

[How to Become Accountable for Client Development](#)

By [Cordell Parvin](#) on August 24th, 2012

I know many lawyers who want to become successful at client development. I know far fewer who actually do what it takes to become successful. How can you increase your chances of doing client development activities?

1. Clarify what you want in your career
2. Have a good answer to why what you want is important to you
3. Identify the specific actions you want to want to take
4. Break those actions into smaller components
5. Share your plan with a friend or colleague
6. Develop a plan for each week. Estimate the time you will spend and put it on your calendar.



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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.