

Areas to Develop Beyond Your Specialty

Chapter 7: Education

You probably already know your main area of focus. It could be exercise programming, nutrition coaching, diagnostics and prescription, etc. You've probably also invested a lot of time and money into deepening this area of knowledge. Yet maybe it's time to focus on some different areas like:

Exercise and Fitness: To develop a deeper understanding of how different exercise modalities can contribute to massive improvements in health, fitness, disease resistance, and performance.

Nutrition and Supplementation: To more deeply understand how your clients' eating decisions and supplement choices influence their energy levels, physical health, quality of life, and performance.

Healthy Movement and Mobility: To discover how movement and mechanics play key roles in the daily health and functional capacities of office workers, manual laborers, athletes, children, and more.

Stress Management and Mental Health: To learn how mental health and stress influence who we are, how we see the world, how our bodies function at rest (vs. during performance), and what we're able to do (vs. not do).

Sleep: To understand how sleep amount and quality are closely interconnected with exercise (ability and capacity), eating (choices and digestion/absorption), mental health, and more.

Coaching and Change Psychology: To realize that knowing all about cellular function, movement, nutrition, sleep, and stress won't get you far without knowing how to help people change their actions and practices.

Marketing, Sales, and Business: To learn how to attract people to your business, convince them you're the right fit for them, and deliver exactly what you've promised in a way that exceeds their expectations.

Curious which courses are the best in each domain? At the end of the **Change Maker** book, you'll find examples in each category. But, before rushing to that, consider filling out an empty T with the categories you think are most essential to achieving your career goals.

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