

## [What Core Values Would Your Ideal Law Firm Have?](#)

By [Cordell Parvin](#) on September 7th, 2012

Every firm claims to have core values. I wonder how many firms really live what they claim to be those values? It made me think about the core values I would have liked in a firm. Here is my list:

- We will strive to exceed our clients' expectations;
- We will require and reward excellence, teamwork and strong client relationships;
- We will develop and utilize extraordinary leadership and management systems and skills;
- We will maintain an environment that requires integrity and teamwork and encourages creativity, a spirit of excitement, personal growth and health;
- We will maintain strategic and organizational flexibility to meet the challenges associated with the changing competitive landscape; We will be strategically located, enhance changing technology, and grow through the addition of talented professionals; and
- We will promote diversity in our lawyers and staff.



Why would a firm with these values appeal to me?

1. I like the focus on exceeding client expectations;
2. I want to be in a firm that rewards teamwork (my old firm didn't);
3. I am not sure I would know it when I see it, but being with a firm that has extraordinary leadership would be exciting;
4. I love the idea of being with a group of lawyers who are creative and have a spirit of excitement;
5. I want to be in a firm that is flexible because the world is changing rapidly and a law firm has to be able to change with it;
6. Location, technology and hiring talented lawyers are positive ways to grow and become more valuable to clients; and
7. I am a big believer in diversity. I learn from people who are not just like me.

This is a list of values created by a committee in a real law firm. I wonder if the firm just talked the talk or hopefully actually walked the walk.

**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).