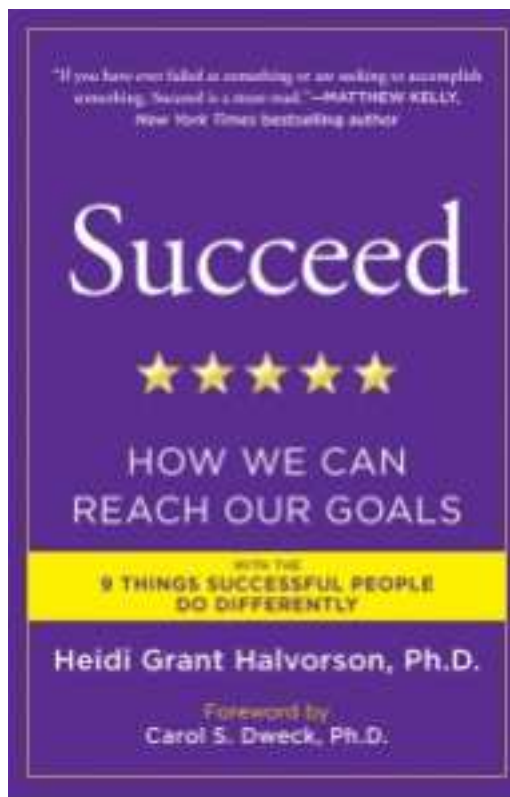


## [What Book Can You Read Now to Start Building Greater Success?](#)

By [Cordell Parvin](#) on February 22nd, 2013

If you haven't already, you should read: [Succeed: How We Can Reach Our Goals](#). It is a book that will give you insights and tips on how you can reach your goals.



If you are a regular reader, you know I have referenced [Dr. Heidi Gran Halvorson's](#) writing several times in: [Client Development: Change What You Think it Takes to Succeed](#), [Why Some Potential Rainmakers are Overlooked](#), [A Top Success Tip: Set a Goal and Review Obstacles](#), [Are you doing the 9 things successful lawyers do differently?](#), and [10 Things Successful Lawyers I Have Coached Do Differently](#).

Recently I shared with lawyers I coach a [What Successful People Do Differently podcast](#) interview, including the transcript. Several lawyers I coach found Dr. Halvorson's podcast helpful.

Are you energized by your 2013 business plan? If not, consider this quote from the book:

Big-picture, why thinking about your goal is most helpful for getting you motivated and energized, focusing you on the rewards you can gain, and encouraging self-control and persistence. Nitty-gritty, what thinking will benefit you most when your goal involves doing something difficult or unfamiliar, focusing you on the practical details of getting the job done, and helping you to avoid procrastination.

Read that quote a couple of times. The essence is you have to do big picture “why” thinking to get yourself motivated and energized. Then you have got to do the nitty-gritty what thinking to take action to achieve your goals.

You will find many other great ideas in the book. As I have mentioned in previous blog posts, when I read a business book, I highlight what I believe applies to me and then print the highlights. If you have a Kindle or Kindle app for your iPad, you can highlight while you are reading and go to your Kindle page to collect what you have highlighted.

If you would like for me to recommend other books, share with me the topic that you want to learn.

**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](http://www.cordellparvin.com) or contact him at [cparvin@cordellparvin.com](mailto:cparvin@cordellparvin.com).