

# Knowing Your Goal

## Chapter 6: Reputation

Asking “What’s my real goal here? What am I trying to accomplish?” will help you avoid distraction and stay focused on what matters. To get started, consider your goal in each of the following scenarios.

### When giving a seminar

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### When interacting on social media

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### When writing an article

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### When speaking with a client or patient

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### When in a staff meeting

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## Knowing Your Goal

### Chapter 6: Reputation

#### When responding to criticism

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This idea of keeping the goal in mind also extends to every situation in your career and life. From crucial conversations to stage presentations. From social media posts to parenting children. From creating your refund policy to handling unprofessional behavior.

Practice this and you'll be recognized as the consummate professional, as someone who's unflappable, as someone who keeps the main goal the main goal; your reputation will grow.

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](http://www.changemakeracademy.com/book)