

[Recommended Reading This Week](#)

By [Cordell Parvin](#) on October 3rd, 2014

This week most of my recommended reading is focused on becoming more successful.

[Are You Trapped In A Fixed Mindset? Fix It!](#) Stanford professor Carol Dweck through 20 plus years of research shows how having a fixed mindset or growth mindset influences your life. I have read her book [Mindset: The New Psychology of Success](#). It is really quite enlightening.

[The Art of Shameless Self Promotion](#) This is the art of sharing ideas, concepts and a greater vision rather than sharing your accomplishments. No one wants to be around the second type of self promoter.

[Drive: The surprising truth about what motivates us – in conversation with author Dan Pink](#) and [Drive by Dan Pink](#) I listened to [Drive: The Surprising Truth About What Motivates Us](#) so I enjoyed reading these two reviews of it.

[Linchpin by Seth Godin – Video Book Review](#) I read [Linchpin: Are You Indispensable?](#) so I enjoyed Chris Brogan's video book review.

The [First Chapter of Switch](#) the book by the Heath Brothers, authors of [Made to Stick](#). In the first chapter the authors tell us that [Switch](#) is about helping us change things and dealing with the challenges that make change difficult. I think you will enjoy reading the first chapter as it explains why change is difficult. I found it valuable because coaching includes helping others make changes.

Finally, as you may know, I created an e-book [Client Development in a Nutshell](#). if you get a chance over the weekend, take a look. I have filled it with things I did as a lawyer and things the lawyers I am coaching are doing now.

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.