

## [What's REALLY Motivating You? Start Here to Figure it Out](#)

By [Cordell Parvin](#) on January 2nd, 2013

Are you stuck working on 2013 Business Plan with goals? Start with top-down planning. Brainstorm and write down as many goals as you can create. When you finish brainstorming, rank the goals by importance to you to achieve them.



Then start with the most important goal and ask yourself why it is important for you to achieve it. Do this for your top three (or more) goals. When you have an answer, ask why your answer is important to you. Repeat this process until you get to what is really motivating you.

**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).