

Strategies to Use Instead of “Jobs to Be Done”

Chapter 3: Clients

If the Jobs to Be Done process feels too much of a stretch, you can learn more about your clients in the following (less-structured) ways:

Watch: Pay attention to what makes clients and patients light up and get excited. Notice their body language and self-expression. Look for small details that could tell you more about them and what they might be seeking. See where they hang out on social media and observe what they’re saying.

Listen and use client-centered talk: Hear what they have to say and ask follow-up questions to make sure you understand. Wait a moment or two before jumping in to give advice. Use a client-centered coaching style to understand them better, and learn what methods work best for them (more on this in Chapter 4 of *Change Maker*).

Stop assuming: Start knowing for sure. Ask them directly what they like, what they want, what they need. They might not know right away, but working around “not sure” is way better than not asking at all and getting it completely wrong.

Find out their story: Why did those clients or patients come to see you today? Why not six months ago, or six months from now? What series of events brought them through your door at this time? Find that out, and you’ll get some very interesting insights.

Ask for feedback: Ask probing questions and create a safe environment for them to answer honestly. Yeah, it can be uncomfortable, but it’s incredibly valuable if you’re brave enough to step up and really absorb that input.

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