

Class Notes

Behind the Gottman Method with Dr. Julie Schwartz Gottman



✓ **Build with Purpose, Not Just Profit**

Julie shares how her mission to serve others, especially those in deep emotional pain, guided every decision in her career. Prioritizing values over revenue helped shape a business that felt meaningful and sustainable, even as it grew in reach and impact.

✓ **Trust Your Clinical Voice**

From developing the Gottman Method to setting high standards for therapist training, Julie consistently advocated for clinical integrity, even when it meant disagreeing with business decisions. Her story reinforces the importance of speaking up and trusting your expertise as you build your brand.

✓ **Legacy Starts with One Step**

Julie didn't set out to co-found a global institute. Her journey began with listening, helping one person at a time, and staying open to opportunities. Therapists can find reassurance in the idea that small, consistent steps lay the groundwork for lasting influence.

✓ **Redefine What Leadership Looks Like**

As a deeply introverted person, Julie had to learn to lead publicly, teach with confidence, and own her contributions. Her evolution is a reminder that leadership is about courage, clarity, and staying grounded in your mission.

✓ **Balance Doesn't Mean Doing Less**

Julie worked four jobs, raised a family, and co-built a company while staying clinically active. Instead of striving for perfect balance, she focused on aligning her time with what mattered most. The takeaway for therapists: growth doesn't have to mean sacrificing your calling.