



# TEAM CoachVille

Together in pursuit of  
humanity playing better

## 003: 7 Reasons Great Coaches Are In Demand

(Part 2 of 3)

**CoachVille.com**



A **POWER UP** is an activity where you listen to an audio, read something or do an exercise and then share your insights.



### **003: 7 Reasons Great Coaches Are In Demand.**

A great coach guides their players toward the JUICY life experiences they desire. Some people see life as a Performance art... Some people see life as a sport. Performing artists and Athletes become great by having a great coach. That is a BIG clue.



Share

**WHAT TO SHARE:** Share your insights, comments and questions about Reasons 2, 3 and 4. Which appeals most to you?

Share a photo of you AT PLAY in your big game!



**FACEBOOK AMPLIFY IS ON! Help spread the word about our shared pursuit: Humanity Playing Better!**

Under the Share box you will see the “Facebook Login” or “Share on Facebook” button. Copy what you shared, and paste it into the Facebook Share box.

[Learn how to use Facebook Amplify!](#)

## Highlights

### Part 1

- What Coaching Is... What a Super Power Is...
  - The Quest for the Super Power Zone
1. A Massive Upgrade in Human Purpose

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--- Part 2 ---

2. People want more JUICY life experiences
3. New Cultural Framework: Life is a Performance Art
4. New Cultural Framework: Life is a Sport

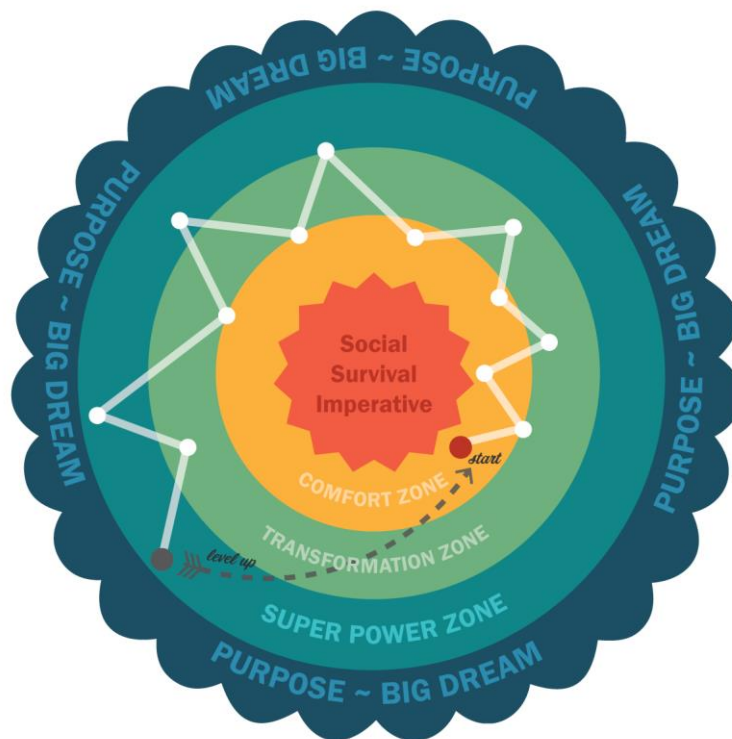
--- Part 3 ---

5. The Emerging the Spirit of Play
6. People HATE to be managed, but LOVE to be coached
7. Isolation is the DREAM killer – Coaching is the DREAM fulfiller!

Remember the Super Power Zone framework from Part 1

## The Super Power Zone

The Social Survival Imperative pulls the player in. The PURPOSE ~ BIG DREAM draws the player out.



The Coach guides the player on an adventure from the Comfort Zone, through the Transformation Zone, into the Super Power Zone. **Notice it is not a straight line!**

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## 2) People Want More Juicy Life Experiences

Here is a BIG TRUTH that can fuel you in your quest to become a great coach...

Nearly every person you know, and every person that you are going to meet, yearns for more of the JUICY experiences of life.

**We want a BETTER Life.**

More success, more meaning, more contribution, more connection, more creativity, More accomplishment, influence, participation, possibility and self-expression

More acknowledgement, awakening, happiness, enjoyment, friendship, FUN, peace and LOVE



These are the juicy experiences we crave.



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At the same time, WE ALSO WANT LESS!

We want less of the troubling experiences of life today:

- Less overwhelm caused by too much to do,
- Less frustration caused by being trapped in a unwinnable game,
- Less isolation even though there are people all around us, there is little true connection,
- Less going through the motions because there is no deep purpose in our tasks
- **Less feeling the heavy burden of trying to be perfect.**

Can I get an “OH YEAH!” to that?

**Here is a BIG secret from the world of Life coaching...**

In the quest for more of the JUICY moments when you come alive...  
AND LESS of the experiences that drain your precious life energy...

**You must first BECOME more.**

You must step out of the comfort zone and into the Transformation Zone of “becoming”. Eventually you will step into the Super Power Zone of high performance!

**Here is where Life Coaching comes in... in a BIG WAY**

We yearn to unleash and develop our Super Powers in pursuit of the Purpose and Big DREAM in our hearts. Yet for most of us the purpose is unclear and our Super Powers are like a buried treasure that we have no way to find.

Nor will we step into greatness by acquiring more information! Another report, or Book or Webinar will NOT unleash your Super Powers!

**Here is the next BIG CLUE:**

**The game of life is NOT meant to be a game of solitaire!**

We all need a Great Life Coach who has a trained eye to elicit our greatness and challenge and guide us on the pathway toward our BIG DREAM.

Why can't we do it alone? Because the Social Survival Imperative to stay small – and keep our Super Powers hidden - is as powerful and reliable as the force of gravity! You need another person to SEE what is hidden within you.



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*“Every human life is a riveting quest with the next moment of choice between smallness and greatness about to unfold.”*

*– Coach Dave*

Great Life Coaches develop the courage and the specialized skills to be the voice for greatness that can guide a player out of the Comfort Zone on an adventure to the Super Power Zone; even when the player is starring fear in the face!

### **The Demand for Great Life Coaches**

So the bottom line is this... because the BIG DREAM and Purpose is calling so many of us out into the world where the juicy moments of life can be found; but meanwhile the Social Survival Imperative is so tenacious and pulling us back toward “NORMAL”, the demand for Great Life Coaches is GINORMOUS! (Yes, that is a made up word. I do that sometimes!)

Let's go a step further and explore how our current culture is setting the stage (good metaphor) for Great Life Coaches to thrive.

## **3) New Life Framework: Life Is a Performance Art**

This is a simple but powerful idea that you see happening all over the place!

There are so many unique forms of performance art but the most common are dancing, playing music, acting and singing. To be a performing artist is to creatively express your perspective through a talent with the intention to contribute to people in some way.

A performing artist believes that what they are expressing has value. I call this the game of winning hearts.



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With the tools and platforms of the Connected Age, it is possible for anyone to creatively share their life experiences, ideas and perspectives through words, pictures and videos. When we share with the intention to inspire our lives take on the quality of Performance Art!

Then with advanced tools like blogging, podcasting, live streaming and easy video production it is possible to build a following and a business around the ability to share a compelling point of view. In point #2 above we talked about our desire to experience more of life, now we all have the possibility as well to GIVE more to life; which is something most of us yearn to do.

We can all embark on a QUEST to live a rich, creative and meaningful life; your voice matters; your perspective matters.

To thrive in this sort of quest you need to take creative risks, pull away from the Social/Survival Imperative and gain full access to your YOUUnique Super Powers. As we discussed in the previous point, this is not as easy as it looks. HAH! That is an understatement!

### **The Demand for Great Life Coaches**

This culture shift is an exciting development for coaches because people understand that finding your voice and developing creative performance level talent of any kind requires a LOT of great coaching!

## **4) New Life Framework: Life is a sport**

Over the past 10-15 years the place of sports in our culture has gone from a past time played by young people and enjoyed by a few spectators to a global obsession.

THINK about the Olympic Games. Over half of the Humans on Earth pay attention to them.

We love the epic quest of the athlete.

They rise up from obscurity, fueled by passion. They tap into greater depths of themselves in grueling practices and competitions. They enroll and inspire their communities for support with the promise to represent them.

Everyone feels like they are part of a team with a shared purpose.

But here is the juicy part! Now we don't want to simply observe and admire the athletes, many of us want to pursue our own BIG Dream like a Gold Medal



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Quest. We want to play our game of life at a very high level of performance and win on our own terms!

Let's face it; even if you have an abundance mentality, many aspects of life are very competitive; especially business. We humans compete with each other A LOT; it's a part of who we are. And it does not have to be an ugly or destructive part of us.

Consider the original Greek definition of the word "Compete" that inspired the Olympic Games.

*"To Compete: To seek the best in oneself, in the company of others likewise engaged."*

*– Coach Dave*

Seeking the best in oneself means stepping into your BIG DREAM and a purpose that will call forth your Super Powers.

*"I imagine our human family where we compete with each other in a healthy and respectful way to create a better world where everyone can play safe."* – Coach Dave

**This is what I mean by TEAM CoachVille:  
Great Coaches in Pursuit of Humanity Playing Better!**

This ideal is very inspiring to me and hopefully to you as well because it evokes the great need and potential for coaching.



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## The Demand for Great Life Coaches

People KNOW that athletes have coaches. The television coverage of the Olympic Games features the coaches almost as much as the athletes. As more people go from being a spectator of sports to living life as a high performance Gold Medal Quest of their own creation, the demand for coaching will ignite like the Olympic Torch! (Hah! Couldn't resist that one)

{Look for Part 3}



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