

[Are You a “Good” Lawyer or a “Great” Lawyer?](#)

By [Cordell Parvin](#) on December 12th, 2012

Good lawyers analyze. Great lawyers both analyze and synthesize.

What is the difference? When you analyze a problem you take something big and break it down into pieces. When you synthesize you look at pieces and figure out the big picture. Great lawyers are able to do both.

[Daniel Pink](#) wrote about it in his book: [A Whole New Mind](#). You can get an overview in this Wired article: [Revenge of the Right Brain](#). In the article, and the book, Pink writes:

To flourish in this age, we’ll need to supplement our well-developed high tech abilities with aptitudes that are “high concept” and “high touch.” High concept involves the ability to create artistic and emotional beauty, to detect patterns and opportunities, to craft a satisfying narrative, and to come up with inventions the world didn’t know it was missing. High touch involves the capacity to empathize, to understand the subtleties of human interaction, to find joy in one’s self and to elicit it in others, and to stretch beyond the quotidian in pursuit of purpose and meaning.

Daniel Pink talks about the concept in this short video clip:

[Daniel Pink: Abundance, Asia and Automation](#)



Good lawyers analyze problems. Great lawyers both analyze and synthesize using their high concept” and “high touch.” As you are beginning to plan for 2013, include how you can further develop your “high concept” and “high touch” skills.

Cordell Parvin Blog

DEVELOPING THE NEXT GENERATION OF LAW FIRM RAINMAKERS

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.