

[What differentiates your firm or practice group from competitors?](#)

By [Cordell Parvin](#) on August 12th, 2014

If you are in a small firm, or a practice group in a large firm, you have meetings, right? What do you talk about at those meetings? Have you ever talked about what differentiates your small firm or your group from groups in other law firms with whom you compete?

A leader must have a clear vision of where he or she wants to take the firm or group and a plan to get there. When I was a practice group leader my vision was to develop a preeminent construction law practice group in our niche construction areas. Our group developed a strategic plan which included these targeted differentiators:

- First to Market
- Investing in our Client Relationships
- Effective Use of Technology
- Strategically Located Offices
- Full-Service Law Firm
- Quality Service Driven



We developed a plan to implement each of these differentiators. Here is our [Construction Law Strategic Plan](#).

What are your small firm or large firm practice group differentiators?

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.

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