

## [Why Group Component in Client Development Coaching?](#)

By [Cordell Parvin](#) on January 3rd, 2013

It's January and your firm is starting new initiatives. If you have never had a client development coaching program, I encourage you to try it.

If you know anything about my client development coaching program you know there is a group component to it that is very important. I was asked why I believe the group component is so important. I explained:



Client development coaching is about getting lawyers to make changes and create new habits. Making changes is more likely to occur when the lawyers are part of a group. Plus, it is more fun to make those changes with a group.

I like this Vince Lombardi quote:

Individual commitment to a group effort – that is what makes a team work, a company work, a society work, a civilization work.

I have watched groups I have coached:

- Set a group goal
- Create and action plan for the group to meet the goal
- Measure group success
- Regularly meet and brainstorm ideas and discuss challenges
- Develop deeper relationships
- Cross-sell other members of the group
- Hold each other accountable

# Cordell Parvin Blog

DEVELOPING THE NEXT GENERATION OF LAW FIRM RAINMAKERS

Think about the 15 most highly motivated junior partners in your firm. What impact would they have on the firm if they were able to double their collective volume of business over a two or three-year period? I have seen it happen many times, and the energy surrounding their success is contagious.

If you are seriously contemplating starting a client development coaching program for your firm, take a look at my eBook: [Client Development Training and Coaching Program](#). If you have an iPad, you can download it from iTunes.

**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).