

[Setting Goals: The Who, What, When, Where, Why and How Questions](#)

By [Cordell Parvin](#) on May 6th, 2015

I love quotes about goals. Here is one that I put onto a magnet and gave away to lawyers I coached.



When you set goals, I urge you to do a lot of self reflection. What do I mean by that?

Ask yourself the who, what, when, why, where and how questions. Try these when you are setting goals.

The Who Questions:

Who is important in my life?

Who do I want to benefit from what I am doing?

The What questions:

What are my strengths?
What are my challenges?
What do I want to accomplish?
What do I want to learn?
What do I want to experience?
What contribution do I want to make?
What do I want to have?
What do I want to earn?
What am I most passionate about?
What do my clients need the most?
What do I need to do to accomplish my goal?

The When Questions:

When do I want to accomplish each goal?

The Where Questions:

Where do I want to live?
Where do I want to visit?

The Why questions:

Why is each goal important to me?
And why is that important to me?

The How Questions:

How do I want to accomplish my goals?
How do I want to live?

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 or contact him at cparvin@cordellparvin.com.