

[Client Development Coaching/Training: 13 Monthly Topics to Cover in Your Firm](#)

By [Cordell Parvin](#) on November 16th, 2012

I am starting monthly group coaching programs with lawyers who have asked for them. There will be no more than 10 in each group and, to the extent possible, lawyers will be assigned to groups based on their experience. For example, lawyers with (8-10 years experience will be grouped together). My goal is to create 10 groups with 10 lawyers in each group. I have suggested topics I think they might find valuable. But, I will adjust the topics to make sure we cover what the group wants.



If you want to create a 2013 monthly client development program in your firm, here are monthly topics you might consider. I recommend starting in December so that your January topic is preparing a plan.

1. **December:** [StrengthsFinder 2.0](#) A lawyer's business plan should take into account his or her strengths. [Cindy Pladziewicz](#) does StrengthsFinder coaching session with lawyers I coach

before our first coaching session. Read about her work in: [Want to develop a great business plan? Play to your strengths.](#)

2. **January:** How to Prepare Plan and Goals. To get some ideas check out my blog: [Want an Example of a Really Good Business Plan?](#)
3. **February:** Client Development 2013 and Beyond. Principles of client development that will always be important and what is changing.
4. **March:** Motivation, Time Management, Hold Yourself Accountable.
5. **April:** How Business Clients Select Lawyers and Law Firms.
6. **May:** Raising Your Credibility and Visibility.
7. **June:** Writing and Speaking to Get Hired.
8. **July:** Blogging: What and How to Write a Blog for Clients. Check out my iBook on [Blogging and Social Media](#). You can get it on iTunes also.
9. **August:** Relationship Building.
10. **September:** Social Media.
11. **October:** Client Meetings, Client Pitches, Getting Selected.
12. **November:** Client Service. Check out my iBook on [Client Service](#). You can get it on iTunes also.
13. **December:** What Sets Rainmakers Apart or What Separates Stars from Superstars.

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.