## Cordell Parvin Blog

## DEVELOPING THE NEXT GENERATION OF LAW FIRM RAINMAKERS

What Motivates You? Take a Lesson from Serena Williams
Posted by Cordell Parvin on September 1, 2011

The US Open began this week. Some time ago I read a <u>Success Magazine</u> cover article <u>Game, Set, Match</u> about <u>Serena Williams</u>.

The subheading of the article about Serena is: "Serena Williams comes out on top by pursuing her passions on and off the court." At the end of the article Serena is quoted:

I am not doing anything for money. I am doing it because I love it. Anyone who knows me knows that I have a simple life and enjoy simple pleasures of being happy and making people happy. That's really what this is all about.

The subheading of the article about Serena is: "Serena Williams comes out on top by pursuing her passions on and off the court." At the end of the article Serena is quoted:

I am not doing anything for money. I am doing it because I love it. Anyone who knows me knows that I have a simple life and enjoy simple pleasures of being happy and making people happy. That's really what this is all about.

What motivates you? I have known many very unhappy lawyers who were solely motivated to make more money. I have known many very happy lawyers who were motivated by their desire to help their clients. Think about what Serena said in the article. Enjoy a simple life with simple pleasures of being happy and helping your clients achieve their goals. That is really what practicing law is all about.

I saw a great blog post this week <u>12 Things Happy People Do Differently</u>. It really resonated with me because, looking back, I have been happy when I have done the things on the list.

Think about what Serena said in the article. Think about the list of 12 things happy people do differently. Enjoy a simple life with simple pleasures of being happy and helping your clients achieve their goals. That is really what practicing law is all about.

## 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 Jenkens & 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.