

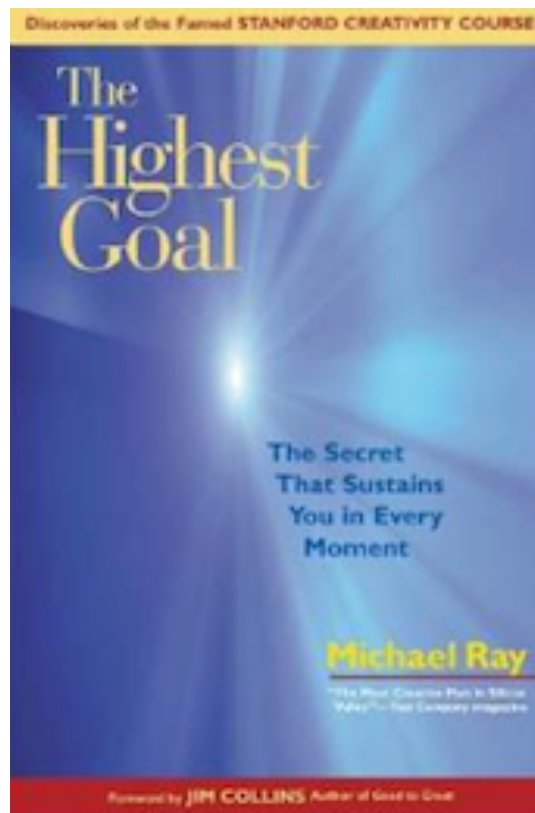
## [What is Your Definition of Success and Why is it Important?](#)

By [Cordell Parvin](#) on August 5th, 2014

Have you defined what success is for you? Why should you?

In my law career I have mentored, coached and been a practice group leader to dozens of young lawyers. I have noticed that many unhappy young lawyers let others define success for them, or they compare how they are doing with how others are doing. Both approaches lead to dissatisfaction.

Several years ago I listened and read the book: "[The Highest Goal: The Secret That Sustains You in Every Moment](#)." I became interested in this book for a couple of reasons. First, the book is based on experiences in the Personal Creativity in Business Class at Stanford University. Second, I wanted to learn how I can best help young lawyers discover their own highest goal and find the fun and joy practicing law and helping clients that I did.



After listening and reading the book, I felt better prepared to share ideas that will enable young lawyers to focus on their highest goal. If you want to read a quick book review from Fast Company magazine that includes ideas on how to find your own highest goal, go to: [Fast Company](#)

Professor Ray lets us know that it is challenging for us to figure out our highest goal and that is ok. Take a look at the Fast Company book review and I think it will give you some ideas on how to figure out your own highest goal.

Think back to when you were young and had a meaningful experience. What was it for you? For me it was teaching and coaching young kids 8-10 years old to become better baseball players. I guess that is why I am still teaching and coaching today.

At the beginning of chapter 3, he asks a very thought provoking question:

What is the one recurring problem, issue or obstacle in your life that if you solved it, overcame it or dealt with it would lead to an immeasurable improvement in your life?

He says that in decades of teaching creativity at Stanford and asking this question, he finds the source to be one of the following life challenges:

1. Finding prosperity
2. Dealing with time and stress
3. Developing relationships that work
4. Achieving balance
5. Bringing creativity into the world

I think he has accurately identified the potential sources of my issues.

So, what is your highest goal and what are you doing to achieve it?

# Cordell Parvin Blog

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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](http://www.cordellparvin.com) or contact him at [cparvin@cordellparvin.com](mailto:cparvin@cordellparvin.com).