



## Playbook for June 2020

Your Coaching Business is a powerful way to contribute your talents, energy and ideas with the people of the world. It is a pathway to unleash your Superpowers and use them to create a positive impact in the lives of others. At the same time... the people of the world are yearning to be seen and guided in the unleashing of their unique abilities to contribute to others. Unleashing superpowers is definitely a “pay it forward” situation for Life Coaches.

Your potential to thrive as a professional Life Coach relies upon your ability to craft compelling messages that engage the greater communities where you participate. Your role as a coach is to share your messages in a way that attracts your ideal players and inspires them to talk with you about their BIG Dreams.

### *Be the Unleasher of Superpowers!*

*We were all born with YOUNique gifts to share with the world... gifts that with coaching can become Superpowers used for positive IMPACT.*

*But then during the Industrial Age we were trained to suppress our YOUNiqueness; to work quietly on tasks.*

*People are YEARNING to be seen for who they really are; they dream of unleashing their Superpowers.*

*They are counting on YOU – the Life Coach - to show them the way!*

## Schedule of Group Tele-Gatherings for June 2020

**June 1<sup>st</sup>** 12-1:30 or 8-9:30: Practice Your Superpowers ~ Real Play

**June 12<sup>th</sup>** 1-2: Celebration call

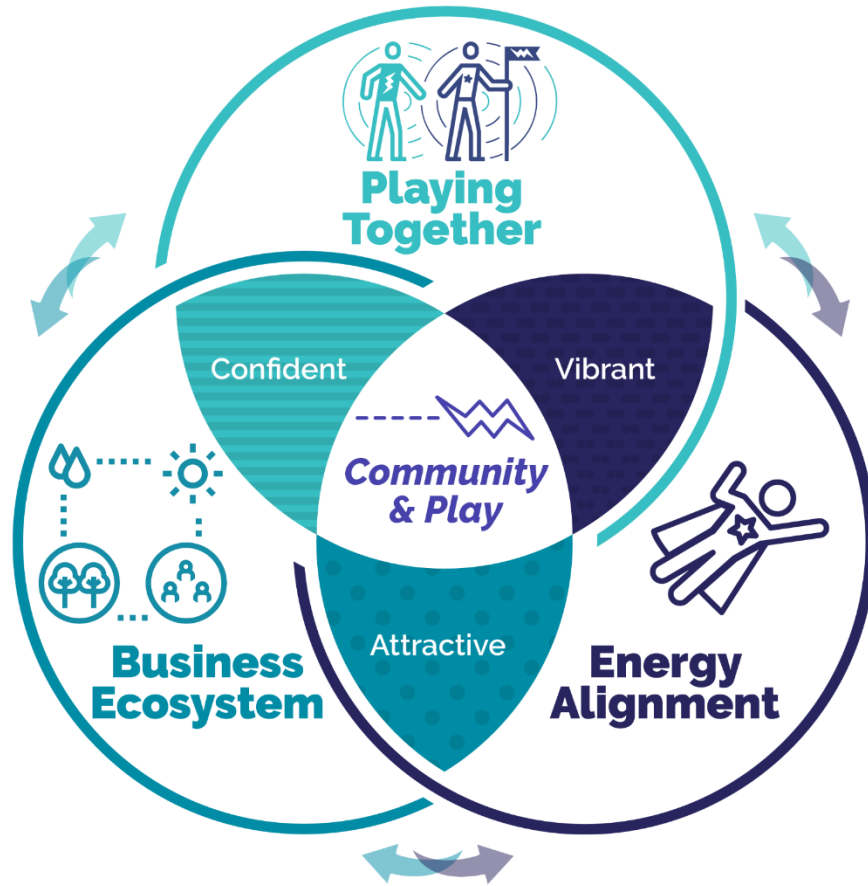
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June 15<sup>th</sup> 12-1:30 or 8-9:30: Your 2-minute “TED” Talk Introduction

June 26<sup>th</sup> : 12-1: Celebration Call

## Path to Big Freedom Business



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## June 2020 Focus

*Play Together* = Co-creating and Role Playing

*Energy Alignment* = Unleash Super YOU!

*Business Ecosystem* = Your Branding and Messaging

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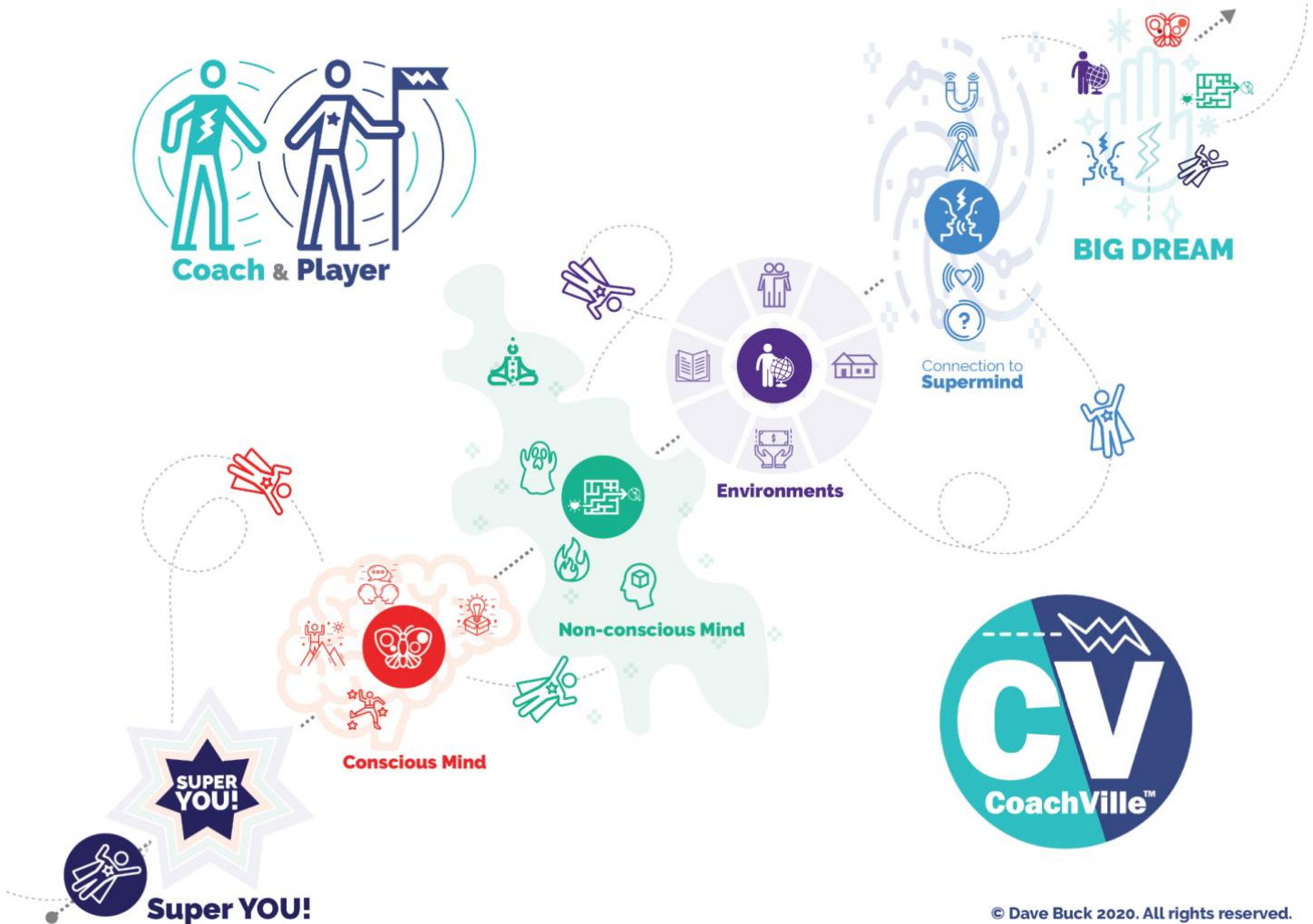
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## 01) Play Plan for June 2020

#	Play Item	Page
01	<b>Quick Prep:</b> Scan this playbook through to the end! Yeah! Let's Play!	3
02	Placeholder for future item	
03	<b>Energy Alignment Practice: Unleash Super YOU;</b> Understand how you lost your Superpowers. Identify the Superpowers needed for your business dream. Print page 12 and complete the exercise.	5
04	<b>Growth Exercise: Strategic Play Plan Play Sheet;</b> Make a plan to use your Superpowers and Environmental assets to grow your business. Print pages 14 and 15 and complete the exercise.	13
05	<b>The Superpower Reach Out Conversation Guide.</b> Create a conversation Guide to use for the Reach out's.	16
06	<b>Co-Create your way to a Thriving Business</b> Overview of the Reach Out Play Plan	19
07	<b>Business Ecosystem Exercise:</b> Complete the Message and Brand Playsheet; It will help you prepare for Session #2 Action: Print page 24 and fill it in	22
08	<b>2020-06-01:</b> Attend Session 1: Your Superpowers Real Play	26
09	<b>Growth Exercise:</b> Update the Strategic Play Plan Play Sheet. There are so many ways that you can use your Superpowers for your business.	26
10	<b>Play Together:</b> Plan for Superpowers conversations with your Dream Team And Tribal Research Team. Use the Superpowers Conversation Guide as a starting point Action: Have a Conversation Guide ready to go	27
11	Prepare your "TED-style" talk introduction. Use the Guide provided as a starting place Share the outline on your Gamecard <b>Write out the first 2-minutes to practice in class.</b> <b>*Version 1 must be ready to practice on 2020-06-15</b>	29
12	<b>2020-06-12:</b> Attend the Celebration Call	29
13	<b>2020-06-15:</b> Attend Session 2: Perform the first 2-minutes of your "TED" Talk	30
14	Action: Modify your 2-minute TED Talk based on your feedback Action: Reach out to a few individuals on your Team and practice the first 2-minutes of your TED Talk with your Tribal Research Team (3-7) * Aim to complete these conversations by 2020-06-26 Celebration Call	30

15	Business Ecosystem: Action: Write out a Player Success Story	31
16	2020-05-29: Attend the 2 <sup>nd</sup> Celebration Call Print pages 32 – 33 prior to the session and write in a few things you know you want to celebrate!	31
15	Planning Ahead ~ Schedule of Topics	34

# The Energy Alignment Game



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## 03) Super YOU!

### The Energy Alignment Game

The energy alignment game is an evolutionary way to describe how YOU must grow in order to grow your business. You grow by moving all aspects of your energy into alignment with your dream. In other words... you BECOME the person who can own and orchestrate the thriving business that you imagine.

Remember too that as a Coach you guide others in pursuit of their dreams! The dreams that you coach people to play for are essentially what define your coaching business. It is wise to build “Energy Alignment” oriented personal growth into your coaching methods in some way. You are here to make positive change happen in the world with others.

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## Super YOU! (The Energy Alignment Game)

*“A Superpower = A unique ability that you can practice until it is capable of making a BIG IMPACT”*

This month is dedicated to exploring and unleashing your Superpowers. The pursuit of your business dream will require that you become the next version of you... Super YOU!

Inherent to the desire to pursue a BIG dream is the requirement to become the next version of you; which means developing your Superpowers. So Fun!!

This will apply to you as a business player AND as a coach for others.

The flying person wearing the star is the symbol of expressing unique power in the world to have a positive impact on situations and for the good of others.

This includes expanding your mastery of abilities that you have already expressed. AND it also includes discovering and unleashing aspects of you that have become hidden to you while adapting to the environments of your life so far.

This discovery process is baked into the wisdom of your BIG Dream!

One way to identify your Superpower potential is by exploring actions in the world required to play for your dream and then noticing the fears that you experience. Your fears are a treasure map to your Superpowers. Using the Pivotal Moment Technique a coach can help you find the unique energy hidden by the fear.

Then, you can practice bringing Super YOU into the actions and situations of your dream. In our group calls we will create a safe space where you will role play to practice a business situation while specifically expressing one of your new superpowers.

**SOOOOO GOOOOOOD!!!!**

## Your FEAR of playfulness and using your Superpowers

To play BIG for your dream you need to restore your Superpowers AND your Playfulness.

Remember this model from last month? It is shows the 4 ways to play and the FEARS of playfulness that we absorbed in the Industrial Culture.

But you may be wondering: how did I lose my Superpowers and Playfulness? In this section I am going to share with you



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how these fears got into you. Knowing this will set you on the path to renewed freedom and power to be a positive impact in the world!

Note: this content is also part of the new Play Life Coaching Method program.

## Become – Believe – Belong

In the human experience there are three forces of change that you need to understand in order to play BIG for you Dream: Become – Belong – Believe.

1) **The Urge to Become.** All humans have an inner urge to become the next version of themselves; to grow and expand. We become by playing. If we stop playing we stop becoming and stay the way we are.

2) **The Need to Belong.** This is the strongest of all human needs. It operates mostly on a non-conscious level and drives almost everything in the human experience. We Humans always seek belonging and status within the environment we are in.

3) **The Ability to Believe.** Humans are believers. The ability to believe is the catalyst of all human civilization.

**All of our beliefs – about how life works, who we are and what is possible for us – come from navigating between our urge to become and our need to belong. In other words, we get our beliefs from our environments.**

Some of our beliefs are conscious and we think and talk of them often. Most of our beliefs settle into a non-conscious level within us and have a non-stop profound impact of what we do and don't do on a moment-to-moment basis.

## Coaching for Change

To create change we need to tap into all three forces!

We need to PLAY to become the next version of ourselves.

We need to find or create a new environment where the power of profound belonging pulls us toward becoming who we must become to fulfill our dream.

We need to explore our beliefs – by bringing them up to the surface of awareness - and choose the ones that we need to uplevel in order to live our new dream.



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## How you lost your Superpowers and Playfulness and how to get them back!!!

This is a really big deal. I am going to share this with you so that you can understand where many of your challenges come from when you aim to play bigger than we have in the past.

Here is the basic story of YOU! (and all of US who lived in the Industrial Age Culture)

You were born onto the Earth to experience the Human Journey! You were born with a collection of unique abilities and a dream in your heart to express and share with the people of the world.

You were born into an environment of people, places things and ideas. This is also sometimes referred to as a culture.

*{Diagram on the next page}*



# The Co-Creation Dynamics of “you” or SUPER YOU!



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As a little person, your **Urge to Become** activates and you start to play. You play everything. As you play you grow... you become the next version of you... day after day, month after month, year after year.

At the same time, as you play, your environment reacts to you and the **Need to Belong** kicks in... HARD. You naturally and automatically do whatever you feel you need to do to maintain belonging with the group (aka family) you are in.

When your environment reacts favorably to you, you come to **believe** that it is good and safe to do what you are doing and you do it more. If your environment reacts negatively to you, you come to **believe** that it is NOT safe to do what you are doing and you curtail it or stop completely.

The **Capacity to Believe** is extremely useful for learning how to get along in the world of people. You come to **believe**, for example, that people don't like it when you throw a rock at your little sister; this belief is a good thing.

However, if for example, you are crawling around following your curiosity and a BIG person yells: "NO" and puts you into the isolation pen (for some reason it is called a "playpen"), you may come to **believe** that it is not safe to be curious; this is not such a good thing.

First at home, then in Industrial school and then in Industrial jobs, your **Urge to Become** through play moves you into life. And as you do this the environment reacts to you. When the reactions are unfavorable – which happened a lot in Industrial Culture - your need for **belonging** and status are threatened. As this happens you develop **beliefs** about yourself and life. Over time we come to believe a whole lot of things about ourselves; many of which limit our possibilities in life.

As various aspects of YOU go into the "not safe to express" category in your beliefs, you become a smaller and smaller version of you. **You come to FEAR your natural playfulness and your unique powers because at one time expressing them got you in trouble; AKA threatened your belonging.**

Also notice in the diagram that as you move from home to school to jobs your playfulness gets smaller and smaller as does your access to your unique superpowers.

Fast forward to now and urge to play BIG for your Dream...

So, when you experience inner resistance or doubt or FEAR attempting to do the any of the needed activities of your dream – which are playful and need your unique superpowers – it is not because there is something wrong with you! It is simply because you are a human being who grew up in the Industrial Age and absorbed the Industrial Culture's fear of play and unique personal power.



I believe that this process of losing our unique power as we grow up has been a part of the Human experience since the beginning of modern civilization. All of the Heroes Journey stories

include the pattern of going out into the world, facing new challenges and discovering lost inner powers.

However, I also believe that the fear of playfulness and uniqueness was extreme in the Industrial Age of Work so most of us have become very small versions of our potential.

**I also believe strongly that since all of these beliefs were established in social situations (AKA belonging) we need to explore and uplevel them in a socially safe space. This is why 1-1 personal coaching is such a powerful force for personal growth.**

### **I recommend you remove these phrases from your vocabulary**

An important note: The experience of beliefs and fears limiting our ability to play big for our dream – which is a **TOTALLY NATURAL HUMAN EXPERIENCE** – has acquired a lot of blame and shame names in the personal growth movement. This is not helpful! You have probably heard or said many of these things and I highly recommend you stop saying them about yourself or anyone else!

- You are sabotaging yourself,
- You can't get out of your own way,
- You are a procrastinator,
- You have self-limiting beliefs,
- You have a gremlin inside of you
- Your EGO is causing your problems
- You need to crush your fear!

I flat out do NOT believe in self-sabotage nor any of these shaming concepts!

**I believe in tenacious self-love!** This is where we embrace our humanness with judgment-free awareness. We embrace all of our human experiences and see everything as included in our pursuit of our dreams.

### **64 Superpowers for Change**

You have experienced the “Pull” – between the urge to play big out in the world and the need to play safe to preserve the belonging you have - when you aim to express your Superpowers.

Now that you know more about your dream, more about YOU and more about how you came to fear your most unique powers.... Let's take a look at the Superpowers for Change. On the next page is a version of the 64 Superpowers for Change that I created; It is loosely based on the “I-Ching” (book of changes).

Feel into this detailed list and choose 3 Superpowers you **KNOW** you have inside of you **AND** your Dream needs you to develop them and express them **NOW**. Your **BIG Freedom** colleagues are here to help you design and become the next version of you... the version of YOU that can fulfill your **BIG Dream**.

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# What are your Superpowers?

**Step 1:** On your first pass, place a dot next to all Superpowers that feel resonant for you.

**Step 2:** Contemplate the energies you selected.

**Step 3:** Circle the 3 Superpowers most needed by your dream. Write them in the three boxes.



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**01 Creative Self-Expression**  
 Aligning with universal expansion

**02 Receive Higher Guidance**  
 And all support

**03 Implement the New**  
 Using principles of organizing

**04 Pursue Answers**  
 That create understanding

**05 Trust Inner Timing**  
 Attuned to the natural world

**06 Maintain Emotional Balance**  
 In intimacy and conflict

**07 Support Shared Interests**  
 The guide at their side

**08 Trusted Agent for Creatives**  
 Impresario of style

**09 Attentive Focus**  
 Fascinated by features

**10 Empowered Self Love**  
 And appreciation of life

**11 Espouse Ideas**  
 That promote harmony

**12 Romantic Perception**  
 For a better future

**13 Listen with Acceptance**  
 Appreciate uniqueness

**14 Excellence with Prosperity**  
 Commitment to becoming skillful

**15 Adaptable Magnetism**  
 Friends at all levels

**16 Choose then Enthuse**  
 Develop versatile skills

**17 Debate Opinions**  
 For future well-being

**18 Improve Integrity**  
 Review everything for flaws

**19 Approach with Sensitivity**  
 Inner drive to connect

**20 Assured Presence**  
 Anticipate the right moment to act

**21 Take Charge Naturally**  
 Authority for common good

**22 Gracious with Emotions**  
 With beauty and affection

**23 Express Complex Ideas Simply**  
 Find what is essential

**24 Inventive Thinking**  
 Review and rationalize

**25 Innocent Trust**  
 Accept universal love

**26 Accumulate Material Rewards**  
 Artfully balance needs

**27 Nourish Well-Being**  
 In many forms

**28 Play with Tenacity**  
 Meet life's challenges

**29 Commit then Persevere**  
 Never give up

**30 Intense Desire**  
 With total engagement

**31 Natural Influence**  
 Provide guidance and instruction

**32 Endure by Adapting**  
 Balance continuity and change

**33 Mindful Narrator**  
 After retreat and recharge

**34 Great Power**  
 Fueled by inner balance

**35 Seek Experiences**  
 Learn from everything

**36 Resolve Crisis**  
 Ride the emotions

**37 Develop Harmonic Friendships**  
 Community foundation

**38 Inspired Fighter**  
 For freedom and underdogs

**39 Dynamic Activist**  
 Embrace the world mirror

**40 Accomplish Great Feats**  
 With unshakable resolve

**41 Imagine Fulfilling Experiences**  
 Emptiness leads to fantasies

**42 Respond and Complete Things**  
 Enjoy growth as a benefit

**43 Breakthrough Perceptions**  
 Assimilate new concepts

**44 Build Teams and See Patterns**  
 Alert to instinctive clues

**45 Tribal Leader**  
 Provide wellbeing for your people

**46 Love of Your Body**  
 Delight and determination

**47 Figure Out How**  
 Transcend through transmuting fear

**48 Depth of Natural Ability**  
 Keeping fresh becomes wisdom

**49 Wise Rebel for New Principles**  
 Timing waves of change

**50 Elevate Tribal Values**  
 Traditional or novel with merit

**51 Act with Shocking Initiative**  
 Arousing alternative possibilities

**52 Gain Perspectives through Stillness**  
 Show restraint

**53 Initiate Experience**  
 Pressure and desire to expand

**54 Ambition to Advance**  
 Independent when subordinate

**55 Access to Spirit**  
 Emotional waves trigger creativity

**56 Tell Meaningful Stories**  
 Travel to find stimulation

**57 Gentle Intuitive Clarity**  
 Vibrational sensitivity to truth

**58 Joyous Vitality**  
 The spark to engage with life

**59 Penetrate Barriers to Intimacy**  
 Establish union

**60 Resourceful Facing Limitations**  
 Practical magic

**61 Inspired by Wonder**  
 Search for a bigger "why"

**62 Logically Organize Details**  
 Precision planning

**63 Inspired by Doubt**  
 Critical perception and inquiry

**64 Inspired by Possibilities**  
 Seeking a perfect answer

*These 64 Superpowers are loosely based on the I Ching (Book of Changes).*



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## 04 Growth Exercise: Strategic Play Plan Play Sheet

On the next page you will find 2 sheets to help you THINK about how to use your Superpowers AND the resources in your environment in a more strategic and methodical way. The exercise will encourage you think look at Super YOU to find every aspect of you that you could use to play BIG for your dream. Then there is a section that will encourage you to look around at your environments for possible resources and supports. THEN... think about how you can play for your Dream with more power by using more of YOU and everything around you. **Do this as soon as possible... your Dream is worth it!!!**

*{Play sheets on the next page}*

# Strategic Play Plan Play Sheet (page 1)

Date:

Your **BIG Dream**:

Key **Recurring Result(s)**:



Describe your theory (BIG idea) about how to get the result(s):



**Super YOU**

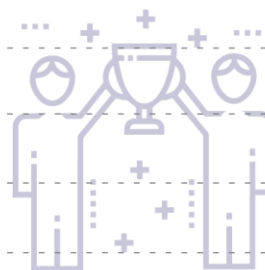
**Superpowers**



**Skills**



**Experiences**



**Resources in Your Environments**



**People** | Everyone You Know and Networks



**Places** | Physical and Virtual Spaces



**Things** | Tools, Technology and Finances



**Ideas** | Knowledge and Information



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# Strategic Play Plan Play Sheet (page 2)

## Actions to Co-Create Results Utilizing Super YOU and Resources

Strategic Actions

Utilize Super YOU and Resources



**RELATE** for Influence

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**CREATE** and Share

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**EXPLORE** to See and Be Seen

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**Growth Zone**

What did you learn...

About playing for your dream?

.....
.....
.....



About your superpowers and environments?

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.....

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## 05 The Superpower Conversation Guide Overview

Quick review of why I encourage you to create conversation guides for your “Reach outs”

1) First is the big picture context. An important element of growing a Coaching Business Ecosystem is to create conversation guides for the important elements of your business; most especially your coaching method and your selling method.

This exercise gives you an example of playing with a conversation guide.

2) Reframe from “script” to “music”. Many people resist the notion of conversation guides because they feel like they are being scripted. If this is you, I urge you to reframe it from a script to music. When you learn a musical instrument you learn to play by learning songs! When you pick up the new instrument and play random notes it does not typically produce a pleasing result.

You learn to play the music written by others and when you get a feel for the structure of music you can write your own songs. The same is true for your business; which is a form of performance art!! Your conversation guides are the “music” for your business; by playing with them you will co-create pleasing results with your players.

3) This brings us to the important coaching technique called “structured conversations”; structured conversations are to a business player are what music is to piano player!

This is where you plan the key elements of a conversation that you can use over and over again to guide your players toward the mutually desired results. Then, just like a musician with a song or an actor with a script or an athlete with a game plan, you practice and practice until it feels natural and spontaneous.

THEN, as you move toward mastery with the guides that you create, you can improvise and respond creatively to any situation in the moment. **POWERFUL MAGIC!!!**

**Create your Superpower conversation GUIDE.**

In most months we practice the guide in class before I encourage you to use it. In this month of playing with Superpowers we have a slightly different agenda. In class we are going to do a really fun Role Play of practicing using your new Superpower in a business conversation.

So I am encouraging you now to create a conversation guide for a Superpower Reach out; OR you can customize it to talk with people about skills or talents or something that resonates more for your Dream Team.

**I have a sample here for you to use as a starting point.**

## Superpowers Real Play Conversation Guide

### 1) THE DREAM

**SAY:** "I am really excited to do this with you. Our purpose together is to explore your BIG Dream and your Superpowers. I can't wait to see what we co-create."

**SAY:** I am going to ask you some provocative questions, listen and share my observations.

**ASK:** Are you ready to get started?

{Wait for them to say: "Yes"}

"OK. Let's go.

**SAY:** Your BIG Dream is something that you want to do right now that involves having a positive impact on the lives of others and often it is something that will pull you out into the world bigger than you have gone in the past.

**ASK:** Share with me how you describe your big DREAM is right now?

{Listen and clarify}

### 2) EXPLORE SUPERPOWERS TOGETHER

**Coach:** Choose from among these questions and/or create your own!

**SAY:** A superpower is an ability that you develop and practice until it is capable of making a big positive impact on people or situations.

**ASK:** How do you describe your superpowers?

**ASK:** Are you proactively using your superpowers in pursuit of your dream?

**ASK:** What are you doing to develop or expand the positive impact of your superpowers?

**SAY:** one of our coaching theories is that often over the course of life we learn to doubt or even fear expressing our uniqueness; so our superpower potential gets hidden.

**ASK:** Do you have any inkling about this for you?

**ASK:** Have you discovered any hidden superpowers recently as you pursued your dream?

**ASK:** What Superpowers does your dream need you to develop?

### 3) SUPER BOLD OPTION – OFFER A SPONTANIOUS ROLE PLAY

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Note: Coach, I want to tell you that I have never done this on a reach out conversation. But as I was creating this the idea popped in my mind so I am sharing it with you.

SAY: Hey. One of the things I do with my players is create a safe space where they can practice using their Superpowers.

ASK: If you you are curious we could do a quick Role Play right now so you can get a taste of this aspect of my coaching?

If they say yes...

SAY: OK. Here is what we will do. I will start up a conversation with you asking you what you do. Then you will share with me about your Dream WHILE expressing your X Superpower.

{Jump in and do a quick role play; call time out a few times and encourage and champion them to play more with the power; to exaggerate it a little bit}

4) HAPPY WRAP UP!

SAY: Thank you so much for doing this with me!

ASK: What was your highlight from the conversation?

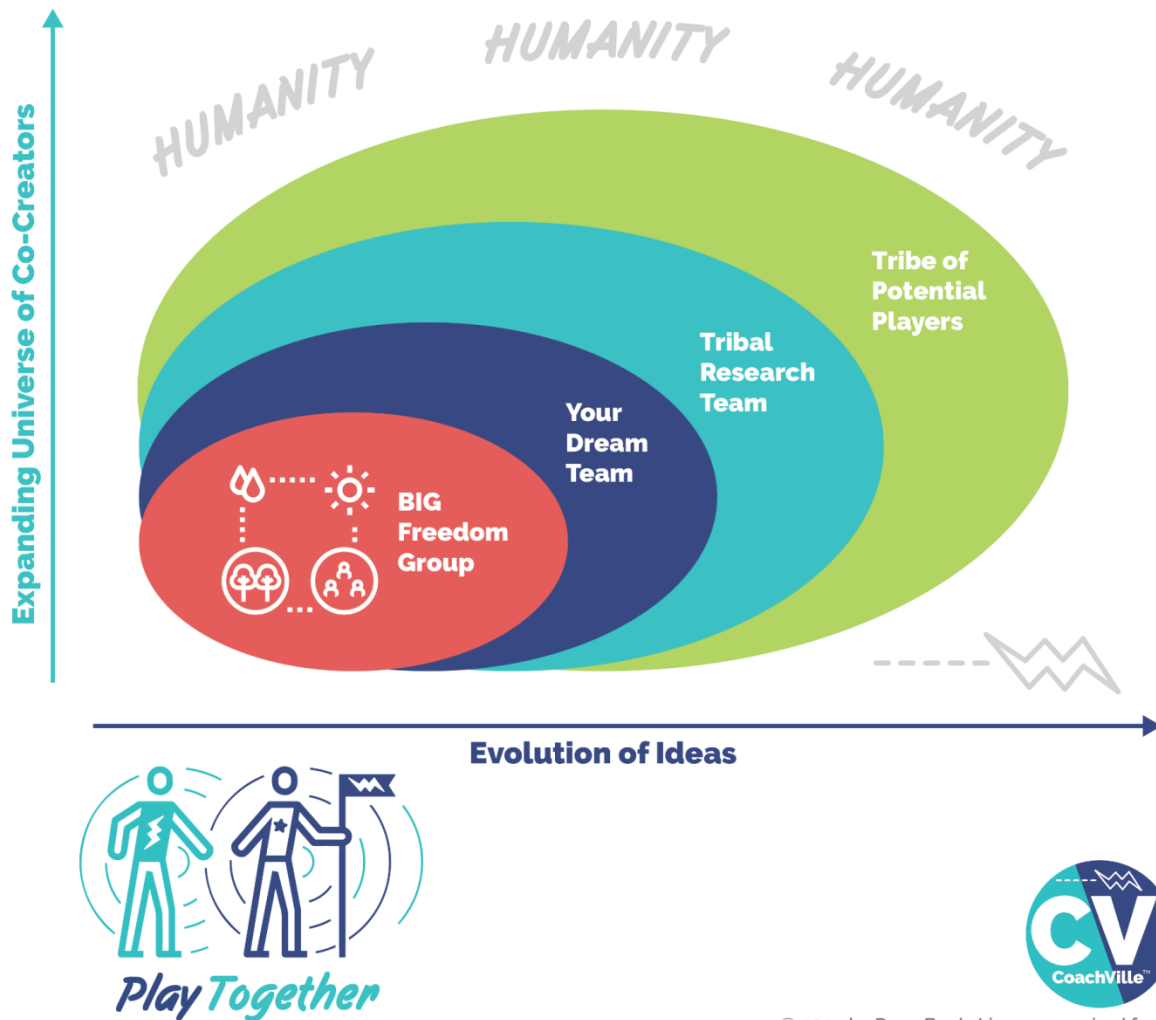
SHARE: {Share Your Highlights}

## Your Superpower Conversation Guide

The mission here is for you to craft a conversation guide that will take about 15-20 minutes to do with someone. Create something that you will want to do with a few of your tribal research team in the next two weeks.

It is an exercise that will get you into the flow of developing and refining your entire coaching method step by step in the months ahead.

# BIG Freedom Co-Creation Universe



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## 06) Co-Create Your Way to a Thriving Business

This concept is a staple of every month of the BIG Freedom Membeship. The co-creation mindset and a “Reach out” action plan is essential to your sustainable success as a Life Coach!

The coaching experience is a co-creation between a coach and a player. Coaching is not something you do to someone or for someone. Coaching is a relationship that you do WITH someone.

Similarly your coaching business is a co-creation between you and your tribe of ideal players and you and your community. You can't thrive alone.

The purpose of this visual is to show how your expanding universe of co-creators and your evolution of ideas that become messages and methods.

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You start by co-creating and practicing with your colleagues in the **BIG Freedom Membership Group**; a very safe space to play.

Then your ideas move into your **Dream Team** – this is your inner circle of 3 – 9 people; partners, colleagues, best friends. These are people who share your dream, support you BUT they may not be in your tribe of ideal players. It is great to share and practice with them so that they know what you are up to BUT their feedback may not always be relevant.

Next is the absolutely essential group: Your **Tribal Research Team**. These are folks who match your ideal player profile AND enjoy co-creating with you. A primary goal for you in this program is to cultivate a group of 3 – 10 folks who are on this team. Frequent and playful conversations with these folks is what will lead you to many of your most practical discoveries for your Business Ecosystem. This group can include former and current players as well as friends and colleagues who match your ideal player profile.

Next is your **Tribe of Potential Players**. This is the group you are aiming to influence and attract. The responses of this group to your messages and methods is how you determine the quality of what you are co-creating. Your interactions with these folks – which hopefully are many and often – also become part of your co-creation process.

Then there is everyone else... AKA **Humanity**. Since we are playing with Dreams and Aspirations - which are universal - there is always the potential for another person to co-create something awesome with you.

### **ACTION: Know who is on your team**

Identify the people for your co-creation teams. Make a paper or computer file with the names (and contact details) of your people.

Your Dream Team: You know who these folks are; but they may not yet know that they are your dream team! For now just make it real by putting their names down on a Co-Creation Team page.

Your Tribal Research Team: Make a list of folks who meet your initial profile of an “Ideal Player” that you know personally and would love to co-create with.

### **Reach out 1: Talk to people about their Superpowers and Superpower Potential**

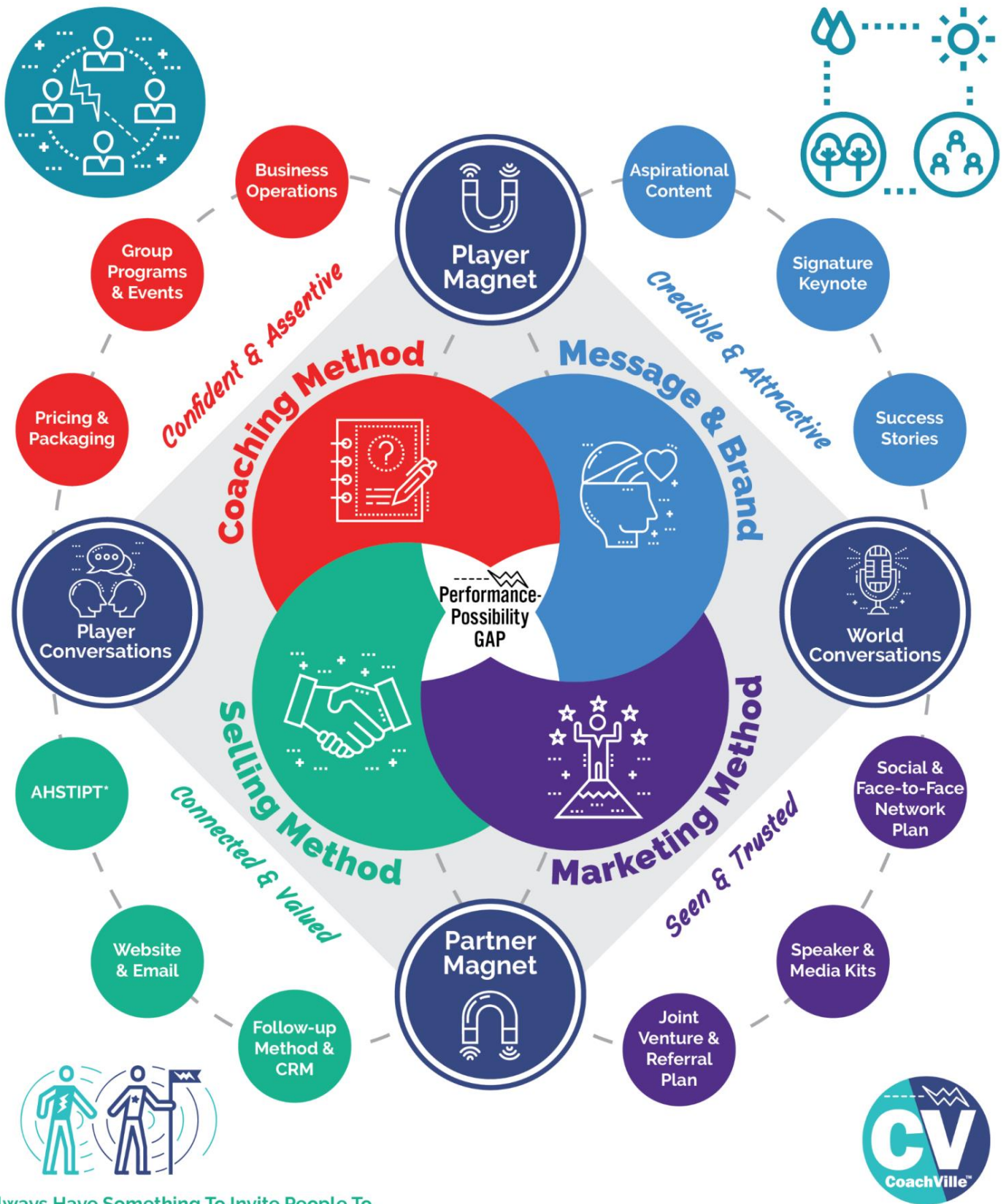
Your first reach-out exercise this month is to talk with people about their Superpowers and who they need to become to play BIG for their dream.

### **Reach out 2: Share your 2-minute “TED Talk Introduction” with people**

Your second reach-out exercise this month is the share your 2-minute TED Talk introduction and get energy and feedback.



# BIG FREEDOM *Business Ecosystem*



\*Always Have Something To Invite People To

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## 07) The Message and Branding Playsheet

### Overview of the Coaching Business Ecosystem

Your Business Ecosystem encompasses each of the elements of a flourishing business!

There are so many fun things to create and/or uplevel for your coaching business. And in the right environment it can feel like creating and sharing your masterpiece one fun step at a time. You will create all of these things as you participate in BIG Freedom experience.

The idea of an ecosystem is that there many different parts that support each other, need each other and play together in order to thrive.

Your business ecosystem is about YOU and your tribe: your values, your desires, your style, your needs and you expressing your Superpowers (that is the most important part). It's not about doing anything someone else's way. It's about creating YOUR Way; although you can use the ways of others as a place to start.

We will co-create each element together... one at a time.

In June we focus on your Branding and Messaging which is HOW you communicate with your tribe of potential players about how you guide them in pursuit of their dream to play better.

It also includes your player success stories.

**Coaching is:**

**A profound personal relationship  
Wherein the Coach guides the Player  
In pursuit of their dreams to play better  
Through perceptive observations and  
Life changing co-creations.**

What dreams do you help people pursue?

HOW do you guide people to play better?

### Your Messaging and Branding...

Your branding and messaging is how you share about what you do as a coach in a way that energizes and attracts your ideal players.

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Note: Marketing – which we will explore next month – is the way you get your messaging into the marketplace.

Messaging is: Who you coach and What you do together

Marketing is: How and Where you find your players

- This is what you are here to say and includes your “BIG Why”.
- This is how you share about the BIG Dream you help your players pursue and what is special about how you coach.
- This is how you share about the Performance – Possibility Gap that your ideal players want to cross and how you provide guidance to people just like them.
- This is where you share stories of how you have coached players using your Coaching Method.

**Your Message and Branding also includes:**

- Aspirational Content
- Signature Keynote
- Success Stories

### ***Aspirational Content***

These are articles and posts that share your ideas about the pursuit of the BIG Dream that you coach. There are many facets to the pursuit of the Dream and your role is to share about what you have experienced as a player and as a coach.

### ***Signature Keynote***

***An additional note here because we will put a lot of emphasis on this in class.***

Your signature keynote is an outline for a talk that you can give in a variety of formats and times slots; a 10-minute Facebook Live, a 20-minute talk, 1-hour keynote or a 2-hour webinar.

It is based on your message and blends in your coaching method and player success stories.

As you participate in the market place, you will find opportunities to share your message both in-person and virtually. When your keynote is ready and practiced you will attract more of these opportunities!

### ***Player Success Stories***

As a professional coach, your player success stories are your greatest asset. What ultimately defines you as a coach is how your players do in living their dreams.

**Here is what you need to share a powerful player success story:**

- 1) What was the players' situation BEFORE they started coaching with you?
  - 2) What was their DREAM? (what did they want to do; who did they want to become?)
  - 3) Describe a few of the steps of your method that created a big impact in their ability to live their DREAM.
  - 4) What was the big win for them?
- Note this may not have been at the end of the coaching engagement.

**BIG Point:** when you share a success story be sure to weave YOU and your Method into the story. Don't make it all about the player. Make the story about your player and YOU co-creating the success they experienced.

A big part about your life as a coach is recruiting great players, co-creating wonderful success stories with them and then sharing these stories with your tribe... to help you recruit more great players.

# Message & Brand Playsheet

## Credible & Attractive

Date: / /

Aspirational  
Content

Signature  
Keynote

Success  
Stories

**What is my current messaging and branding?**



**What I want to create:**



**How I play now:**



**How I imagine playing better:**



**Idea Pops:**



**Follow-up Actions:**



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## 08) Session 1: Express Your Superpowers Real Play

2020-06-01

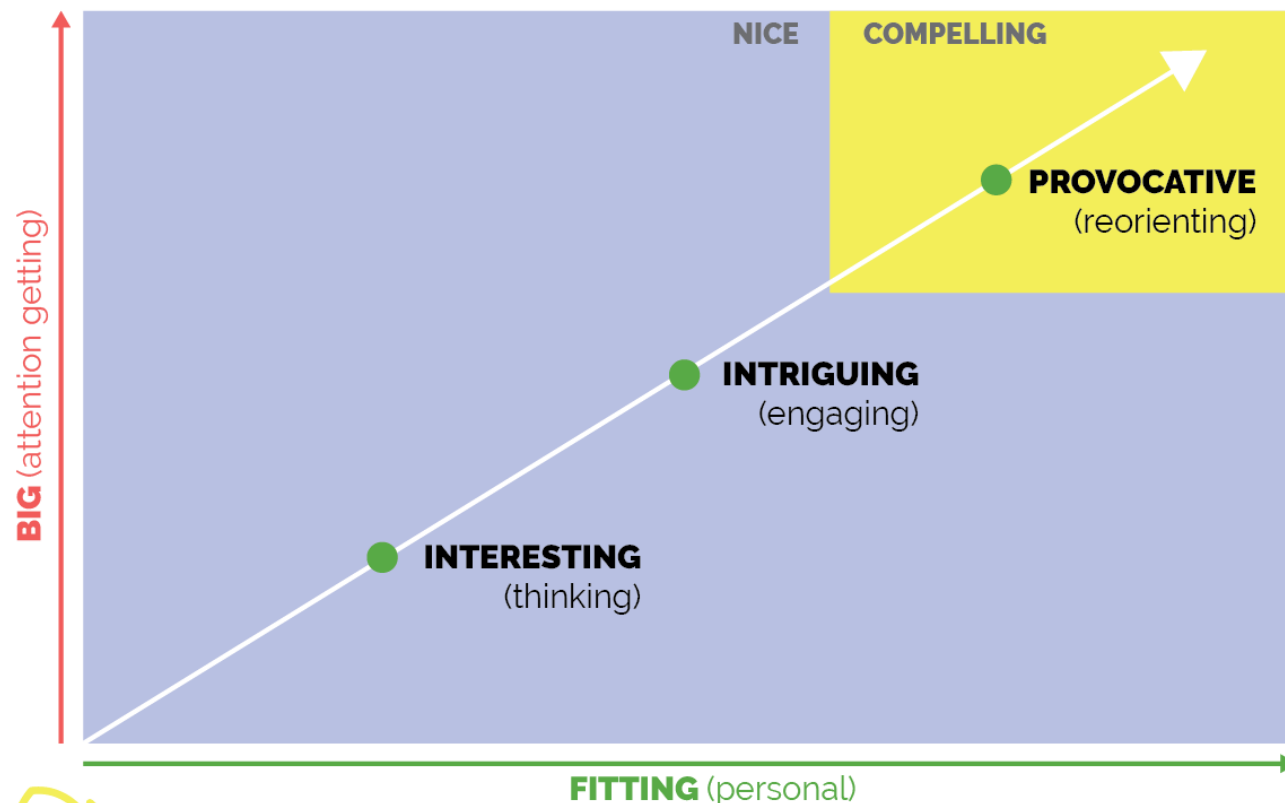
- 1) Welcome – Sharing from the group
- 2) Coach Dave Shares the framework: Become – Believe - Belong
- 2) Small Group: What is the next version of you needed to play BIG for your Dream; What is the Superpower that you want to unleash?
- 3) Role Play: Practice expressing your superpower in a business conversation; practice PLAYING with the Superpower; co-create the new version of you! Embrace the truth that it is going to “feel weird”.
- 4) Q&A

## 09) Growth Exercise: Strategic Play Plan Play Sheet

In section 4 I had you do a growth exercise to make a strategic plan to utilize your Superpowers for your Business Dream.

Exercise: After you explore and practice your Superpower with your class partner take a moment to notice any additional ideas that flow into your mind. Capture these on the sheet.

# #1. Engages in Provocative Conversations



The larger and more personal your conversations are, the more naturally provocative they will be for the player. You know it's a provocative conversation when it gets the player's attention and they reorient around it.



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## 10) Plan for Superpowers Conversations with your Team members

Coaching Proficiency #1: Engages in Provocative Conversations. This is an essential staple to your life as a coach... with team members, prospective players, advocates and partners and paying players. Be the ONE who is always reaching out for a provocative conversation.

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Make a plan to have a Superpower conversation with as many members of your Dream Team and Tribal Research team as you can over the next few weeks. You can use the Playfulness Conversation Guide as is, or you can create your own version using this one as a starting point.

If you don't have 3-7 Dream Team members, then your mission is to have a conversation like this with a few candidates. Begin the process of cultivating your Dream Team!

The method is to make your business a constant co-creation with your tribe of ideal players.

What this looks like is any time you have an idea for a post, presentation or program or ANYTHING for your business, you reach out to a few folks in your Tribal research team and just talk about it with them. Explore the idea with a few people; ask for perspectives and examples. As you talk with a few people your "thing" moves into resonance with your tribe and becomes magnetic.

The aim is for these reach out conversations to be enjoyable and stimulating for both of you. As the coach, **you are the provider of provocative conversations** that keep life and business growing.

AND you also up the value equation by being the champion of the dreams of everyone on your tribal research team! Or said more fully: the Champion of Dreams, the Promoter of Playfulness and the Unleasher of Superpowers. Even though you may not be their "formal" coach (at the moment), you are their "aspiration" coach!

This type of bond is created initially by juicy "share your dream" conversations; and then maintained by conversations like this one to explore their Superpowers.

By doing this, you "earn the right" to reach out to them on a regular basis for these reach out conversations that are essential for you and provocative for them.

Just to clarify... you don't need to tell them: "Hey, you are on my tribal research team". You just start by caring about their dream and then reach out to them to talk about ideas from time to time. If they seem to groove on the relationship and conversations then they are "on the team".

### Your Reach Out Logistics

You can go about this in whatever way feels good to you!

I suggest you keep it "informal"; almost presumptive. You are a coach, so "of course" you want to know about the dreams of people you care about. Remember the formula for a provocative conversation: it's BIG and it's personal. In this session plan to use the Conversation Guide you created in Step 6.

You can spark it with an email or text: "Hey, I want to check in on you and your dream. When can we talk this week?"

Don't let their "busyness" deter you. Everyone was trained to be busy all the time in the Industrial Age. But people have time for someone who cares about them and their dream;

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someone who enriches their lives with provocative conversations. Be that someone and people will take your calls.

The next step is to have these Superpower conversations with as many people as you can. Have fun being an “unleasher” of Superpowers. Come up with a visual way to stay connected to the Dreams of your Dream Team members. As you care for their dreams, they will care for yours.

**REMEMBER:** most people have NO IDEA what their superpowers are! So you may spark some bewilderment... that hopefully leads to curiosity... that hopefully leads to determination.

Note: you will find a place to share about these conversations on the Action section of the game card.

## 11) Prepare your “TED-style” talk introduction

In your introduction you need to accomplish these 3 things in any order:

- 1) Share your BIG idea
- 2) Share something to establish your credibility with the idea
- 3) Share the intention of your talk

### **Example:**

My talk is called: Your fears are a treasure map to your superpowers

I have been a Professional Life Coach for 24 years – that means people pay me to help them Play Life better. I have coached over 1,000 individuals.

I have learned that EVERYONE has a dream in their heart that will call them to adventure to contribute to the world.

AND everyone has absorbed a lot of FEARS from their environment.

A big insight I have developed is that Fear has gotten a bad reputation like it is some kind of monster.

But I suggest it is the exact opposite. Fear is your Friend!

AND The thing we have learned to fear the most is expressing our unique power.

If you make fear your enemy it will defeat you.

If you make fear your friend it will guide you.

In this talk I will share with you how you came to fear your unique power.

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And then I will show you how can follow your personal trail of fears like a treasure map to get your Superpowers back.

\*\*\*

## 12) Attend the 1<sup>st</sup> Celebration Call

2020-06-12

Join in the conversation! Prepare to share what you have experienced by talking with your dream team and tribe about playfulness.

Also be prepared to celebrate any potential player or current player experiences!

AND be prepared to share about your playfulness!!

## 13) Session 2: Perform your 2-minute talk introduction

2020-06-15

1) Welcome - Group visualization of Abera Ca Dabera

2) You are the Promoter of Playfulness

3) Your Coaching Method Role Play exercise

Come to the session with a conversation guide that you want to practice.

Your practice coaching session will be 20 minutes.

4) Q&A

## 14) Reach Out #2 – Share your Talk Introduction

Action: After you practice your talk in class, make any updates based on the feedback you receive.

Action: Reach out to folks on your teams and ask if you can share the introduction to your talk.

After you share it ask for some feedback!

What questions do they have that should be answered by the rest of the talk?

Do they want to hear the rest of the talk?

Action: Complete 3-7 calls before 2020-06-26

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## 15) Your Player Success Stories

Here is what you need to share a powerful player success story:

- 1) What was the players' situation BEFORE they started coaching with you?
  - 2) What was their DREAM? (what did they want to do; who did they want to become?)
  - 3) Describe a few of the steps of your method that created a big impact in their ability to live their DREAM.
  - 4) What was the big win for them?
- Note this may not have been at the end of the coaching engagement.

**BIG Point:** when you share a success story be sure to weave YOU and your Method into the story. Don't make it all about the player. Make the story about your player and YOU co-creating the success they experienced.

A big part about your life as a coach is recruiting great players, co-creating wonderful success stories with them and then sharing these stories with your tribe... to help you recruit more great players.

## 16) Attend Celebration Call #2

2020-06-26

Print page 32 and 33 – The Energy Alignment Celebration Playsheet

Fill it out prior – during and after the call!

**For the end-of-month celebration gathering**

**Hand write the play sheet.**

This is how you claim your personal and business growth!!

Hand writing your BIG Dream update will keep you connected to your dream. Keeping these sheets in a folder will give you a way to see (and relive) the progress of you and your dream!

**For example, if you signed up a new paying player this month, this is a BIG Dream Experience!!!**




**Attend the Celebration Gathering and SHARE**

Celebrating your dream and your life in conversation with your coaching tribe is a powerful way to move toward alignment!

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## Energy Alignment Celebration Play Sheet (Part 1)




Date:

Energy Element	Recent Experiences	Growth Opportunities
 <p><b>BIG DREAM</b> The Call to Adventure to contribute yourself to the world</p>	<p><i>Describe your recent BIG DREAM experiences</i></p>	<p><i>What is the next step of your adventure?</i></p>
 <p><b>Super YOU!</b> Expand and Unleash Your Superpowers</p>	<p><i>Describe a moment when you expressed your Superpowers?</i></p>	<p><i>Describe the next level of your Superpowers that your Dream is asking for</i></p>
 <p><b>Playful Conscious Mind</b> Relate (influence) Create (share) Experiment (new acts) Explore (See + be seen)</p>	<p><i>Describe moments of playfulness...</i></p> <p><i>Describe worthy challenges that you faced...</i></p>	<p><i>How can you bring the spirit of play to your current opportunities and challenges...</i></p>

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## Energy Alignment Celebration Play Sheet (Part 2)

Date:

Energy Element	Practical Expression	Activate Imagination
 <p><b>Non Conscious Mind</b>  <b>Body Awareness</b>  <b>Fears</b>  <b>Desires</b>  <b>Beliefs</b></p>	<p><i>Describe new awareness of your body, fears, desires and beliefs...</i></p>	<p><i>Describe the steps out of your Self-Preservation zone that your dream is asking for...</i></p>
 <p><b>Environments</b>  <b>People</b>  <b>Places</b>  <b>Things</b>  <b>Ideas</b></p>	<p><i>Describe upgrades that you made to your environments...</i></p>	<p><i>Describe the next upgrades needed to your "Olympic Training Center" for your Dream</i></p>
 <p><b>Supermind Connection</b>  <b>Attracted Experiences</b>  <b>Focused Intentions</b>  <b>Expressed Gratitude</b>  <b>Curious Questions</b></p>	<p><i>What are you most grateful for from your recent Dream experiences?</i></p>	<p><i>How will your dream change lives for the better in the days ahead?</i></p>

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## 17) Planning Ahead

### The Monthly Schedule of Topics...

Month	Business Ecosystem	Energy Alignment
<b>April &amp; October</b>	Performance Possibility Gap	BIG Dream
<b>May &amp; November</b>	Coaching Method	Playful Conscious Mind
<b>June &amp; December</b>	Your Message and Brand	Super YOU
<b>July &amp; January</b>	Marketing Method	Your Environment
<b>August &amp; February</b>	Selling Method	Non-Conscious Mind
<b>September &amp; March</b>	Your Magnets	Supermind Connection