

[Setting Goals: Answer These Questions](#)

By [Cordell Parvin](#) on August 14th, 2013

Success as a lawyer, and in life, starts with having absolute clarity on what you want. When you have that clarity, you become a laser beam, focused and not wasting time. When you don't have it, you are more like a shotgun, doing random lunches and calling it client development.

I frequently tell lawyers that when they are setting goals, they should consider what will come out of it to be a marathon (their career) that will be accomplished by a series of sprints (Weekly or monthly activities.)

So, if you are willing to do some self-reflection, here is a list of questions you can ask yourself and answer to consider where you want to be at the end of the marathon-what you want in your career and life.



The Who Questions:

1. Who is important in my life?
2. Who do I want to benefit from what I am doing?
3. Who can help me?

The What Questions:

1. What is my definition of success?
2. What do I want to accomplish?
3. What are my strengths?
4. What are my challenges?
5. What do I want to learn?
6. What do I want to experience?
7. What do I value the most? (My core values)
8. What contribution do I want to make?
9. What do I want to have?
10. What do I want to earn?
11. What am I most passionate about?
12. What do my clients need the most?
13. What is the most important thing I should do to accomplish my goals?

The When Questions:

1. When do I want to accomplish each goal?

The Where Questions:

1. Where do I want to live?
2. Where do I want to visit?

The Why Questions:

1. Why is each goal important to me?
2. And, why is that important to me?

The How Questions:

1. How do I want to accomplish my goals?
2. How can I best use my strengths?
3. How do I want to live?
4. How will I know when I have succeeded?
5. How will potential clients find out about me?

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.