

## [Client Development: You Have to Lead and Manage](#)

By [Cordell Parvin](#) on July 30th, 2013

In [7 Habits of Highly Effective People](#), [Stephen R. Covey](#) said:

Effective management is putting first things first. While leadership decides what “first things” are, it is management that puts them first, day-by-day, moment-by-moment. Management is discipline, carrying it out.



When Stephen Covey wrote those words, I am confident he was not thinking about lawyers doing client development, but I am sure you can see the connection.

To be successful developing business, you must lead by deciding what client development activities will provide the greatest return on your time investment. Then, you must manage by having the discipline to carry them out.

So, what are the most important client development actions you can do this week? Can I count on you to have the discipline to carry them out?

# Cordell Parvin Blog

DEVELOPING THE NEXT GENERATION OF LAW FIRM RAINMAKERS

**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](http://www.cordellparvin.com) or contact him at [cparvin@cordellparvin.com](mailto:cparvin@cordellparvin.com).