

[Law Firms: What Business Are You In?](#)

By [Cordell Parvin](#) on June 16th, 2015

[Paula Black](#) posted a wonderful blog titled: [Legal Business Development: What Business Are You In?](#) I urge you to read Paula's post.

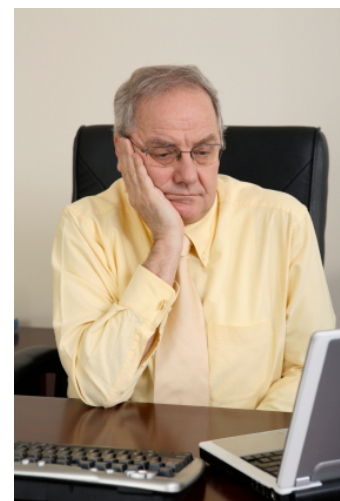
When asked lawyers in most firms would likely say:

We are in the business of providing legal services to clients.

While that answer would be accurate, as Paula points out, it likely would not generate much enthusiasm either by the firm's clients or the firm's lawyers and staff.

As you know, I recently read [The Innovation Secrets of Steve Jobs: Insanely Different Principles for Breakthrough Success](#) by [Carmine Gallo](#). A few weeks ago I read:

Apple is not in the business of selling computers; Apple "enriches lives." Zappos is not in the business of selling shoes; Zappos "delivers happiness."



Paula gives other great examples of what business well-known companies are in. What business is your law firm in?

Here is the bottom line:

Your firm will be more successful if the business you are in is about your clients and helping them achieve their goals rather than about what you do as lawyers.

Do your lawyers and staff know what business you are in?

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 or contact him at cparvin@cordellparvin.com.