

[Want to Be a Bigger Success? Start Here](#)

By [Cordell Parvin](#) on December 10th, 2012

This Wednesday, I am doing a LexBlog webinar on planning aimed at law firm associates. The title is [How to Develop an Effective Business Plan with Cordell Parvin](#). I know the number of telephone lines is limited, but I hope we can totally fill it to capacity. If you are an associate, sign up. If you are a partner, marketing director or professional development director, encourage the associates in your firm to participate. Please also pass this on to others.



Where should a young lawyer begin? I always say to begin with the “what” and the “why.” When thinking about the what, consider this [David J. Schwartz](#) quote:

“Believe Big. The size of your success is determined by the size of your belief. Think little goals and expect little achievements. Think big goals and win big success. Remember this, too! Big ideas and big plans are often easier – certainly no more difficult – than small ideas and small plans.”

If you are a long time reader, you likely know this is not the first time I have written about the importance of believing. Almost three years ago, I wrote: [If You Want to be a Rainmaker, “You Gotta Believe.”](#)

Here is the main point: If the size of your belief is huge, that will not guarantee you will achieve that size of success. I know from my own experience you will be energized. But, there are many, many

challenges for young lawyers in the current economy. On the other hand, if the size of your belief is small, it will pretty much guarantee you will not achieve anything bigger. You get to make the choice.

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.