

Core Truth #01: Business is a “Relate and Create” Game

Plus: 15 Business Actions FEAR to Freedom Assessment

Business Breakthrough Life Coaching



Core Truth #01: Business is a game that you *Play* by relating and creating. It can be really fun, fulfilling and a powerful personal growth experience.

But after the initial thrill of starting, it can get you into a swirly mess of *Fear*; mostly because of the Industrial Mindset!

Personal Growth Activity: You will do a “self-assessment” of your current position on the spectrum of *Task* to *Fear* to *Love* and *Freedom* for each of 15 essential business activities and describe your activities and attitudes.

POWER UP: share your insights about the Core Truth article and the Personal Growth Activity (Page 6).

PURPOSE of Business Breakthrough Life Coaching

The purpose of each “Core Truth” is to explore business from a deeper – Life Coach – perspective. For two reasons:

- 1) To expand your awareness so that you can *Thrive* in the business game and lead by example in your tribe.
- 2) To share ideas that can spark provocative conversations with the entrepreneurs that you meet. When you speak truth, people notice. I believe that **every entrepreneur needs a Life Coach!** Let’s play for Business Breakthroughs ... Together!

Business is a “Relate and Create” Game; not a JOB of completing tasks

Business in the Connected Age is about *You* and your team fulfilling your purpose, expressing your Super Powers, being creative and adding value to people that you know and care about in your community. (Relate and Create) You do this in exchange for financial rewards as well as personal fulfillment. The good news is that this makes for an amazing life for everyone involved. The challenge is that this is harder than it looks. Since it is personal, there are a lot of opportunities for doubt and *Fear* to come up.

How we Relate (a few examples)...

Talk with someone; Express, Care about someone, Ask questions, Be curious, Respond, React (sometimes), Send a message (text, email etc.), Read and respond to a message; Ask for something, Offer something, Connect for a shared purpose, Invite to an event or experience; Support in some way, Challenge in some way, Provide feedback

How we Create and Co-create (a few examples)...

Do something with someone or for someone to create an experience; Make something to share; Make something people can use or enjoy; Improve something; Write/record something to share; Share thoughts, ideas, images, knowledge and experiences

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Where does the FEAR come from?

The Industrial Age presented a business paradigm where major corporations played an impersonal numbers game with faceless workers doing task oriented jobs to make products and provide services for faceless consumers to purchase.

Business in the Industrial Age was impersonal; I would even say: dehumanizing.

This is what we were all taught to do in school. The teacher (Boss) shows you how to complete a task the right way and then gives you a test to sit there by yourself and show that you can do it right without making mistakes. Don't get creative! Just follow the instructions. It's not about **You**, it's about doing it right. We were taught to **Fear** mistakes and our own unique abilities... a lot. We were trained to be good workers.

This is the framework for productivity that we all learned in school; which is useful if you are working in a cubicle or factory completing routine tasks over and over again. But it is absolutely **Useless** – actually it is destructive- for the purpose-based relating and creating we do while playing the business game in the Connected Age.

The REAL problem is that most of us are attempting to relate and create while trying to do it right and not make any mistakes... THIS IS THE ULTIMATE UNWINNABLE GAME!

As a consequence of this Industrial Mindset most of the “Relate and Create” activities in your business game bring up feelings of stress and **Fear**. This makes it impossible to PLAY the game at a high level. This will deplete your energy which will impact your results, AND perhaps more important, your income level! When your income level dips below your expectations, or worse, your expenses... MORE FEAR. A LOT MORE FEAR!

Business in the Connected Age is playful and personal!

Business in the Connected Age is a very different – RE-humanizing - game. AWESOME!

Play is when you feel creative, resourceful and expressive. You play to be a positive influence in the lives of other people. Play is when you experience the joy of doing something with a sense of wonder and accomplishment. It is when you feel safe enough to experiment and explore and confident that it will turn out well; even if mistakes and messes are made along the way.

So a BIG step in your life as an entrepreneur is to assess how well you are PLAYING the game vs. how much the Industrial Age impersonal “task mode” is restricting you.

{ 15 Business Activities Assessment on the next page! }

I recommend that you print pages 3-5 and write out your thoughts!

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15 Activities of the Connected Age Business Game

So the first step toward a business breakthrough is to “get real” about your current perspectives and actions for each of 15 primary activities of the business game.

For each activity rate yourself on a scale of 1 – 9 on the spectrum of Inner Freedom!

I suggest that you rate yourself using a “high bar” standard.

1 = TASK Mode. You don’t attempt to Play or “relate and create” in this area.

3 = Mostly task mode. Most attempts to relate and create are Blocked by FEAR

5 = Neutral -> A mix of task mode and play. Sometimes you relate and create results but often you experience doubt and fear when you attempt to play.

7 = Some task mode with good experiences of freedom to relate and create; few doubts and FEARS.

9 = Total FREEDOM to PLAY relate and create -> you LOVE what you are doing, you are confident, clear, in action and co-creating results with others.

After assessing your numeric rating, write a few key phrases about your actions and attitudes for each business activity.

| Business Activity | Rate | How do you PLAY? (Actions & Attitudes) |
|---|------|--|
| Core Business | | |
| #1 Marketing / Visibility <i>Be seen, known, speak your value, attract</i> | | |
| #2 Sales / Enrollment <i>Make offers, own your value, make promises</i> | | |
| #3 Deliver / Fulfillment <i>Keep promises, be excellent, handle problems joyfully</i> | | |

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| Business Activity | Rate | How do you PLAY? (Actions & Attitudes) |
|---|------|--|
| YOUUnique Self | | |
| #4 Be Yourself <i>Express your superpowers, ideas, opinions, preferences, quirks and flaws</i> | | |
| #5 Build Relationships <i>Ask for what you want, connect, participate</i> | | |
| #6 Add Value <i>Contribute, co- create, share, engage joyfully</i> | | |
| Partnering | | |
| #7 Endorsed: Ask for referral or endorsement <i>Make the request, feeling worthy of “Yes”</i> | | |
| #8 TEAM: Participate with a person or group <i>Ask for something, feeling valued, worthy of inclusion</i> | | |
| #9 Feedback: Ask for more/better <i>Speak your truth, stick up for yourself, feel strong</i> | | |

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| Business Activity | Rate | How do you PLAY? (Actions & Attitudes) |
|---|------|--|
| Money | | |
| #10 Price: set your prices <i>Own the value of what you do for customers</i> | | |
| #11 Invest: Choose to buy something or not <i>Is it worth the money? Am I worth the money?</i> | | |
| #12 Cash Flow: Pay bills / Collect money due <i>Looking at your money, money conversations</i> | | |
| Productivity | | |
| #13 Choose: what to do right NOW <i>What am I going to do now? What is most important?</i> | | |
| #14 Create: make something / innovate <i>Experiment, express, write, record, it is good enough?</i> | | |
| #15 Strategy: make decision about approach <i>So many options, which is right for me?</i> | | |





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Sharing is an act of generosity. Share your insights on the Gamecard. **BE Generous!**

I look forward to reading what you share about this provocative exercise.

| | |
|---|--|
|  | <p>Step 1: Click through to your game card. Look for the Power Up section (Find the Red Button with the Rocket!)</p> <p>Find the <i>Business Model</i> badge. You will see the game card description...</p> <div data-bbox="438 609 633 808">  </div> <p>#01 CORE TRUTH: Business is a “Relate and Create” Game I just read the article and completed the Business Actions FEAR to FREEDOM Assessment. Here are my insights...</p> <p>Click on the SHARE button in the right column. Share a few thoughts about the self-assessment. (optional) Share a photo that expresses your thoughts.</p>  |
| | <p>(optional, but I hope you will do it!) Get your FB friends cheering for you. Let them see you as a Coach on the GROW!</p>  <p>Under the share box you will see the Facebook login button or the “Share On Facebook” button.</p> <p>Instructions: use the copy button to copy what you shared on the Gamecard and paste it into the FB Share Window. OR you can enter something different for FB if you want.</p> <p>The share on Facebook will contain a link to a page on the CoachVille site about the Business Breakthrough Coaching free Micro-Course WITH your CV Partner Code.</p> <p>Sharing on FB will score you points!</p> <ol style="list-style-type: none"> 1. When you share on Facebook you earn +1 Bonus point in your total score. 2. When you share there is a probability for a bonus score multiplier 3. If one of your FB friends clicks on the link to explore the program, you score a Partner Point. 4. If one of your FB friends becomes a CV Member to explore the Micro-Game, you score multiple Partner Points <p>Contribute to the growth of our thriving community creating a better world through great coaching... We are grateful for your partnership in spreading the word about coaching, CoachVille and our purpose to create a better world through great coaching!</p> |