

HOW TO SUCCEED IN HEALTH & FITNESS

LESSON 1

Discover & Unleash Your Superpowers

Today's Workshop

Learn how to pinpoint the intersection of your passion, talent, and values. This helps you determine what you're likely to excel at and love doing, in a way that matches what matters most to you personally.

When considering a career in health and fitness, many people talk about following their passion.

For instance, you may have a burning passion for "helping people."

While commendable, it's often only the initial spark to a career. The fuel for powering a long, successful, rewarding vocation requires gaining a much deeper understanding of your:

- ✓ **Explicit purpose**
Going beyond clichés like "I want to help people."
- ✓ **Unique abilities**
Putting your one-of-a-kind skills in service of your purpose.
- ✓ **Individual values**
Creating professional guardrails to ensure a meaningful life.

This requires you to ask yourself tough questions, such as:

- ✓ What's my purpose?
- ✓ Why do I do what I do?
- ✓ What are my unique abilities (and inabilities)?
- ✓ What are my values?
- ✓ How do my values govern my life?

Not knowing the answers to these questions isn't just frustrating or annoying. It can stall your career, drain your enthusiasm, and leave you thinking about selling insurance instead of helping people eat, move, and live better.

Activities

WORKSHEET #1:
[Find Your Purpose →](#)

WORKSHEET #2:
[Uncover Your Unique Abilities →](#)

WORKSHEET #3:
[Tune into Your Values →](#)



That’s why the following three-step process is so important. It can help you clarify each critical factor.

The benefit: You’ll have a much stronger chance of finding value, meaning, happiness, satisfaction, and—ultimately—success in your career and in your life.

STEP 1: Find Your Purpose

What does “help other people” really mean?

“Helping people” could mean working as a paramedic, or a teacher, or a barista, or a volunteer in a shelter. From that perspective, just saying that you want to help people seems vague and particularly not purposeful.

Real purpose, the kind that Simon Sinek talks about in his book *Start With Why*, is about finding the cause, belief, or mission that motivates you, and using it as a filter to choose the careers, organizations, communities, and relationships that are most likely to inspire you.

To discover your real purpose, you need to go beyond clichés 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?
Use [Worksheet #1: Find Your Purpose](#) to hone in on both.

What does
“help other people”
really mean?



[VIEW SHEET](#) →

STEP 2:

Uncover Your Unique Abilities

If you think of your purpose as **WHY** you're doing what you do, you can think of your unique abilities as **HOW** to best live out that purpose, using your one-of-a-kind skills and talents.

Popularized by Dan Sullivan, one of the world's most influential entrepreneurship coaches, and outlined in the *Unique Ability® 2.0: Discovery* book by Catherine Nomura, Julia Waller, and Shannon Waller, unique abilities are described by:

Superior skill. You produce outstanding results with your unique ability. It's so natural you can't help but do this extraordinarily well. Others notice this skill, rely on it, and value it.

Passion. You love to do this and probably did it in some form long before you got paid for it. (In fact, many people continue to give their unique ability away for free because they don't recognize how special it is.)

Energy. Using your unique ability gives you a boost of energy. The people around you get energy from you too, because it's fun and exciting to be around someone who's passionate and talented at what they're doing. Likewise, when you surround yourself with other people living their unique abilities, your days are filled with positivity, dynamism, and creativity.

Never-ending improvement. You're already exceptional at this, yet you could do it for the rest of your life and always find new ways to get better and better.

Unique Abilities

- >> Superior Skill
- >> Passion
- >> Energy
- >> Never-ending Improvement

Think of unique abilities as the things that:

1. You are, or have the potential to be, world-class at.
2. You really enjoy doing.
3. You can make a big difference with, if you use them.

Once you determine your unique abilities, it can become clear why you feel great at the end of some workdays and completely dissatisfied at the end of others.

You'll likely find the "feeling great" days are spent mostly within your unique abilities, using your superpowers. And the "unsatisfied days" are spent outside of them, with kryptonite strapped to your chest.

So how do you get started?

Use [Worksheet #2: Uncover Your Unique Abilities](#) to identify—and unleash—your superpowers.

**Working within
your unique
abilities means
fewer unsatisfying
workdays.**



[VIEW SHEET →](#)

STEP 3:

Tune Into Your Values

When you're on fire with purpose and using your superpowers for good, work can feel pretty amazing.

At the same time, it's easy to get swept away by your passion.

It's easy to start working long hours, burning the candle at both ends. Easy to focus exclusively on your mission, ignoring family, friends, and others in your community. Easy to seize every opportunity, forgetting that physical and mental growth comes not during massive efforts, but from the recuperation time between them.

That's where your personal and professional values come in.

Values are the guardrails to keep you on track. They help ensure that the work you're doing has meaning, and that it's not in conflict with how you want to live your life.

But what are values?

They're the ideals you think are essential for a good life. They're guiding principles you feel proud to live out, beliefs you're willing to fight for. They're (hopefully) how you decide priorities. And, when you use them to decide priorities, you're more likely to live a fulfilled life.

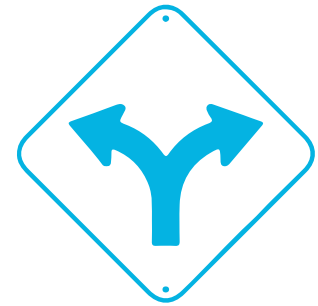
Determine your core values by using [Worksheet #3: Tune Into Your Values](#).

Values are the guardrails to keep you on track.



[VIEW SHEET →](#)

Use Your Purpose, Unique Abilities, and Individual Values to Choose Your Path



There are two fundamental mistakes that so many people make in health and fitness.

Mistake #1: Thinking that the most visibly defined pathways are the only possible pathways.

Mistake #2: Forgetting to consider purpose, values, and unique abilities when choosing a career path.

For example, many people think that if they're going to work in health and fitness, their only options are:

- ✓ Personal trainer
- ✓ Strength coach
- ✓ Nutrition coach
- ✓ Naturopath
- ✓ Functional medicine doctor
- ✓ Yoga or pilates teacher
- ✓ Rehab specialist
- ✓ Group exercise instructor

These are wonderful options, of course. But only if they match your purpose, unique abilities, and values.

The bad news? Too many people end up in one of the above jobs and, for them, it's a total dead end. While it's probably in the right ballpark relative to their purpose, most aren't uniquely good at the work, and it doesn't match their values.

The good news? For people new to the field, there are so many career options beyond those above. And, for those already in the field, there's always time to change.

For example, let's say you're passionate about exercise and fitness. Instead of trying to become a personal trainer or strength coach, you could also try:

- ✓ **Writing** about exercise and fitness in books, magazines, or online publications.
- ✓ **Speaking** about exercise and fitness at trade shows or conferences.
- ✓ **Lecturing** on exercise and fitness at high schools, colleges, or universities.
- ✓ **Podcasting** on exercise and fitness.
- ✓ **Hosting** exercise and fitness programming on TV or on the radio.

Another acceptable option is to keep your hobby a hobby; not everyone who loves health and fitness needs to pursue a career in it.

Alternatively, with the right training and unique abilities, you could work in human resources, finance, business development, marketing, tech, design, or leadership in a fitness company that shares your purpose and values.

You could also pursue entrepreneurship and start your own company, whether it's a fitness center, online coaching company, or wearable tech company. Indeed, coaching people directly is only one option.

This is where the fun begins.

Let's say you're a natural storyteller, gregarious, and connect better in a one-on-hundreds setting than one-on-one. In this case it'd make sense for your career to involve speaking engagements and connecting with crowds vs. client-based interactions.

**This is where
the fun begins.**

However, let's say all that travel doesn't mesh with your values (spending weekends away from your family is a no-no, all that air travel compromises your self-care). In that case you'd look for other ways to use your unique abilities.

- ✓ Could you confine your speaking to local venues?
- ✓ Work in a corporate environment bringing health and fitness to hundreds of employees at a time?
- ✓ Or could you arrange a way to bring your family with you and take care of yourself too?

Here's another example. Let's say you're awesome at organization and are exceptionally good at keeping the trains running. You never forget a task and are talented at directing and leading people. Plus, one of your values is to have consistency and predictability in your life (which might mean having predictable and traditional work hours so that you can plan your own leisure time, like weekend hikes with friends or having dinner at home every night).

Putting it all together, maybe your unique abilities and values lead you to going into management, supervising a team of healthcare professionals, trainers, or nutritionists.

This game can feel tricky at first. Not only is it challenging to figure out what your purpose, unique abilities, and values are, it also takes a lot of thought to find creative career options that satisfy all three. Yet that's the secret behind the most successful people.

Discover your purpose, unique abilities, and values—and use them to decide your path—and your chances of success go way up.

**Discover
your purpose,
unique abilities,
and values —
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What to Do Next

Continue to work on your unique abilities statement ([Worksheet #2](#)).

Brainstorm career options that best fit your purpose, unique abilities, and values.

And get ready for

Lesson #2: The Secret to Elite Coaching Skills.

Activities

WORKSHEET #1:

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Ready to take the next step in your career? We might be able to help.

If the career path you choose includes coaching people to make lasting change, check out the Precision Nutrition Level 1 Certification. It's the most respected nutrition and lifestyle coaching education program in the world—and the next group kicks off soon.

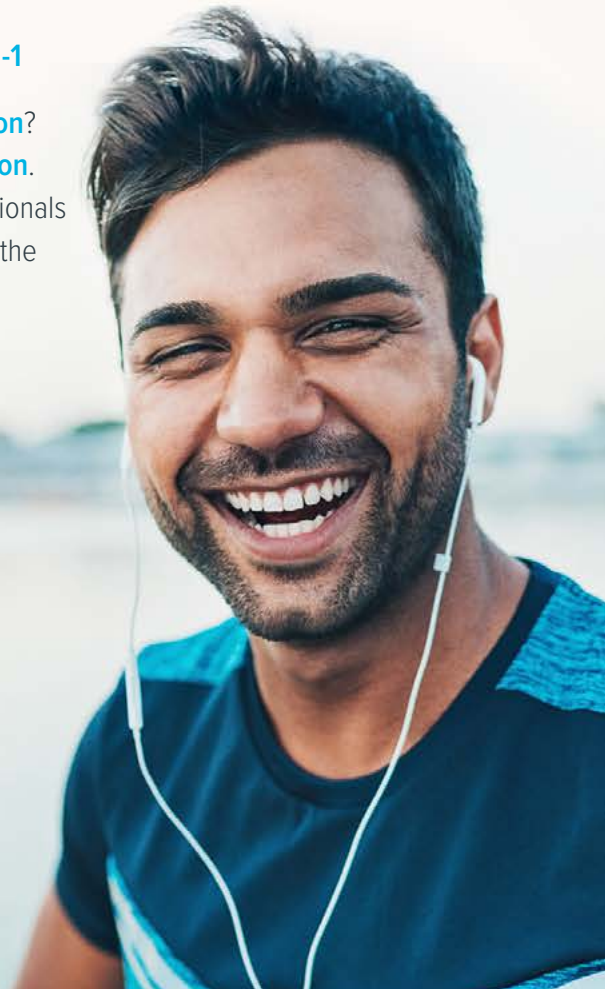
Created specifically for people working in all areas of health and fitness, our self-paced nutrition certification teaches you the science of nutrition and the art of world-class coaching.

Developed over 15 years. Proven with over 100,000 clients. Trusted by professionals in every corner of the health and fitness industry—from personal trainers, group exercise instructors, and health coaches to doctors, dietitians, physical therapists, and more.

Whether you're already mid-career or just starting out, this self-study nutrition certification will give you the knowledge, systems, and tools to make a real, lasting change with anyone you work with.

Visit this link for more information: <http://get.pn/level-1>

(Already a student or graduate of the [Level 1 Certification](#)? Take the next step and check out our [Level 2 Certification](#). It's an exclusive, year-long Master Class for elite professionals who want to take their nutrition knowledge and skills to the highest possible level.)



Find Your Purpose

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.

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?

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?

Find Your Purpose

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 OK. You might just want to consider not coaching.)

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?

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?

Find Your Purpose

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?

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.

Uncover Your Unique Abilities

Uncovering your unique abilities isn't a 5-minute activity. You can get the process rolling by working on it for 20 minutes today.

But spend a few hours over several days (or even a couple of weeks) to get the wording just right—because it's important. (You'll also have to wait on feedback from others before you can finish.)

Think of it this way: You're creating an official document that clearly expresses your superpowers. You'll review this list often to make sure you're staying in balance and, ultimately, doing your most impactful and meaningful work.

Suggestion: If you do nothing else today, send the email in Step 1 to several people, and mark that off your to-do list.

Step 1. Get feedback from people who know you.

Contact five to ten colleagues, friends, and other people you're close to. These should be people who really get you, who know what makes you shine, who count on you.

Ideally, they should come from a cross-section of your life (not all friends or all family or all co-workers, for instance; you want a diversity of opinions, which will actually help reinforce common themes).

Ask them if they'd be willing to take a few minutes and create a list with a dozen or so things that come to mind when they think about you. If they're up for it, email them the following questions:

- What are the talents or abilities or characteristics that describe me?
- What makes me tick?
- What do you count on me for?
- How would you describe my way of doing things?
- Is there anything that impresses you about who I am?

Make clear that these characteristics don't need to reflect your hobbies, interests, or even work history. Rather, these are the things they've relied on you for or have appreciated about you.

Uncover Your Unique Abilities

Here's an email template you can use.

Sample Email Request

Hi **[INSERT NAME]**,

I'm participating in an ability-finding workshop. I value your insight and would appreciate 15 minutes of your time. If you can do it by **[INSERT DATE]** (no worries if you can't), it would be incredibly helpful.

The workshop is designed to reveal my "unique abilities," or ways in which I make positive contributions to my friends, family, and colleagues.

The most effective way to get that clarity is by collecting feedback from those closest to me, and that means YOU... because you know me the best.

If you're game, could you email me 5-10 bullet points that reflect your experience of my talents, abilities, traits, and aptitudes?

These could include things like:

- Talents, abilities, characteristics that describe me.
- What I'm really good at.
- What makes me tick.
- How I do things.
- What you count on me for.
- Anything that impresses you about who I am.

... and, why? What are those things I do/say that make you think this about me?

These characteristics don't need to reflect my interests or even my work, just things you have either relied on me for or have appreciated. The mundane to the glorious—whatever makes the most sense in composing your best "portrait" of me.

Thanks so much for your consideration.

Best,

[INSERT NAME]

PS I know you're extremely busy, so as always, no pressure! If you don't have the time, I not only understand, I can totally relate. Most important: I appreciate you either way!

Uncover Your Unique Abilities

Step 2. Come up with your own answers.

Independently, make your own list, ideally before you get responses back. Answer the same questions you emailed your trusted list, as well as some others.

1. What are the talents or abilities or characteristics that describe me?

What makes me tick?

What do people count on me for?

What is “my way” of doing things?

What makes other people impressed with who I am?

What are the things I’m most passionate about?

What’s important to me?

What have been my greatest accomplishments so far?

What are my goals—personal, family, career, life?

Whom do I admire? Why? What can I learn from them?

Uncover Your Unique Abilities

Step 3. Identify common themes.

Once everyone's responded, gather the replies. Identify common words, phrases, or themes. Make a list of 10 that come up most often.

Next to each item, write down why you think the person said it about you.

Step 4. Create your unique ability statement.

Take the 10 most common themes from Step 3 and use them to start creating your unique ability statement.

Here's an example of UA statement from a leader at Precision Nutrition:

“Pushing the boundaries of what’s possible, connecting deeply to people, and putting people and vision together.”

Now it's your turn.

Uncover Your Unique Abilities

Step 5. Integrate your unique abilities.

The unique abilities process doesn't end with your statement. While identifying unique abilities is a big first step, the next is to find ways in which you can better integrate them into your work.

To do this at Precision Nutrition, our team members log all the different kinds of tasks they do in a week. Then they place those tasks in one of the following quadrants: unique ability activities, excellent activities, competent activities, and incompetent activities.

Once you've identified your unique abilities, give this last step a try.

Figure out how much of your week is spent doing tasks within your unique abilities.

If 80 percent of your time is spent in the unique ability quadrant, everyone's happy (especially you). If it's not very much, consider how to slowly transition out of the other quadrants and into your superpowers.

Keep in mind: It's not always comfortable to identify mismatches between how you're spending your time and how you should be spending your time for happiness and fulfillment. Sometimes these mismatches will even suggest that you need massive changes in your life.

However, the investment is worth it. Explicitly defining your purpose, and then putting your unique abilities in the service of that purpose, is your most reliable path to career satisfaction and success.

Tune Into Your Values

Step 1: Think of the times you felt happiest.

Now answer the questions below using examples from your career and personal life.

- What were you doing?
- Who were you with?
- What else was involved that contributed to the feelings of happiness?

Step 2: Think of the times you were most proud.

Again, answer the questions below using examples from your career and personal life.

- Why were you proud?
- Who else shared in your pride?
- What else was involved that contributed to the feelings of pride?

Step 3: Think of the times you were most fulfilled.

(You know the drill by now.)

- What need or desire was fulfilled?
- How and why did the experience give your life meaning?
- What other factors contributed to your feelings of fulfillment?

Tune Into Your Values

Step 4: Think of the times you felt most physically energized, at peace, or full of vitality and “flow.”

- What were you doing?
- Who were you with?
- What else was involved that contributed to the feelings of energy, peace, and flow?

Step 5: Based on your experiences with happiness, pride, fulfillment, and embodied cognition, consider which sorts of values drive those feelings.

For example, if you feel most energized while writing, painting, or making music, perhaps creativity is one of your core values. Or maybe if you feel most proud, fulfilled, and at peace when helping out at a senior center, one of your core values is service.

Here’s a list of values that people commonly connect to:

- | | | | |
|-------------------------|----------------------------|----------------------|-----------------------|
| ACCOUNTABILITY | COMMITMENT | DEMOCRACY | EXCELLENCE |
| ACCURACY | COMMUNITY | DEPENDABILITY | EXCITEMENT |
| ACHIEVEMENT | COMPASSION | DETERMINATION | EXPERTISE |
| ADVENTUROUSNESS | COMPETITIVENESS | DEVOUTNESS | EXPLORATION |
| ALTRUISM | CONSISTENCY | DILIGENCE | EXPRESSIVENESS |
| AMBITION | CONTENTMENT | DISCIPLINE | FAIRNESS |
| ASSERTIVENESS | CONTINUOUS IMPROVE- | DISCRETION | FAITH |
| BALANCE | MENT | DIVERSITY | FAMILY |
| BEING IN NATURE | CONTRIBUTION | DYNAMISM | FIDELITY |
| BEING THE BEST | CONTROL | ECONOMY | FITNESS |
| BELONGING | COOPERATION | EFFECTIVENESS | FLUENCY |
| BOLDNESS | CORRECTNESS | EFFICIENCY | FOCUS |
| CALMNESS | COURAGE | ELEGANCE | FREEDOM |
| CAREFULNESS | COURTESY | EMPATHY | FUN |
| CHALLENGE | CREATIVITY | ENJOYMENT | GENEROSITY |
| CHEERFULNESS | CURIOSITY | ENTHUSIASM | GOODNESS |
| CLEAR-MINDEDNESS | DECISIVENESS | EQUALITY | GRACE |

Tune Into Your Values

- | | | | |
|-----------------------|---------------------|--------------------|-----------------|
| GROWTH | LEADERSHIP | RELIABILITY | STRUCTURE |
| HAPPINESS | LEGACY | RESOURCEFULNESS | SUCCESS |
| HARD WORK | LIFE FLEXIBILITY | RESTRAINT | SUPPORT |
| HEALTH | LOVE | RESULTS | TEAMWORK |
| HELPING SOCIETY | LOYALTY | RIGOR | TEMPERANCE |
| HOLINESS | MAKING A DIFFERENCE | SECURITY | THANKFULNESS |
| HONESTY | MASTERY | SELF-ACTUALIZATION | THOROUGHNESS |
| HONOR | MERIT | SELF-CONTROL | THOUGHTFULNESS |
| HUMILITY | OBEDIENCE | SELFLESSNESS | TIMELINESS |
| INCLUSION/INCLUSIVITY | OPENNESS | SELF-RELIANCE | TOLERANCE |
| INDEPENDENCE | ORDER | SENSITIVITY | TRADITIONALISM |
| INGENUITY | ORIGINALITY | SERENITY | TRUSTWORTHINESS |
| INNER HARMONY | PATRIOTISM | SERVICE | TRUTH-SEEKING |
| INNOVATION | PERFECTION | SHREWDNESS | UNDERSTANDING |
| INQUISITIVENESS | PIETY | SIMPLICITY | UNIQUENESS |
| INSIGHTFULNESS | POSITIVITY | SOUNDNESS | UNITY |
| INTELLIGENCE | PRACTICALITY | SPEED | USEFULNESS |
| INTELLECTUAL STATUS | PREPAREDNESS | SPONTANEITY | VISION |
| INTUITION | PROFESSIONALISM | STABILITY | VITALITY |
| JOY | PRUDENCE | STRATEGY | |
| JUSTICE | QUALITY | STRENGTH | |

As you consider how your experiences dovetail with the values listed here, write down the values that best describe you. If your list is long, narrow it down to the three to five that feel most resonant.

Tune Into Your Values

Step 6: Reality test your list.

Look at your values and test them by asking questions like these:

- Would my closest friends, unprompted, say these were the ideals that mean the most to me?
- Would I support these ideals even if my choice wasn't popular and it put me in the minority?
- Am I prioritizing my work, and my life, according to these values today?

Another great way of knowing if you're on the right track is to test them against each other. For example, if you list adventurousness as your top value, consider whether you'd be willing to go on a once-in-a-lifetime three-month trip even if it meant losing out on a fantastic career opportunity? If not, is adventurousness really your top value?

In the end, coming up with your values (and the priorities that naturally flow from them) is heady work. Yet the payoff is huge. Your values and priorities will become much-needed guardrails for governing your work and your life.

Consider: If life flexibility is one of your values, working defined hours in a health and fitness clinic every Monday through Saturday isn't probably ideal. If family is a value, then seeing clients between 4 and 9 p.m. doesn't mesh. If you value being in nature, maybe you don't want to be in a windowless massage room for ten hours a day.

Even more than helping you define the career choices to run away from, your values—along with your purpose and unique abilities—can help you choose the work to run toward.

After you've tested your values, write down the top three to five values that make the cut. These are your core values.