

## [Are You Collecting What Works for Your Most Successful Lawyers?](#)

Posted by [Cordell Parvin](#) on September 14, 2011

I love being around successful people. In 2009, I participated in a dinner and then full day program with the most successful lawyers in a 500-lawyer firm. During the day, several lawyers were asked to share: "What works for you?"



When I was a young lawyer, I learned about client relationship building by tagging along with successful lawyers in my firm. I know that billable hour pressures make learning by shadowing less likely today.

Your firm's successful lawyers have experience developing and strengthening relationships with clients. How are you capturing those best practices?

Consider establishing categories of "best practices" and encourage your lawyers to contribute examples of their "best practices". Also consider including a breakout session, like the one I attended, to identify and brainstorm "best practices" in client service and

client relations during your annual retreats. Then, make sure the ideas are passed on to your younger lawyers. They are eager to learn.

**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](http://www.cordellparvin.com) or contact him at [cparvin@cordellparvin.com](mailto:cparvin@cordellparvin.com).