

## [Are You Holding Yourself Accountable for Client Development?](#)

By [Cordell Parvin](#) on September 6th, 2012

There is one thing I know that lawyers in law firms share in common. You could be in a big firm or small firm, a big city or a small city. You likely share in common that you hold yourself accountable for your billable time. If you don't, someone in your firm does.

But, how many of you hold yourself accountable for your client development efforts? If you aren't already doing it, how can you do it?



Here are some suggestions.

- One lawyer I coach created a scoring system for his 90 days goals. For example, he gives himself 2 points for each meeting with a client outside the office and gives himself 20 points for an article he gets published.
- Another lawyer I coach keeps a handwritten journal of her activities by date.
- Several lawyers I coach report monthly to their coaching group, their firm leadership and me.
- Several other lawyers share with me their weekly plan and a report of what they did the previous week.

Some of you may think that client development requires extraordinary ability or actions. It really doesn't. I know from my own experience. I will leave you with a quote that you might put somewhere that you will see it often:

God does not want us to do extraordinary things; He wants us to do ordinary things extraordinarily well. Bishop Gore

What ordinary things can you do extraordinarily well this month?

**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).