

From Challenge to Opportunity

Chapter 1: Opportunity

Chapter 1 of *Change Maker* is about hope. It's about recognizing we're a young industry, accepting the obstacles that come along with that, and turning those obstacles into opportunities for personal growth and the advancement of the field.

To help with this, I share the six biggest challenges I see in health and fitness today. Instead of shrinking away from them in embarrassment (Uh, nothing to see here, I'll just go stand over there), or getting defensive about them (No way, that's not true!), let's find the opportunities in them. Because, in those opportunities, we find learning, growth, and maturity.

CHALLENGE #1: The gap between “us” and “them.”

OPPORTUNITY #1: Close the gap.

CHALLENGE #2: Not understanding what people want and need.

OPPORTUNITY #2: Assume less, listen more, and empathize with the people you hope to serve.

CHALLENGE #3: Not defining your purpose.

OPPORTUNITY #3: Define yours and align it with your talents.

CHALLENGE #4: Becoming too specialized.

OPPORTUNITY #4: Generalize and embrace the idea of the case manager.

CHALLENGE #5: Getting tangled up in educational options.

OPPORTUNITY #5: Create your own You-niversity.

CHALLENGE #6: Not practicing professionalism.

OPPORTUNITY #6: Intentionally cultivate your reputation.

These activities and worksheets are taken from the book **Change Maker**: Turn your passion for health and fitness into a powerful purpose and a wildly successful career by John Berardi, PhD.

Check it out at: www.changemakeracademy.com/book