

[Client Development: Stay Motivated By Focusing on Progress](#)

Posted by [Cordell Parvin](#) on September 12, 2011

I frequently hear from lawyers who tell me they are really working hard at client development and yet they have not seen results. I think they call me in the hope I can keep them motivated.

So, how do you stay motivated when you are working hard at client development and not seeing results? It is hard. I have been there and experienced it.

But, the answer is no secret. You will not stay motivated by focusing on your results. You will only be disappointed they aren't better. To stay motivated focus on your progress. Focus on what you are doing differently or doing better than you were in the past. If you focus on your progress, I can tell you from my own experience that you will persist and persevere until you succeed.



I read a blog post yesterday: [What motivates us more than anything else?](#) As you will see reading it, even the illusion of making progress will keep us motivated.

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.