

What is Your Next Business Development Action?

By [Cordell Parvin](#) on April 2nd, 2013

If you haven't read [David Allen's](#) book: [Getting Things Done](#), I recommend you read it. One of my former partners gave me the book in 2005 and I have probably given it to over 100 lawyers. It is also the most popular book on my reading list.

One thing you will learn reading the book is to create a "next action" list. Get some ideas from reading: [How is a Next Action List Different from a To Do List?](#) and reading: [Why 'What's the Next Action' is the Most Important Question](#).



Let me give real life examples:

- What is your next action to prepare your plan for the 2d quarter this year?
- Suppose you want to connect with people you met at a conference last week, what is your next action?
- Suppose you want to make a presentation to an industry group, what is your next action?

- Suppose you just posted a blog you think includes valuable information, what is your next action?
- Suppose you just gave a presentation that was well received, what is your next action?
- Suppose you just had lunch with a college classmate who is working with a company you would like to represent, what is your next action?
- Suppose you just gave a pitch to a potential client, what is your next action?
- Suppose you just successfully finished a matter for a client, what is your next action?

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.