

Super Powers Mission 2: Model (Power Up)

THRIVE! As a Professional Coach Playbook



“Your business model is an opportunity to express your Super Powers and explore your fears”
- Coach Dave

Quick Summary:

To THRIVE in the game of business you must find a way to utilize as many of your natural gifts and learned skills as possible and hone them into SUPER POWERS.

At the same time you will experience that the expression of your Super Powers will often bring up a lot of FEAR and resistance. What an amazing growth opportunity; GAME ON!

Quick Outline

1. Your Super Powers and Your Fears
2. Your Business Model through the Super Power Lens
3. Power Up: Share a few insights

1) Your Super Powers and Your Fears

The Games of Life

A compelling framework for the game of life is that it is a dance between the deep human desire to express our gifts to contribute to the lives of others (AKA Play BIG) AND the instinctive human imperative to survive (AKA Play Safe). In every game of life you are dancing with both the desire to play big and the imperative to stay safe; reward and risk.

It is important to say here that the survival imperative in the human game of life goes far beyond physical or bodily survival to include social, emotional, intellectual, financial and spiritual survival as well. It is possible to suggest that in our modern times social “survival” is the primary objective of our non-conscious behavior.

Super Powers

All human are born with a unique set of natural gifts to share with the world. Business is a game that we can play MUCH better by finding ways to play using our gifts. A Super Power is a natural gift that is amplified through practice and energy until it is capable of making a BIG impact on your results in the world.

FEARS

Fear is something we learn from those around us as small humans. It is essential to our survival. This is a good thing. At the same time... in a quirky twist in the game of life, one of the “things” that we learn to fear the most is expressing our gifts / and using our Super Powers! So as you step into the most

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meaningful games of your life – like your coaching business – you will find a strong correlation between your Gifts / Super Powers and your Fears. This is one of the most compelling aspects of the game; IF you are growth-oriented individual as most coaches are ;-)

2) Your Business Model through the Super Power Lens

In a Document create a 3 column chart that looks like this:

In the left column put a few highlights from each step of your method.

In the center column put one or more of your gifts, learned skills and potential Super Powers that you will call upon to excel in this step of your business model.

In the right column share the fears that you anticipate MIGHT create a block during this step.

As you play with your method keep adding what you learn about yourself! SUPER INSIGHTFUL!

Model Step	Super Powers & Skills	Fears / Doubts / Blocks
1) Find / attract potential players I will send a weekly email and FB post relating to my purpose; with an invitation to join my team	<ul style="list-style-type: none">• Share passionately about what I care about.• Ability to find and write a good story	<ul style="list-style-type: none">• Fear that no one really cares what I have to say• Fear that people think I am crazy because of my passion
2) Talk with potential players Here are my conversation topics...	Etc.	Etc.

As a reminder, here are the 10 specific elements of the coaching business model:

1) Find / attract potential players who share your purpose in the world

2) Talk with potential players (develop conversation outlines) to energize them toward the invitation in step 3.

3) Invite a potential players to explore coaching with you (into the commitment / enrollment phase)

4) Engage them in your “Commitment Process”; one or more conversation outlines and additional relationship building activities

5) Invite an offer/bid from a potential player

6) Evaluate my potential player bids and choose my team

6A) Depending on the time lag between Steps 5 and 7, you may need a method to stay connected to your potential players – especially your top prospects - during this time.

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7) The Enrollment process using a conversation outline to confirm commitment of chosen players and confirm financial and other details.

8) New player onboarding process

9) Coach players to great success (ALL IN!) and encourage social sharing of wins

10) Invite a current player to renew for another “season”

The **POWER UP** for this Playbook

To **POWER UP**, create your chart.

Share on your game card the insights you have about yourself and your method.

You don't have to share your whole chart on the game card. (the game card is really bad with charts)

BUT you can take a photo of it and add it there if you want. That would be awesome.

	<p>Click through to your game card. Look for the Power Up section (Find the Red Button with the Rocket!)</p> <p>Find the SUPER POWERS badge. You will see the game card description...</p> <div data-bbox="440 1024 634 1220"></div> <p>SUPER POWERS : I just created my Business Model Super Power chart. Here are my insights...</p> <div data-bbox="1214 1108 1263 1163"> 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 SAVE 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.