

[Client Development Coaching: Commitments by Lawyers Coached](#)

Posted by [Cordell Parvin](#) on September 26, 2011

I have coached lawyers in several law firms in the United States and Canada. Most lawyers in coaching groups value the opportunity the firm has given them and take steps to ensure the firm's investment is well spent. Some lawyers waste the firm's money.

If your lawyers want to be part of a client development coaching program, here are commitments they should make:

1. Take responsibility for their own success and hold themselves accountable.
2. Prepare for each coaching session and provide an agenda in advance to the coach.
3. Notify the coach if any coaching sessions must be rescheduled.
4. Prepare a business development plan with goals.
5. Monitor their client development activities and results and communicate them monthly.
6. Provide the coach with monthly/quarterly planned client development activities.
7. Advise all members of the coaching group of successes, best practices and challenges.
8. Keep an open mind to try new things.
9. Engage wholeheartedly in group and individual agreed-upon coaching action items.
10. Make efforts to find client opportunities for other members of the group and other members of the firm.
11. Integrate client development into daily habits.
12. Commit to spend at least ___ hours per month on client development and the coaching program.



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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.