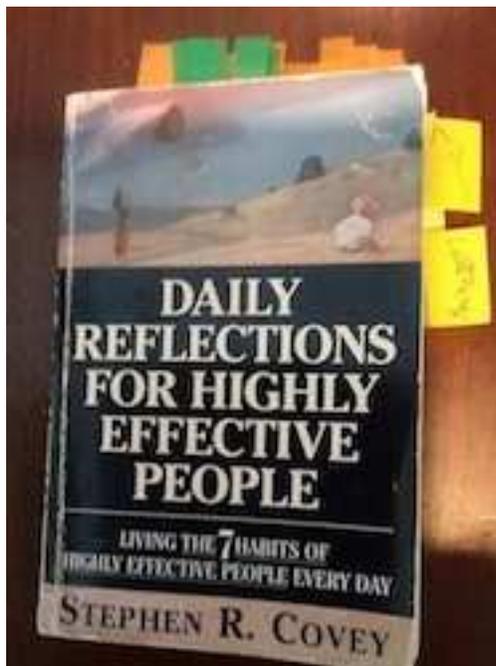


[Success: Clearly Define What It Is for You](#)

By [Cordell Parvin](#) on October 16th, 2013

There is no way to go for a Win in our own lives if we don't even know, in a deep sense, what constitutes a Win—What is, in fact, harmonious with our innermost values.

Where did I find that quote? I have a book by Stephen R. Covey titled: [Daily Reflections for Highly Effective People](#). (You can see that I have many tabs on quotes that I like) This is part of the daily reflection for October 8.



The daily reflections are all taken from Dr. Covey's book: [7 Habits of Highly Effective People](#). I keep the reflections book on my desk and frequently look at what Dr. Covey had to say on this particular day.

I have often wondered why so many lawyers do not engage in self reflection. I guess they think it is too touchy-feely. I also think some lawyers are afraid of what they might see.

You have likely never heard of [Ms. Patterson](#). She is a British Columbia English teacher with a webpage she describes as: A Place for Students and Parents to Connect about my English Courses. [She posted Self Reflection and Goal Setting](#) and included this quote for discussion:

Our plans miscarry because they have no aim. When a man does not know what harbor he is making for, no wind is the right wind. ~Seneca

During our coaching, a lawyer came up with these four priorities in this order:

1. Her family
2. Her faith and church
3. Her health and fitness
4. Her law practice, clients and client development

Once she established these priorities, it was easy for her to define success and a win for each priority.

What is a win for you? What are your priorities in life?

Cordell M. Parvin built a national construction practice during his 35 years practicing law. At Jenkins & Gilchrist, Mr. Parvin was the Construction Law Practice Group Leader and was also responsible for the firm's attorney development practice. While there he taught client development and created a coaching program for junior partners. In 2005, Mr. Parvin left the firm and started Cordell Parvin LLC. He now works with lawyers and law firms on career development and planning and client development. He is the co-author of *Say Ciao to Chow Mein: Conquering Career Burnout* and other books for lawyers. To learn more visit his Web site, www.cordellparvin.com or contact him at cparvin@cordellparvin.com.