

## [What Separates Top Lawyers?](#)

By [Cordell Parvin](#) on April, 23rd, 2014

Did you see it? Did you see the HBR Blog: [The Behaviors that Define A-Players](#) ? What do you suppose was number 1 on the list?

### **1. Set stretch goals and adopt high standards for themselves**

If you regularly read the HBR blog you might recall a post a couple of years ago: [The Folly of Stretch Goals](#), seems to contradict this finding.

Ok, so who is right? You might find this Inc. blog post helpful: [Setting Stretch Goals: All In, All the Time](#). You will find 5 great suggestions there.



I owe my success to setting stretch goals. When I sat in my Roanoke, Virginia office and declared that my goal was to become the best transportation construction lawyer in the United States, I became energized like never before.

I don't know if I achieved that goal. It is not for me to judge. But, I had a blast striving to achieve the goal. In the process I wrote a column in Roads and Bridges magazine for 25 years and made dozens of presentations to contractors throughout the United States.

Want some quotes on Excellence? Here are [25 Quotes on Excellence](#) from Psychology Today.

What is your favorite? Mine is this one:

Excellence is the Result of Caring more than others think is Wise, Risking more than others think is Safe, Dreaming more than others think is Practical, and Expecting more than others think is Possible.— Ronnie Oldham

What is your Number 1 stretch goal?

**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).