

[Client Development Success: Begin With This Attitude Check](#)

By [Cordell Parvin](#) on April 18th, 2014

The most important hiring lesson to remember is that you should hire for attitude and train for skills. Skills you can build. Attitude, and character, are harder to change. ([Patrick J. McKenna](#) and [David H. Maister](#) from their book [First Among Equals](#).)

If you are a regular reader, or if I have coached you, you have read, or heard me say, that to secure, retain and expand relationships with clients, you should begin with a **short attitude check**. What do I mean by attitude? Pay attention to how you talk to yourself, or talk to me during a coaching session.

1. Do you say: "Yes, but," or do you say: "Sure how"
2. Do you say: "My problem is," or do you say: "My opportunity is"
3. Do you frequently say: "I need to, I've got to, or I have to," or do you say: "I want to"
4. Do you say: "I am too busy to..." or do you say: "I can..."
5. Do you say: "I am busy and I can't find time to..." or do you say: "I am busy, I will carve out time to..."
6. Do you think planning means less free time or do you think planning means less stress?
7. Are you focused on just pleasing others or are you focused on what is important to you?
8. Do you associate working too hard with success or do you think about what your success will bring you?



These are all attitude checks. To be both successful in your career and fulfilled in your life, it really helps to start with having a great attitude about your future.

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.