

[Practice Law Like Wayne Gretzky-The Great One](#)

Posted by [Cordell Parvin](#) on September 2, 2011

Wayne Gretzky was once asked the difference between a good hockey player and a great one. He reportedly answered: "A good hockey player plays where the puck is. A great hockey player plays where the puck is going to be."

Wayne Gretzky is one of the few, or maybe the only hockey player to make a goal from mid-air. [Take a look](#).

What is the lawyer equivalent of playing to where the puck is going to be? I have written about it many times. Most recently I wrote: [How You Can Become a More Innovative and Creative Lawyer](#). I think it is knowing what is going on in your clients' business world that you are able to anticipate your clients' legal needs before they have expressed them.

But, just anticipating you clients' legal needs is not enough. You must also anticipate your clients' business and personal needs. To get some good ideas on how to anticipate your clients' personal needs read [Harvard Business Review](#) September 1 blog post: [People Are the Puck](#).

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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.