

Goal Setting for Celebrants

Civil Celebrant Connection - February 2026 Pitstop

With Dinah Liversidge

Celebrant Coaching and Training Academy

Welcome! – In the chat, please share....

What's one thing you'd like to
be different in your business
by December?

A brief introduction

Dinah Liversidge She/Her



- Celebrant
- Coach
- Trainer
- Speaker
- Mother, wife, sister
- Lover of trees, motorbikes, otters, conversation, connection, coffee and cake.

Our Agenda

- Reframing How we feel about Goals
- Goal Categories
- 4 Principles to practice
- Get Intentional! - Setting Your First Goal
- Commitment & Close

Without a Goal...

It's impossible to score!

Let's Talk About the Elephant in the Room

"How many funerals are you planning to do this year?"



Feels uncomfortable, right?

Reframing Goals

Goals are not:

- Where you 'should' be – imposter mindset
- For other people – people pleasing
- Growth at all costs – always grow from your values

They ARE about:

- Bringing the joy back to your work
- Professional development and skills
- Business sustainability
- Work-life balance
- Financial security (removing money stress)

What If We Called Them...

Intentional Choices

What do you want to be intentional about this year?
Pop the first thing that comes to mind in the chat

7 Goal Categories for Celebrants

- 1. Skills & Craft
- 2. Business Operations
- 3. Marketing & Visibility
- 4. Financial Health
- 5. Wellbeing & Boundaries
- 6. Client Experience
- 7. Professional Development

Skills & Craft

Examples:

- Learn a new ceremony type
- Attend a writing workshop
- Develop public speaking skills
- Master ceremony timing

What would make you more confident in your craft?

Business Operations

Examples:

- Streamline admin systems
- Update website
- Review pricing structure
- Create client onboarding process

What's been niggling at you for months?

Marketing & Visibility

Examples:

- Gather and display testimonials
- Join networking groups
- Develop social media presence
- Build referral relationships

How do people find you - and could it be easier?

Financial Health

Examples:

- Build emergency fund (3 months expenses)
- Set up pension contributions
- Plan for tax obligations
- Invest in attending a wedding fair

What would give you peace of mind?

Wellbeing & Boundaries

Examples:

- Create post-funeral self-care routine
- Set working hours and stick to them
- Plan holiday time in advance
- Find peer support or supervision

What would make this work sustainable?

Client Experience

Examples:

- Develop post-ceremony follow-up process
- Create welcome pack for new clients
- Improve accessibility of services
- Add special touches to ceremonies

What would delight your clients?

Professional Development

Examples:

- Write for a local magazine or industry journal
- Complete CPD training
- Find a mentor
- Attend industry events

What would make you feel more professional?

POLL TIME!

Which area feels most neglected in your business right now?

- Skills & Craft
- Business Operations
- Marketing & Visibility
- Financial Health
- Wellbeing & Boundaries
- Client Experience
- Professional Development

Four Principles for *Celebrant* Goals



Lighthouse not
GPS



Season not
just Year



Energy not just
Time



One is Done

Principle 1: Lighthouse, Not GPS



- Direction matters more than exact destinations
- You don't need to know every step - just where you're heading

Example: "Build a more sustainable practice" not "43 ceremonies by November"

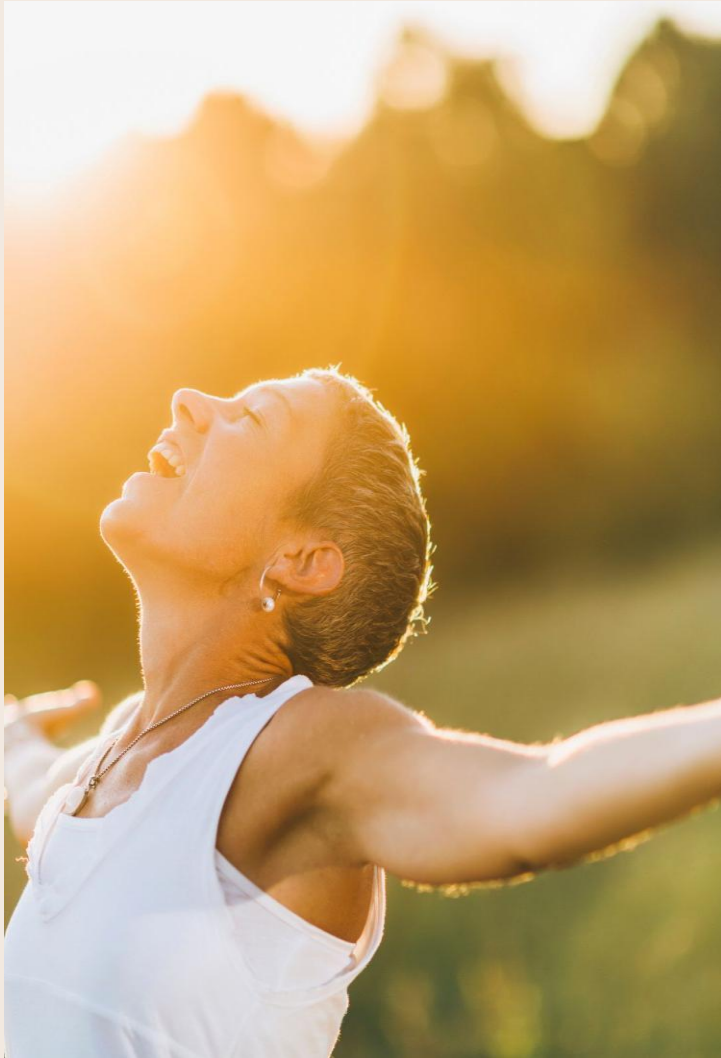
Principle 2: Season, Not Just Year



- Wedding celebrants: Summer ≠ Winter
- Funeral celebrants: Emotional energy varies

Plan goals WITH your natural rhythms, not against them

Principle 3: Energy, Not Just Time



- The emotional labour of ceremonies needs recovery time
- A "quiet week" isn't always available time

Consider your energy budget, not just your diary

Principle 4: One Is Done



- Better ONE achieved goal than five abandoned ones
- Focus beats overwhelm

What's the ONE thing that would make the biggest difference?

The Five-Question Framework

- 1. What area of my business needs attention?
- 2. What specific outcome would I love to see?
- 3. Why does this matter to me and my clients?
- 4. What's one action I can take this month?
- 5. Who could support or encourage me?

Your goal can be:

- - Professional OR personal
- - Big OR small
- - Skills-based OR systems-based
- - About doing more OR doing less

There's no "right" goal - only YOUR goal

Your Turn: Intention Setting

- Use the next 10 minutes to draft ONE goal using the framework in your handout



Time to Share!

If you feel comfortable, share in the chat:

ONE goal you're committing to work on in February

No judgment. No pressure.

Just solidarity and gentle accountability.

The Quarterly Check-In

Every 3 months, ask yourself:

- Is this goal still serving me?
- What progress have I made?
- What obstacles appeared?
- Do I need to adjust or let go?

Permission to abandon goals that no longer serve you

Find Your Accountability Buddy

Consider:

- Pairing up with someone from today
- Using the Civil Celebrant Connection community

You don't have to do this alone

Goals aren't about:

- Being more corporate
- Doing more ceremonies
- Endless growth

They *are* about:

- Sustainability
- Intention
- Peace of mind
- Serving people well – including yourself!

Thank You!

Questions?

Reflections?

Remember: One intentional choice beats ten vague wishes