

[Client Development Coaching: Use the “Weight Watchers’ Approach”](#)

By [Cordell Parvin](#) on October 15th, 2012

There are many reasons to participate in client development coaching. One of the most important is *accountability*

I have never been to [Weight Watchers](#), but I have always been a big fan. Years ago, I watched my mother and aunt participate and lose weight. So, I know that If I ever join, I will lose weight. As you will see, I found books on Amazon about the program and with recipes. On the Weight Watchers website, read [Why it Works](#) and you will see that among other things, you get a plan that will fit you and you create a customized fitness goal. Next, read [Ten Things to Know About Weight Watchers Meetings](#) and check out what you get at the meetings:

[Weight Watchers Meetings, How Are They Helpful? --- Gina Pezzin](#)



strategies and tips, plus:

- A Leader who has lost weight with Weight Watchers
- A supportive and caring environment
- Helpful tools, guides, books, recipes
- Our 3-step PowerStart program will help set you up for success
- You can subscribe to eTools, for tips and tools between meetings

If you create a client development-coaching group in your firm, create the same kind of accountability. No one wants to let the group down and no one wants to report he has done no client development activities between meetings.

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.