

[Time Management: Is it a waste of time?](#)

By [Cordell Parvin](#) on October 31st, 2014

A lawyer I coach told me he had heard a sales seminar where the presenter said “time management is a waste of time.”

The lawyer asked what I thought. Here is how I replied:

Interesting. I did a Google search and saw this article: [How Managing Your Time Is a Waste of Time.](#) I noted the writer said:

It's the compulsive aspect I find problematic. Our national obsession with self-improvement and personal productivity bears remarkable similarities to the self-help genre and our endless pursuit of quick fixes, miracle cures and wonder pills.

I don't view time management or pursuing excellence to be an “endless pursuit of quick fixes, miracle cures and wonder pills.” If anything it is the opposite of a quick fix.

Then I saw this article by a guy who said he used to think time management is a waste of time: [How To Get More Done: Time Management For The Rest Of Us.](#) He says:

I now rank everything that is important to me—both professionally and personally—on one piece of paper. They are the most important things I want to accomplish written down in list form.

I personally feel I am better able to focus on my top priorities by doing what he suggests.

To me, saying time management is a waste of time is similar to saying creating a business plan is a waste of time. Some successful lawyers in my old firm told me they didn't need a business plan. They kept their plan in their head. I suspect they did not want anyone able to judge whether they were doing what they put in their plan. I wondered how much better they might have done simply by thinking through a plan and putting it on paper. If they thought through a plan and used their non-billable time more wisely.

Time and energy are our two most important resources and I don't think we can waste either.

One final point: I frequently hear from lawyers that they have been really, really busy and have not had the time to do client development. Unless they are in trial and spending 12 hours a day 7 days a week working on the trial, I don't believe their lack of client development is because of a lack of time. Instead I believe it is because they don't have a strong enough motivation to cause them to "make" time for client development.

What do you think?

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.