

## **Media Kit**

**For update information see the website at: [www.cordellparvin.com/media/](http://www.cordellparvin.com/media/)**

### **About Cordell**

Cordell Parvin has practiced law for 34 years. And has developed a highly successful national construction law practice. During his career, Cordell was a rainmaker and taught, mentored and coached young lawyers on their careers, work-life balance and rainmaking. Cordell was also a Practice Group Leader and worked with other Practice Groups helping them to develop their business plans and strategy.

At Jenkins & Gilchrist, PC, Cordell initiated and directed the firm's Attorney Development Program. He created a comprehensive program for associate development focused on skill development, mentoring, shadowing and career planning. Cordell motivated the leadership of his firm to get behind the associate development program and to focus attention on the importance of career planning.

He has a passion for teaching and coaching young lawyers. He recognizes that each lawyer has unique skills, talents and dreams. He works with lawyers as individuals and seeks to inspire and energize them based on their individual career and life dreams.

### **What Sets Cordell Apart**

Nothing can be more valuable to a young lawyer than working with someone who has achieved career success, satisfaction and balance; and has a passion for teaching and coaching. Cordell built a national practice and has been a top performer and rainmaker throughout his 33 year career. Throughout his career he has worked with associates and partners helping them understand their career and life purpose and core values and helping them achieve their individual career goals.

### **Pictures and Logos**

Picture can be downloaded at [http://www.cordellparvin.com/media/pictures\\_for\\_media.html](http://www.cordellparvin.com/media/pictures_for_media.html)

Logos can be downloaded at [http://www.cordellparvin.com/media/logos\\_for\\_media.html](http://www.cordellparvin.com/media/logos_for_media.html)

## **Media Contact**

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## Testimonials

The latest testimonials can be found at <http://www.cordellparvin.com/media/testimonials.html>

"Mr. Parvin, Thank you for the presentation at the ABA Midyear Conference in Chicago on Friday, February 10. I was impressed with your enthusiasm. I am a estate planning attorney in a seven-attorney firm, and because of my area of practice I need large numbers of new clients each year. I need to always remember that both my clients and my referral sources are essential to my well-being. Thank you for helping me to find more ways to let them know that I appreciate them"  
*Estate Planning Attorney*

"I attended this afternoon's presentation. It was excellent. The issues you discussed are some of the very things I need to address in my career. I am a first year attorney with a large firm. I, like you, want to be the best lawyer (real estate) in my practice area. Thank you for the advice. I plan to visit your website and obtain as much career and life planning information as possible. Thanks again."

*A firms first year lawyer*

"I think what lawyers often lack is inspiration. As a true coach, that is what you deliver. I really appreciated the time you took to hone in on the issues in my plan and more importantly, my personality, to identify where I need to exercise the most discipline and build the right habits. I am looking forward to "stretching" and knocking down a few walls in the process. It was a pleasure meeting you. I only regret that we didn't have the whole day with you as I believe it would have been very beneficial. I actually prepared my annual personal plan before the sessions, but as a result of your sessions I feel that I need to revise (my goals aren't focused or readily quantifiable).. I plan on revising it sometime this week and would love to send you a copy!!! (I'll blackline it to the original draft so that you can see the changes I made as a result of your presentation)."

*A Firms New Partner*

"Cordell - thanks - I enjoyed your presentation. You have a very engaging style and I think you connected with many of our senior counsel. I sure hope they follow up on what they heard. I know I'll try to do what I can to ensure their continued success. I look forward to other opportunities to work with you in the future. Thanks again."

*A Firms Partner*

"What a fabulous lunch - both the food and the conversation. I feel newly inspired to make FY2006 a complete success. Thanks for all of the suggestions and the reading materials (I will be reading some of them on the plane back tonight). One of my goals is to be one of your success stories. Thanks again for helping me get the ball rolling!"

*A Firms Partner*

"Thank you for coming up and meeting with us. I took alot out of your sessions and have been thinking about the lessons all weekend."

*A Firms New Partner*

"Thanks, Cordell. I enjoyed our session and my head has been swimming with ideas since then. Your advice was right on the money and I really appreciate it. Now to make it happen...."

*A Firms New Partner*

"Cordell, I was just writing to a friend to tell her what a great experience I had this week-end. You have a unique energy and the message passes really well. I just hoped I had taken your sessions earlier in my career."

***A Firms New Partner***

"I just returned from the NALP Conference in Chicago where I sat in on the session you presented with Amy Hancock. It was incredibly informative and enlightening." "I just returned from the NALP Conference in Chicago where I sat in on the session you presented with Amy Hancock. It was incredibly informative and enlightening."

***Law Firm NALP member***

"It's funny, but not surprising, that your observations are in synch with mine. As I watched the audience during your program, I realized they were shocked -- and impressed -- to see someone who looks, walks and talks like a very senior, very influential partner speak progressively about how to better prepare young attorneys for the practice of law. "

***Law Firm NALP Member***

"I just returned from the NALP Conference in Chicago where I sat in on the session you presented with Amy Hancock. It was incredibly informative and enlightening. In this session, you made reference to "10 things a mentor should know about their mentee," and I was wondering where I might find that information. Please advise. Thank you!"

***NALP Member***

"Cordell, You certainly know how to inspire a crowd! Your presentations were fantastic and I think that the newer shareholders got a lot out of the program. Thanks again! "

***A Firms New Shareholder***

"Your session was excellent, and inspiring. I would love for you to come up here to inspire some others, so will be thinking about possible opportunities!"

***Professional Development Consortium Member***

"I thought your session was great on Friday. Thank you so much. We have a career development plan for associates that badly needs to be updated and rolled out again with new training. So you have inspired me. Thanks."

***Professional Development Consortium Member***

"You were a true inspiration to me when I joined J&G in Sept. 2003, and have continued to serve as such. Your on-going communications over the past year have demonstrated to me your commitment to all of the associates of J&G. Thank you for all you have done. I sincerely hope that our paths do cross again in the future."

***Jenkins & Gilchrist Lawyer***

"I looked at your website. It looks great! I am very excited for you because I think you can make a real difference for a lot of young lawyers. Your kind of influence is just what our nation's aspiring and young lawyers need--and, indeed, many older lawyers who can still make a change for the better."

***Jenkins & Gilchrist Lawyer***

"Cordell, I am truly thankful for the work you have done for us associates at J&G. Knowing how much you care has made all the difference. Thank you so much. I will really miss you. Please keep in touch and add me to your e-mail list. "

***Jenkins & Gilchrist Lawyer***

"Building confidence is the first thing that comes to mind. The passion you show for mentoring is infectious. Your credibility factor is huge--too often firms hire people that burn out after five or ten years and entered consulting as a way out of the practice of law. You excelled at it. Now you excel at this. There's a huge difference--"

***Jenkins & Gilchrist Lawyer***

"To me you are a healer. Let me explain: I have seen many people, and even myself, get bogged down in the daily grind and pressures of the workplace (and school) and forget that life is so much more than just a project or test. I knew that if I actually thought about my goals and prioritized my time, I would feel in control. Having a plan is the only way to know whether you are meeting your goals and therefore are a success by your own standards. The problem is that people don't always know how to set those goals, and even if they do, they don't take the time to sit down and think about it because of the daily grind. So, that's where I think you come in -- you are like the doctor who doesn't just tell you how to lose weight (to use your analysis), but you are the doctor who motivates you by concretely showing you benefits of healthy living. I am not sure this is really that articulate an explanation, but if nothing else, I hope it expresses to you how valuable a service I think you provide to attorneys, including myself."

***Jenkins & Gilchrist Lawyer***

"One thing you do is help young lawyers get business. That's a very important aspect of what you do. Your claim to fame, if you will, is getting clients. Lawyers and law firms will value what you do because you promise get their young lawyers jazzed up about going out and making building their own practices, consistent with the firm strategy, based on something that excites them. You help people become "self-starters." You do this by helping people put together concrete, tangible, step-by-step plans to achieve success. All the person has to do is follow each step and they will make it happen. I know this from experience!"

***Jenkins & Gilchrist Lawyer***

"Even the most skeptical J&G associates respected that at least it seemed like the partners actually cared. They put their money where their mouth was when they put you, as a successful rainmaker in charge and really stressed the importance of training and development. Then we met you and saw how much you cared and it all just worked."

***Jenkins & Gilchrist Lawyer***

"You always joke that I have heard your lectures more than anyone--but every time I get the opportunity to attend them I take it. I take it because I always leave feeling empowered, inspired, confident, and in control. I find the stories and the lessons you teach very valuable. Most people talk about their lives because they like to hear about themselves--but your stories are well thought out and add credence to the advice you give young lawyers. You lead by example which is so rarely done. I know you will find success in your new venture because you have been able to time and time again inspire and empower me."

***Jenkins & Gilchrist Lawyer***

"You may know Cordell Parvin, a PDC member who recently left Jenkins & Gilchrist in Dallas to devote more time to PD and coaching. He spoke at the last PDC conference re career planning. We recently asked Cordell to speak to our junior shareholders about career planning and marketing. He spoke for about 90 minutes and then led some panel discussions about firm leadership and other topics. He was a huge hit, and we're now working with him to develop and conduct a pilot coaching program for 15 of our young shareholders to develop their marketing skills. I think he would be very well suited to the audience you mention."

***A Director of Professional Development***