

[Why Start Your Own Client Development Coaching Group?](#)

By [Cordell Parvin](#) on April 10th, 2013

I can answer my question in one sentence:

Start your own coaching group because it is more likely you will make client development efforts you are not making now and it is more likely the efforts you make will over time produce results.

A few months ago I posted: [Why group component in client development coaching?](#) If you have a couple of minutes, consider going back and reading it again. You will see that I contend:

Client development coaching is about getting lawyers to make changes and create new habits. Making changes is more likely to occur when the lawyers are part of a group. Plus, it is more fun to make those changes with a group.

A couple of years ago I studied why making changes is so difficult. I found a very interesting article by [David Rock](#) titled: [A Brain-Based Approach to Coaching](#). If you are interested in the science and research, you will find it in this article. Rock talks about why coaching is needed:

In the last few years, neuroscientists have been confirming what many of us know all too well: change is much harder than we think. You can take this statement literally: change requires more than just scant thought; it requires ongoing attention and a significant effort of the will.

That prompted me to write: [Why Change is so Difficult](#).

I am working with a group of 5 highly motivated lawyers. I know they are motivated because they are paying for the group coaching out of their own pocket.



They are from different firms and different practices and did not know each other before we started. Each month we have a one hour group telephone coaching session. I purposely limit the number in the group so there is a distinct individual coaching component and a group coaching component. During our session I ask each lawyer what they have worked on the last month.

Each month we also focus on a topic and I do a short presentation. In March our topic was Motivation and Accountability. One lawyer described my role as similar to a fitness trainer because I help each member in the group take action and be accountable.

I know from working with fitness trainers that my role is in part to get each member of the group to either do more, or do what is more valuable, than they would do without me. I would love to start 10 more monthly telephone coaching groups. But, you can start your own group. Find four other lawyers and agree to meet for an hour each month. In April talk about your business plans. In May talk about client development 2013 and then in June talk about motivation and accountability.

Most importantly, have fun as a group. If it is not fun, you won't stick with it over the rest of 2013.

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.