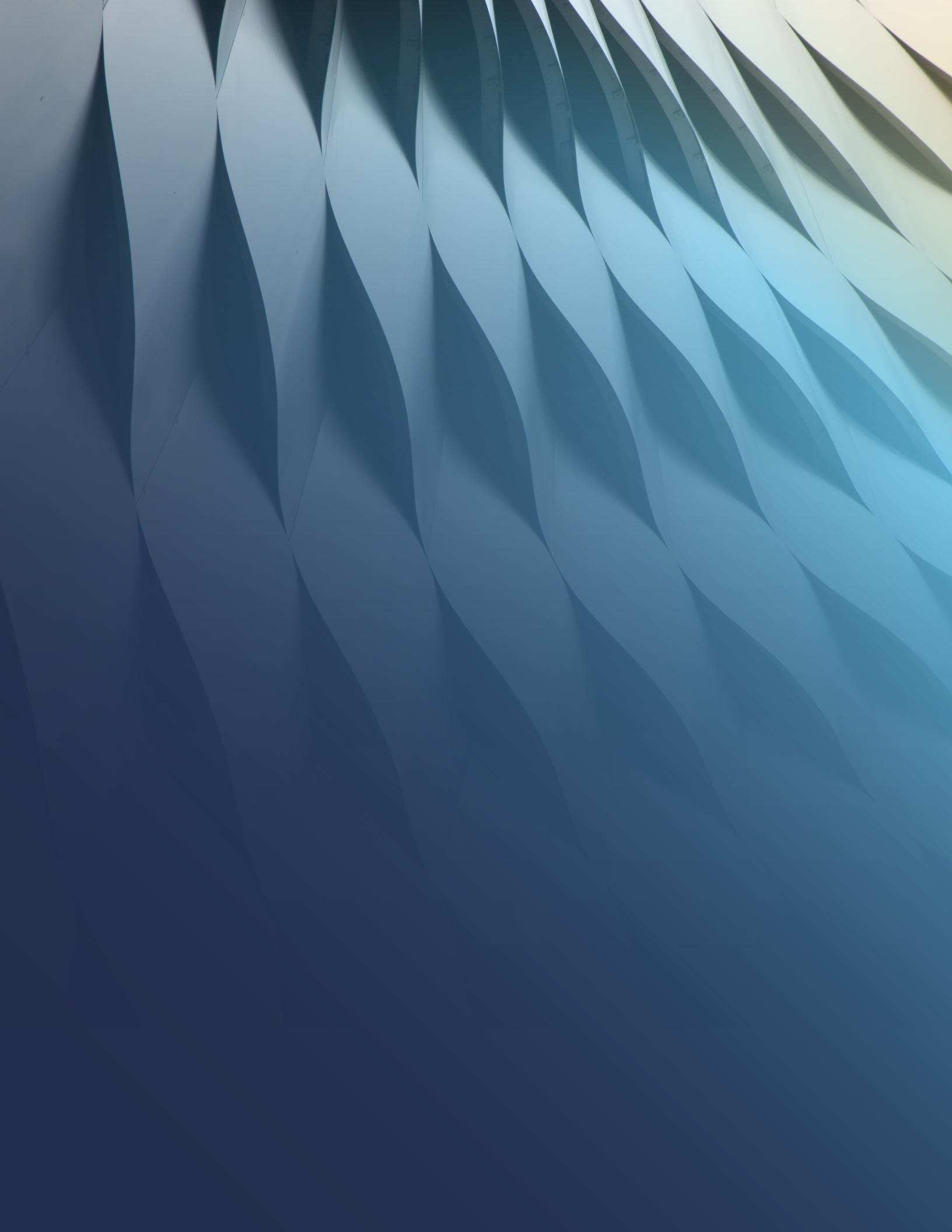




FACTOR

# 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



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



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



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

# Program Format

**1 on-demand foundational module +  
4 live, facilitator-led 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:** 4 live sessions delivered over 4–6 weeks

**Includes:** Skills assessments and benchmarking around AI upskilling and adoption



## 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

## On-Demand:

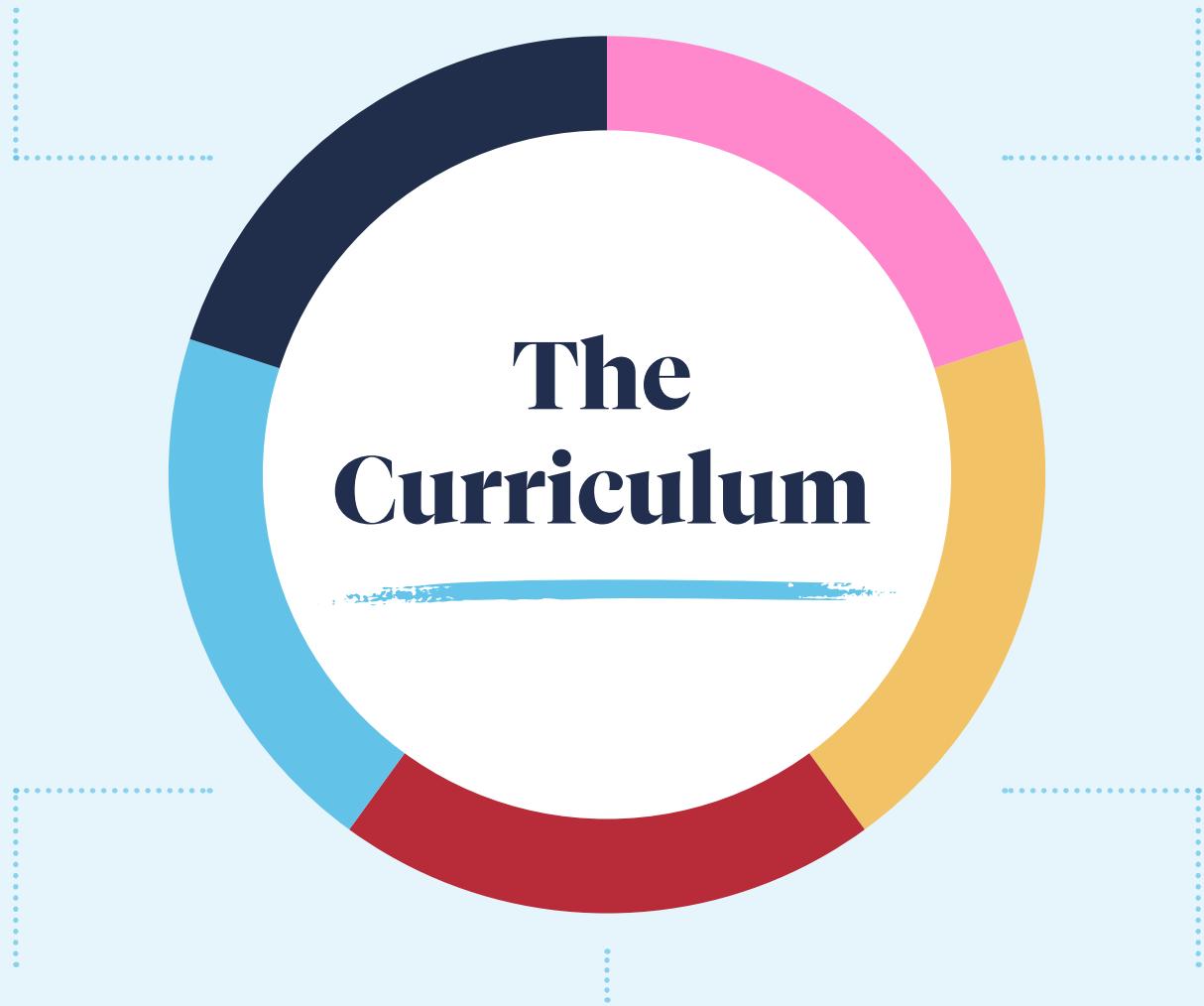
### Demystifying AI

Debunks AI myths, defines key concepts, and establishes essential AI vocabulary for legal teams. Addresses core considerations such as data ownership, privacy, and the difference between AI access and AI fluency. Sets a clear foundation for the live workshops.

## Workshop 1:

### Building the Legal AI Mindset

Participants work through a series of realistic legal tasks (for example, summarising clauses, identifying risks, or reframing communications) using AI coaches that simulate real legal work. The session focuses on identifying where AI adds the most value across legal workflows using the Analyst, Editor, and Creator framework.



## Workshop 2:

### Prompting & Interacting with AI

Teaches the RACER framework (Role, Action, Context, Expectations, Restrictions) for clear, structured prompting. Participants learn how to collaborate effectively with AI, refining prompts through iteration to improve clarity, usefulness, and consistency of outputs.

## Workshop 3:

### Understanding Limits & Risks

Covers why AI makes mistakes, including hallucinations, bias, and overconfidence. Participants learn practical techniques to verify outputs, apply guardrails, and assess reliability in legal contexts, building confidence in when and how to trust AI-generated results.

## Workshop 4:

### Advanced AI Capabilities

Introduces advanced AI capabilities such as reasoning models, multimodal interactions, and emerging AI agents. Participants explore how these approaches can unlock new ways of working in legal teams, while understanding where human judgment remains critical.

# What Makes Sensemaker Academy Different



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



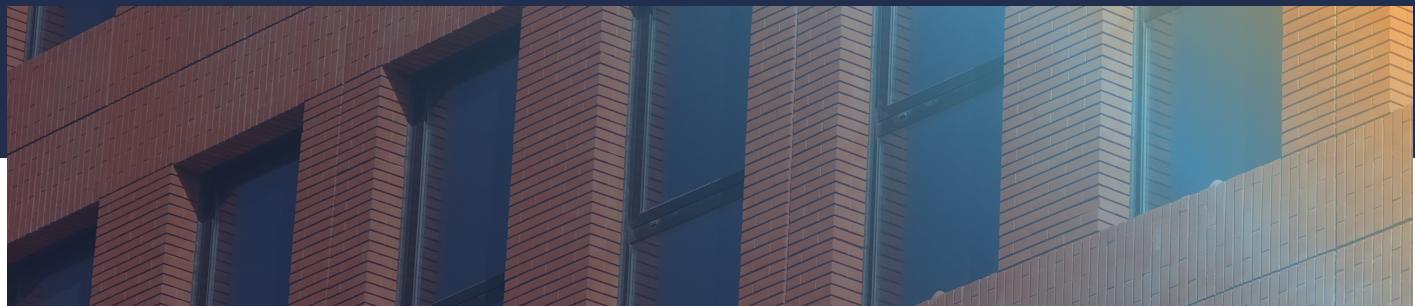
**Hands-on:** Not a lecture series. Participants engage, experiment, and apply.



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



**Sustained learning:** 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.

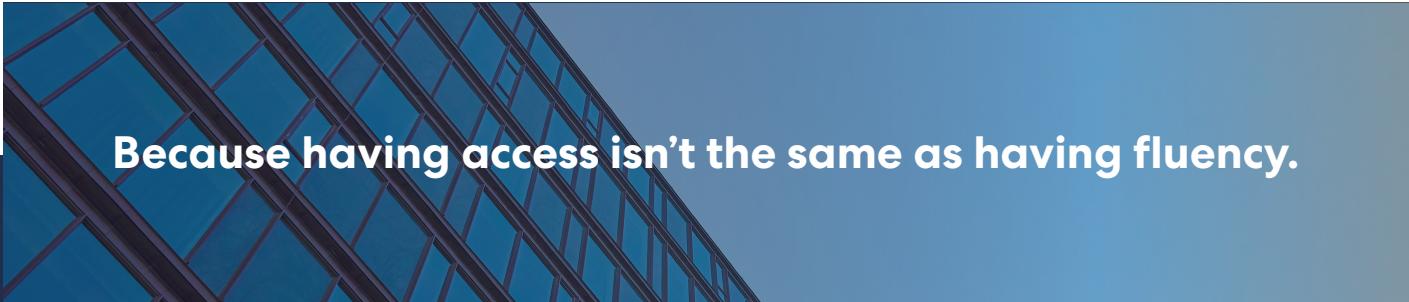
*\*Pricing assumes some light configuration by participant group. Larger 80-person cohorts are typically used for company-wide implementation rather than practice- or region-specific segmentation.*



**\$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](http://factor.law/contact).



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