

Defining Your Purpose

Chapter 2: Career

I always wanted “helping people” at the core of my work. But to discover my real purpose, I had to go beyond the cliché and ask specific questions like:

- *Who* do I want to help?
- *Why* do I want to help them?
- *What kind of help* do I want to provide?
- *How will I know* if I’ve really helped them?

How can you find your purpose? Hear your call? Hone in on both by answering the following questions.

QUESTION 1

Why do you want to work in health and fitness in the first place?

Is it your passion? Has it changed your life? Is helping others primary for you? Are you the go-to health and fitness person for your friends and family? What’s your origin story?

QUESTION 2

Do you want to work with clients/patients?

Both yes and no are acceptable answers. You can work in health and fitness and never see a client or patient one-on-one. (More on this later.)

If yes, what type of clients do you want to work with?

Men? Women? Athletes? Children? Elderly? Only the motivated? Only people who’ve failed before? Everyone? No one? (Do you even like working with clients at all?)

If no, what do you gravitate toward instead?

Maybe you’d prefer to organize things or work behind the scenes in a health and fitness business? Maybe you’d like to write, or speak, or podcast, or teach? Run the front desk of a facility? Do the finances? Manage mission-critical projects?

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QUESTION 3

Do you really want to help other people?

Does serving, teaching, or taking care of others inspire you? Do you truly want to help people? Or are you driven by something else? Is it external validation and status? (If so, that's okay. You might just want to consider not coaching.)

QUESTION 4

Do you want to own or run a business?

If so, do you want to have a small studio or practice? A big facility? Or would you rather work for someone else, such as a well-established health, fitness, or wellness center where you can focus on what you do best and trust your team to do the rest?

QUESTION 5

What relationship do you want with your income?

Are you comfortable with shorter-term contracts? Do you prefer the greater risk and (potential) reward of entrepreneurship? Or do you prefer a consistent, steady wage? Are you shooting for an affluent lifestyle? Or just "enough to live well"? Is money even a factor?

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QUESTION 6

What relationship do you want with your work?

Are you looking for flexibility or structure? Full-time or part-time? Do you have children or other responsibilities that you juggle? Do you prefer other people to organize your work, or do you like to direct your own tasks? How much does your work define you as a person?

QUESTION 7

What other skills, talents, and aptitudes do you have?

You probably have lots of non-fitness-related things you can do, or things you enjoy. Maybe you're good with numbers. Or you have a knack for design and creating beautiful, welcoming spaces. Or you love working with animals. Take a complete inventory, even if your skills, talents, and aptitudes don't necessarily seem relevant right now.

That's a lot to chew on. And not every question here will feel relevant at first. However, spend time with each of them anyway. You never know which question will lead to a new insight.

In the end, while ideas like "find your WHY" and "follow your passion" and "discover your purpose" dominate career conversations nowadays, they can be meaningless unless you go beyond the buzzwords and consider deeper questions like those above. And this one:

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When you die or retire, how will you know whether you've followed your purpose?

For my part, I believe you'll know you've followed your purpose if your work has been meaningful (to you), if it's made a difference (measured by your own metrics of meaning), if it's utilized your strengths, and if it's brought you enjoyment and satisfaction.

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