

[Jerry Rice: What You Can Learn From Him](#)

By [Cordell Parvin](#) on January, 30th, 2013

I am not sure all of you have heard of [Jerry Rice](#). Since this is Superbowl week, I wanted to write about a Superbowl star I most admire. He is a hall of fame receiver who some suggest is the best NFL player ever. See: [The case for Rice as the greatest ever](#). You might have also seen him as a finalist in season 2 of Dancing with the Stars. You will enjoy reading his biography: [Britannica Concise Encyclopedia: Jerry Lee Rice](#).

A top executive once shared with me why he wanted me to work as outside counsel for his company. He said:

I don't think you were necessarily the smartest law student in your class or the smartest lawyer now, but I know you work harder at understanding construction and our business than any lawyer I have ever met.

Needless to say, I carried that kind compliment with me the rest of my career and tried each and every day to live up to what he said.

That gets me to what you can learn, indeed what I did learn from Jerry Rice. He may not have been the fastest or the most talented receiver to play in the NFL, but I suspect no one worked harder honing his skills. That is why I admire him. Jerry Rice once said:

Today I will do what others won't, so tomorrow I can accomplish what others can't.

If you want to get inspired watch this video clip interview with [Steve Young](#) and Jerry Rice.

[jerry rice Work Ethic](#)



I love coaching lawyers who are like Jerry Rice. They may not be the most talented potential rainmakers, but they have a burning desire to develop their skills and they work at it each and every day. Are you one of those lawyers?

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.