

[For Real Achievement Get Outside Your Comfort Zone](#)

By [Cordell Parvin](#) on January, 29th, 2013

Real achievement occurs when you stretch and try something that is uncomfortable for you.

In 1980, I gave my first presentation to a large audience. Because I was really nervous, I stayed up the night before to review my presentation. I visualized the audience and myself at the podium. The next day, despite my nerves, my presentation was received very well. That presentation led to many others and those presentations led to clients hiring me.



Michael Jordan said it well in the Nike commercial: [Michael Jordan -- "Failure"](#)

I've missed more than 9000 shots in my career. I've lost almost 300 games. Twenty-six times I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed.



If you want to get some ideas, read: [52+ Ways to Get Out of Your Comfort Zone](#). I like number 12. A lawyer I coached from New York actually did it and danced competitively:

12. **Learn to tango.** “I would think that everyone in Argentina ought to live to 1,000,” Hall jokes, thanks to the physical movement, creativity and degree of learning involved.

If you go to my website, you know that I have created a [three-hour video program with a very detailed workbook](#). I am very confident you will be able to jumpstart your client development if you watch the video and and complete the workbook.

I will make the video and workbook available at a greatly reduced price. I will also answer by email 3-5 questions you have after watching the entire video and completing the workbook. Contact jflo@cordellparvin.com for details.

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.