

# Recruiting Mission 1: Purpose (Power Up)

## THRIVE! As a Professional Coach Playbook



**"The Connected Age runs on Purpose"**  
- Coach Dave

### Quick Summary:

#### Who do you want to win?

The key to sustainable success – AND ENJOYMENT - as a coach is the ability to recruit good players; good players who want to become GREAT players.

The key to ALL-IN Coaching is to ONLY coach players who you REALLY want to win; players who share your purpose. Your "Purpose" – your BIG WHY – is the centerpiece of your Recruiting efforts; the "glue of belonging" for your TEAM.

### Quick Outline

1. Your BIG WHY
2. Who do you want to win?

## 1) Your BIG WHY

**Recruiting** is everything you do to find and attract potential players. In a traditional business model this is called marketing or visibility. It also includes everything you do to "woo" them forward to the stage where both of you are ready to enter the "commitment conversation" stage. So it includes your visibility in the community or tribe, speaking, writing, networking, advertising, referrals, advocates... all of these activities are part of your Recruiting Game. Finding and attracting good players is a BIG deal. (But you probably know that already!)

However, thinking of it as recruiting good players rather than marketing has a great potential to shift your energy and perception toward all of the activities required.

Remember that coaching is a profound personal relationship wherein the coach guides the player in pursuit of playing better for results through observation-conversation loops. (I like to add World Changing Results, but that is because I am a visionary thinker ;-)

#### Key Points About Purpose:

- 1) This is not a "niche". "Niche" is an Industrial Age idea. No one really cares about your niche! What people care about – the thing that inspires them to join you or support you - is your purpose.
- 2) You don't need a pithy catchphrase. You may discover or create one at some time in the future, but it is not necessary. You just need to know WHY you are coaching and WHO you are coaching in as many words as you need to be clear, complete and inspiring.

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3) Your **BIG WHY** is your purpose for being a coach beyond the basic “It’s an awesome way to make a living”. What is the bigger reason? What is the impact you want to have in the world? Your purpose should inspire you! And while it can be serious, or intensely personal, it can also be FUN!

4) Your WHY and WHO will emerge and evolve as you share about it and as you coach. So right now, you just need to know your current version. If you are just starting out as a Professional Coach this will be your version 1. If you have been coaching for a while it may be version 20! It’s all good.

5) The ability to create a profound experience of belonging is the first step to a powerful coaching relationship. Shared purpose is a catalyst to profound belonging! This is why we recruit for shared purpose.

6) Remember you are coaching one of the games of life! For your coaching, your purpose is what you CARE about and it is something that you enjoy being a part of.

7) If you have your own set of “Purpose Eliciting” questions, feel free to consider them as well here.

To **POWER UP**, contemplate these questions for your coaching and write down the key thoughts that energize you:

- What is the game or activity in life you want to coach?  
Remember: ANY endeavor in life can be played as a game worth playing!
- **Game or Approach?**  
Your coaching may not be oriented around a specific endeavor or game but rather an approach to life; for example you may coach people in any endeavor who want to master the Principles of Attraction in Action.
- How will people playing this game better make the world a better place?  
(it’s ok if it is in a small way or with a small group)
- Why do you care so much about this game? and about the people who play it?
- What do you really care about in the world?  
How can you reflect these values in the people you choose to coach?

## 2) WHO do you REALLY want to win in the world?

OK, now that you have a few ideas about the WHY of your coaching this will lead us to the WHO.

The big point that we will emphasize throughout THRIVE! Is that you only coach people who you REALLY want to win. You are only going to be a Coach for a few people in the world at any one time, so they should be people who really light up your life and help you fulfill your purpose for coaching.

You just need a clear enough picture so that you can start the process of finding your first (or next) team of players. Who are you looking for? Who do you want to coach?

**Consider these questions:**

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What are they trying to do in the world? What is their big game? It can be specific or general.




What are some aspects of their situation that would make them a good fit for you?

What are some qualities about the person that would make them a great fit for you?

What are some endeavors that you know you will NOT coach? You don't have to list everything here, just make a few points that illuminate your CORE values. The example I always share is that I would not coach someone from Monsanto or a Tobacco company because I don't want them to win!

### The **POWER UP** for this Playbook

Right after you complete the share activity below by clicking the **SAVE** button, you will see one or more pop up messages on the right hand side of your screen and a few other surprises. Look for them!

	<p><b>Click through to your game card.</b> Look for the <b>Power Up</b> section (Find the Red Button with the Rocket!)</p> <p>Find the <b>RECRUIT</b> badge. <b>You will see the game card description...</b></p> <div data-bbox="440 911 634 1100"></div> <p><b>RECRUIT:</b> Here is the current version of WHO I am recruiting and WHY I want them to win...</p> <div data-bbox="1214 989 1263 1045"> Share</div> <p>Click on the SHARE button in the right column. A text entry window called "Enter Details" will appear. Finish this statement on your game card by sharing a few thoughts; then click the <b>SAVE</b> button.</p>
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**IMPORTANT:** After you complete this activity, click on the **GAME ACTION** button in the teal colored menu bar. You will see the next stage of this game activity there.

### ONE MORE FUN STEP!

AFTER you create a little clarity about your WHO and WHY and share on the game card...

Use your phone or computer to record a short video (60-90 seconds NO MORE!) where you share from the heart about WHO you Coach and your WHY.

Remember: short and from the heart! It's not about perfection. It is about SEEING each other and getting to know each other (as in our THRIVE! TEAM) in a fun and powerful way.

Then share this video on our private THRIVE! Facebook Group page.