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eSentio Technologies and Traveling Coaches Launch Adoption Blueprint to Close the Legal Industry's AI Adoption and Literacy Gap

Built on 25 years of collaboration, the Adoption Blueprint combines eSentio's business strategy, governance, implementation, workflow and adoption expertise with Traveling Coaches' proven learning, change management and enablement methodology to help global law firms turn technology investment into sustained capability.

WASHINGTON, DC – September 14, 2026 — eSentio Technologies, a legal technology consultancy serving many of the world's largest law firms, today announced the launch of the Adoption Blueprint in partnership with Traveling Coaches, a recognized legal industry leader in learning, change management and technology adoption since 1995.

The Adoption Blueprint is designed to close what the two firms call the Adoption Gap: the persistent space between technology being selected, implemented and deployed, and people actually using it with confidence, consistency and responsible judgment. As law firms accelerate investment in AI and other emerging technologies, that gap has become one of the most important barriers to realizing measurable value.

By bringing eSentio and Traveling Coaches together in one continuous program, the Adoption Blueprint connects two disciplines that are too often treated separately: the strategy, technical, governance and workflow work required to deploy technology safely in line with the firm's business goals, and the learning, literacy and change management work required to make that technology part of everyday practice.

"Global firms do not need another disconnected handoff between strategy, implementation, training and adoption," said Yvonne Dornic, CEO of eSentio Technologies. "They need a coordinated path from governance and configuration through workflow design, AI literacy and behavior change. The Adoption Blueprint formalizes what we have seen work for years: eSentio helps firms align business strategy with technology selection, implementation and governance through an adoption lens, and Traveling Coaches helps their people build the confidence, skills and habits to use it. Together, we remove the gap where technology investments too often lose momentum."

eSentio's role in the Adoption Blueprint builds on its work helping Am Law 100/200 and global law firms align technology strategy, information governance, practice workflows and change programs so new systems are not merely deployed, but embedded into how lawyers and business professionals work. Traveling Coaches brings complementary depth in learning strategy, user enablement, change management and adoption methodology, including the LegalMind platform, and decades of experience helping law firms build durable technology skills.

"Firms are investing heavily in AI, but implementation alone does not create value," said Gina Buser, CEO and Founder of Traveling Coaches. "Real adoption requires AI literacy: an understanding of what the technology can and cannot do, how to use it responsibly, and how to apply it in the actual flow of legal work. The Adoption Blueprint brings that focus into the technology journey from the beginning, so firms can build lasting capability rather than retrain people after adoption has stalled."

Three Disciplines, One Continuous Program

- **Information governance and AI readiness.** eSentio helps firms establish the governance, data, workflow and risk foundations required before AI and other technologies go live. Traveling Coaches' OnGuard security awareness program complements that foundation by helping users understand their role in protecting firm and client information.
- **AI literacy and enablement.** eSentio configures how AI and related technologies fit within each firm's environment, while Traveling Coaches delivers practical, role-specific learning that helps lawyers and staff understand what AI can and cannot do, where it adds value, and how to use it responsibly.
- **Change management and sustained adoption.** eSentio's practice and workflow expertise helps define what successful adoption should look like across practice groups and business teams. Traveling Coaches applies proven change management, learning and adoption methodologies to turn that strategy into measurable behavior change.

What Firms Get

- **Faster time-to-value,** because learning and enablement are built around the technology configuration, governance model and workflows the firm is actually using.
- **Firm-wide AI literacy,** so lawyers and staff understand not just where to click, but what AI can and cannot do, how to evaluate outputs, and how to use AI responsibly in legal work.

- **Less retraining and less rework**, because adoption is planned from day one rather than bolted on after a launch underperforms.
- **One accountable adoption path**, connecting strategy, governance, implementation, training and behavior change in a single engagement between two specialist firms.

The Adoption Blueprint is available to global law firms starting today. Firms interested in an introductory session can contact eSentio Technologies or Traveling Coaches directly.

About eSentio Technologies

eSentio Technologies is a legal technology consultancy with 25 years of experience serving Am Law 100/200 and global law firms across the United States, Canada and the United Kingdom. eSentio helps law firms turn technology investment into business impact through strategy, implementation, information governance, AI readiness, knowledge and experience management, document and matter management systems, practice solutions, workflow design and change management programs that support sustained adoption.

About Traveling Coaches

For more than three decades, Traveling Coaches has helped law firms transform learning into greater adoption, engagement and performance. Trusted by 87 of the Am Law 100 and a 10-time ILTA award winner, Traveling Coaches delivers learning strategy, professional development, technology and AI training, change and adoption, and Premier Learning managed learning services. Since 1995, the company has helped firms build the skills, confidence and cultures of continuous learning needed to thrive in a rapidly changing workplace. Learn more at travelingcoaches.com.