

[Is Your Law Firm Focused on the Scoreboard or the Basket?](#)

By [Cordell Parvin](#) on June 14th, 2012

Yesterday, I was a panel speaker for a law firm's program on client service. This opportunity made me think about the scoreboard and the basket. Is your firm focused on the scoreboard (profits per partner)? Or, is your firm focused on the basket (recruiting and developing the best lawyers, determining client needs and providing extraordinary service)?



Most firms claim they are focused on the latter. Yet their actions reflect they are more focused on the former. My old law firm was a good example. We said we were a “client centered firm.” Yet, I never attended a meeting where our “client centeredness” or client service was mentioned. Our firm was focused on:

- Growth: (Our firm was on the cover of The National Law Journal because we were the fastest growing firm in the United States).
- Profits Per Partner: This focus was not related to any strategic imperative other than moving up in the AMLAW 100.
- Rates and Hours: After all, those two things play a large part in producing profits per partner.

What is your firm focused on?

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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.