

[What Motivates You?](#)

By [Cordell Parvin](#) on August 21st, 2014

Money was never a big motivation for me, except as a way of keeping score. The real excitement is playing the game.



In my career, money, billable hours or client development numbers were never a real motivator for me. Nevertheless, I typically set goals for client development and billable hours because those numbers did represent a way to keep score.

The real excitement was striving to become a better lawyer and building relationships with clients. For me, there was nothing more satisfying than the appreciation of a client for going the extra mile.

What motivates 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 or contact him at cparvin@cordellparvin.com.