

# Recruiting Mission 1: Purpose (Game Action)

## THRIVE! As a Professional Coach Playbook



**"For the most part, recruiting is about talking to lots of people!"**  
- Coach Dave

### Quick Summary:

#### Clarify your purpose!

The next step to Recruiting Mission 1 is to talk with people about purpose (yours and theirs) and see how YOU and they respond. Every person you talk with will draw different ideas from you and add new perspectives that will clarify and energize your message.

### Quick Outline

1. Experiment: Talk with 10 people about purpose
2. Perspectives on this experiment.

## 1) Experiment: Talk with 10 people about purpose

The **GAME ACTION** for this recruiting mission is simple yet profound: simply practice talking with people about purpose. Share the new or renewed purpose of your coaching business and ask them about their purpose right now.

Most likely these will be people that you already know, but you could have a purpose conversation with someone at a meetup or even while waiting in a check-out line.

**The purpose for this experiment is twofold:**

- 1) To learn more about your purpose; each time you share about it with a different person you will gain some clarity. Always remember: Abera Ca Dabera = I Create As I Speak
- 2) To learn how people respond to conversations about purpose; to figure out which questions and words open up the conversation.

After you complete a **GAME ACTION** for the first time, a **BIG WIN** item will pop up on your game card as well. If your action creates the desired result, then you will share that in the **BIG WIN** section of the game card; more about that on the **BIG WIN** playbook.

## 2) Perspectives on this experiment

### Talking about purpose

The recruiting part of your coaching game centers on purpose conversations so this is something you need to get really good at and really comfortable with. **Let's get this Purpose Party started!**

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You need to develop a wide vocabulary for communicating about purpose in general and about your own purpose as a coach. You expand your vocabulary by talking with people.

Purpose can seem like a really “heavy” topic because it is so personal. But your aim as a coach in the Connected Age is to make it fun, easy and “normal” to have deeper conversations.

It is also very important to experience that your human energy connection with each person is unique in some way. When you set out to have a similar conversation with different people you can begin to notice how different each conversation is ... and wonder why? Notice how different ideas pop in your mind and different words come out of your mouth with each unique person that you talk with. NOTICE!

### Ways to approach this experiment

One of the first things you need to do in any game is plan your approach. This is a good exercise! So you need to wonder: “How will I broach this conversation with the people I want to talk with?” or “I wonder what would happen if...” Then see what your creative, curious, playful mind comes up with!

Some ideas:

“Hey, I am doing a little thought experiment about how people relate to purpose; can I chat with you about that?”

“Hey, I am refining the purpose for my coaching business; do you have 15 minutes to explore a few ideas with me? Oh, you didn’t know I had a coaching business. OK, I will tell you about that too.”

### Always recruiting

You are the coach of a team with a purpose. So just like a soccer coach is always looking out for good soccer players who could upgrade their team, you are always looking for people who resonate with your purpose and could upgrade YOUR team; as a player, ally or advocate.

**Remember: this is an adventure game!!!** It is a wild and wonderful world out there. There are so many people to meet; many who could play a role in your life. AND, the people that you already know could really surprise you as well if you get to know them in a new way!

So this is an experiment to get comfortable talking with people about purpose, it is not focused specifically on “recruiting” so don’t get nervous; don’t hold back on who you talk with because you feel that “you are not ready yet.” Just talk with people! Enjoy it. IF you really groove with someone they could potentially become a part of your team, but don’t focus on that for this experiment.

### The Game Action and the WIN

The **GAME ACTION** is just to get into a Purpose Conversation with someone; simple and challenging at the same time. People are yearning to talk about purpose but we don’t have much practice doing it so it feels uncomfortable. As Life Coaches we are all about stepping out of our comfort zones, especially when it serves humanity! YES!

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As you get into these conversations be on the lookout for a **BIG WIN**. In our game a big win is when something good happens in the world as a result of our actions. So in this case, a win would be if the person you are talking with expresses an “ah-ha” moment or gratitude or interest in what you are doing.

More details on the **BIG WIN** play sheet.

	<p><b>Click through to your game card.</b> Look for the <b>Game Action</b> section (Find the Blue Button with the Star Reacher!)</p> <p>Find the <b>Game Changer</b> badge.</p> <div data-bbox="438 598 633 787"></div> <p><b>GAME CHANGER:</b> I just had a Purpose Conversation with someone. <i>This is what I discovered...</i></p> <p>Click on the SHARE button in the right column. A text entry window will appear. Finish this statement on your game card by sharing a few thoughts.</p> <div data-bbox="1209 672 1266 724"> Share</div>
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**Reminder:** Every time you share something on the game card you have a chance to win bonus game activities and awesome prizes! Look at your game board after you share for messages.