

[How I Measure Success of Lawyers I Coach](#)

Posted by [Cordell Parvin](#) on August 8, 2011

As you know I regularly provide both individual and group coaching for groups of lawyers in law firms. I believe strongly that having a group of lawyers learning together creates a greater change and success.

A managing partner recently asked how the lawyers in the coaching program had done. It takes time for client development to actually produce new clients and revenue. So, I measure success by what each lawyer I coach is doing that will produce future business. I ask myself: Has this lawyer...

- changed from where he started?
- identified client development opportunities she would have missed before?
- actively participated with the group?
- made efforts to learn as much as possible?
- worked on understanding her clients and figuring out ways to better serve them?
- prepared for our coaching sessions?
- spent sufficient time on client development and, more importantly, spent the time well?
- implemented ideas we discussed either in individual sessions or group meetings?
- read any books on my recommended reading list?
- done things outside her original comfort zone?
- been accountable?



On Friday I received an email from a lawyer I coached four years ago. She described how the changes she made had ultimately resulted in getting new business. She told me:

Over the last four years since participating in coaching program, I have developed a fairly significant book of business. I am currently going through the firm's partnership review process and have received multiple comments on how impressed partners are with the book of business I have developed. In a business development meeting today a partner who has been practicing law for over 35 years commented on how my business development activities inspire him to work harder at business development.

Her email shows that when you make the changes and get focused, over time you will achieve the ultimate goal - building a book of business.

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.