

[Want an Example of a Really Good Business Plan?](#)

Posted by [Cordell Parvin](#) on September 23, 2011

After the New York Associate planning program I presented last week, a lawyer who attended asked me how to prepare an effective plan. He also asked for an example of a plan I thought was well prepared.

How can a young lawyer develop an effective plan? First, keep in mind that as Dwight D. Eisenhower once said: "Plans are nothing, planning is everything." The thought that goes into developing the plan is invaluable.

To prepare an effective plan you want to think about what you want to accomplish, why it is important to you and what will you do to accomplish it. I have written in the past that when you know the what and the why, the how comes to you very creatively.

A successful partner I coach prepared a detailed business plan I like. He kindly gave me permission to share it with you after we removed his name, his firm name and client's names. Check out his [Business Plan](#).

After you review it, share with me your thoughts about the plan. Why do you suppose I believe it is well done? Does your business plan have the same attributes? Did you put the thought into your planning to make your plan effective?



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.