



Ten years ago, most companies engaged a coach to help fix toxic behavior at the top. ***Today, most coaching is about developing the capabilities of high-potential performers.***

Executives (lawyers) who get the most out of coaching have a ***fierce desire to learn and grow.***

There's no question that future leaders (rainmakers) will need ***constant coaching.*** As the business environment becomes more complex, they will increasingly turn to coaches for help in understanding how to act. The kind of coaches I am talking about will do more than influence behaviors; they will be an essential part of the leader's learning process, providing knowledge, opinions, and judgment in critical areas. These coaches will be retired CEOs (lawyers) or other experts from universities, think tanks, and government.

Is your firm providing coaching opportunities for your high-potential lawyers, or are you just requiring them to meet higher standards in the "new normal" era?

**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).