

David Achord Says Good Communication Is One of an Attorney's Most Important Skills

California attorney explains why clear, honest communication can shape a client's experience just as much as legal knowledge.



San Diego, California Jul 29, 2026 ([Issuewire.com](https://www.issuewire.com)) - California attorney David Achord believes that one of the most overlooked parts of legal representation has nothing to do with courtroom arguments or legal strategy. It is communication.

After more than 20 years practicing law and helping recover more than \$100 million for clients, Achord says that many people remember how they were treated long after they remember the legal details of their case. Keeping clients informed, answering questions, and setting realistic expectations can make an already difficult situation far less overwhelming.

"People come to an attorney because they're dealing with uncertainty," says Achord. "You can't always promise a specific outcome, but you can promise that you'll communicate honestly, return calls, and explain what's happening every step of the way."

Legal matters are often stressful because they involve unfamiliar processes, strict timelines, and life-changing decisions. According to Achord, clients are often navigating the legal system for the first time. Even routine procedures can feel intimidating when people don't know what to expect.

He believes attorneys have a responsibility to make complex legal issues easier to understand without oversimplifying them.

"I've learned that clients appreciate honesty," Achord says. "If something is going to take time, tell them. If there's uncertainty, explain why. People are much more comfortable when they understand the process instead of being left wondering what's happening."

Throughout his career, Achord has found that regular communication builds trust. Rather than waiting for clients to ask for updates, he believes attorneys should make communication an ongoing part of their process.

That approach also reduces unnecessary stress.

"When people don't hear from their attorney, they naturally start imagining the worst," he says. "Sometimes a five-minute phone call can answer questions, ease concerns, and help someone feel more confident about where things stand."

Achord says communication extends beyond phone calls and emails. It also includes listening carefully before offering advice. Every client brings a different background, different concerns, and different goals to a case. Taking time to understand those perspectives allows attorneys to provide guidance that is both practical and relevant.

"The legal side of the job is important, but listening is just as important," he says. "Clients want to know they've been heard. That starts by asking thoughtful questions instead of making assumptions."

Technology has changed the way attorneys communicate with clients, making updates faster and information easier to share. While Achord welcomes those improvements, he believes technology should enhance relationships rather than replace them.

"Convenience is valuable, but people still want personal conversations when they're making important decisions," he says. "Good communication has always been about being available, being honest, and treating people with respect. That hasn't changed."

Looking back on more than two decades in practice, Achord says the biggest lesson has been that strong communication benefits everyone involved. Clients make better decisions when they understand their options, and attorneys build stronger professional relationships when they remain accessible and transparent throughout the process.

"Legal knowledge is essential," he says. "But knowledge only helps people if you can communicate it in a way they understand. That's something every attorney should continue working on throughout their career."

About David Achord

David Achord is a California attorney with more than 20 years of legal experience. A graduate of the University of California, Davis School of Law, he has helped recover more than \$100 million for clients throughout his career. In addition to his legal practice, he is the founder of Shoes for Kids and Water for Life, charitable initiatives focused on expanding access to essential resources for underserved communities. He also has a longstanding interest in blockchain technology, lifelong learning, and community service.

Media Contact

David Achord

*****@davidachordcalifornia.com

<https://www.davidachordcalifornia.com/>

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