

[Highlights From the Outstanding Women Lawyers' Conference](#)

By [Cordell Parvin](#) on April 15th, 2013

As you know from my blog: I recently hosted the second annual Outstanding Women's Lawyers' Roundtable. It was great fun for me and for Nancy, and thanks to [Cindy Pladzewicz](#) for working with me and thanks to Joyce for making it all come together. I recently received an email from [Tricia DeLeon](#) with her takeaways. I asked Tricia if I could share it because the ideas are good for any lawyer to consider.



Thank you for another great roundtable this year. I get energized just being in the same room with so many inspiring and accomplished women. It was also nice to see some familiar faces from last year. I look forward to expanding the program next year. TexMex with the Canadians would be fun the night before the program. I also would keep the golf clinic on the agenda. Nancy set us up with a wonderful and patient teacher!

In order to hold myself accountable to act on what I learned, I wanted to tell you what my takeaways were.

1. Review my business plan. Say “no” to projects and invitations which don't fit into the plan.
2. There are two types of goals: end goals and detailed, action goals. Make the latter to accomplish the former.

3. I must hold myself accountable to achieve my goals. Just like a fitness partner, get an accountability partner to discuss business development goals and check-in with her every 30 days.
4. Read “Nine Things Successful People Do Differently.”
5. Repurpose my articles into presentations and then into webinars and then into guides.
6. Continue to keep a daily journal on client development activities.
7. Before a presentation “work the room before the room is assembled.” If you have participants’ e-mails, send them a survey monkey and show them the results. Let them think the presentation is theirs.
8. Don’t be a victim and focus on your problems (i.e. “that partner hoards cases and that’s why I don’t have as much work”) Be a creator; focus on solutions.
9. Don’t apologize for having to leave work early to do something for you/family. Men rarely make excuses or explain. Clients probably appreciate knowing you are human. As Vanessa Grant said “This is me. This is the whole package.”
10. When blogging or writing, identify a problem or opportunity before the client knows it’s a problem. This requires a lot of reading and keeping up with your clients’ industries.
11. Be visible. Consider using YouTube. No more than 5 minute presentations are best. Put presentations in slideshare and upload to LinkedIn profile.
12. Subscribe to Seth Godin’s blog [DONE]
13. Connect with all roundtable women on LinkedIn [DONE]
14. See what clients and their competitors are saying on Twitter. Read their recent tweets before you go to a pitch or meeting with them. This may have been one of the best takeaways of the day—I never did this, but will now.

I appreciate you both. Cordell, I’ll see you in two weeks for a coaching session!

Tricia

I want to host more of these conferences, where I have the chance to introduce lawyers with whom I have enjoyed working to other lawyers from different parts of the country with whom I have enjoyed working. The energy is contagious.

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.