



Playbook for May 2020

Business is a social activity and therefore it is meant to be playful! Your potential to thrive as a professional Life Coach is relies upon your ability to engage playfully with your tribe and the greater communities where you participate. Your role as a coach is to first restore the playfulness of your player and THEN to use your coaching method to guide them to PLAY for their dream.

Be the Restorer and Champion of Playfulness!

*We were all born to play... especially to play
together for our dreams. But then during the
Industrial Age we were trained to work in
solitude on our tasks.*

*People are YEARNING for a life of purposeful
play. They are counting on YOU to show them
the way!*

Schedule of Group Tele-Gatherings for May 2020

May 4th 12-1:30 or 8-9:30: Business Playfulness Real Play

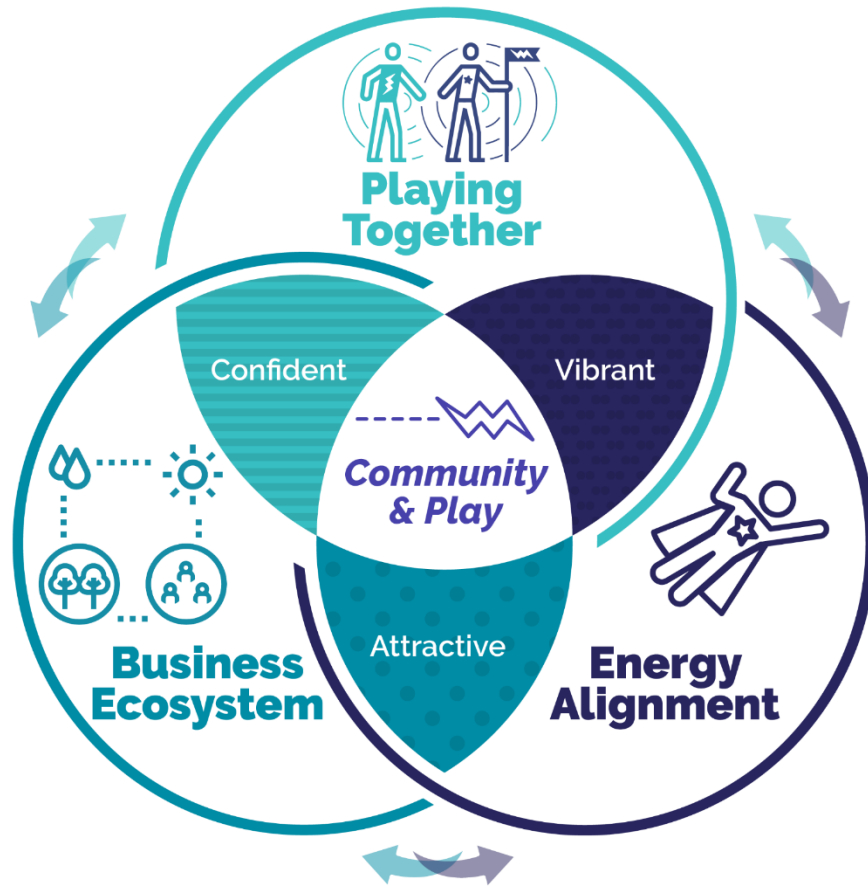
May 15th 12-1: Celebration call; 1-1:30 Coaching Method Reach Out Q&A

May 18th 12-1:30 or 8-9:30: Coaching Method Reach Out Role Play

May 29th : 12-1: Celebration Call

BIG Freedom!

Powered by www.CoachVille.com | © 2020 CoachVille LLC. Share with attribution.



May 2020 Focus

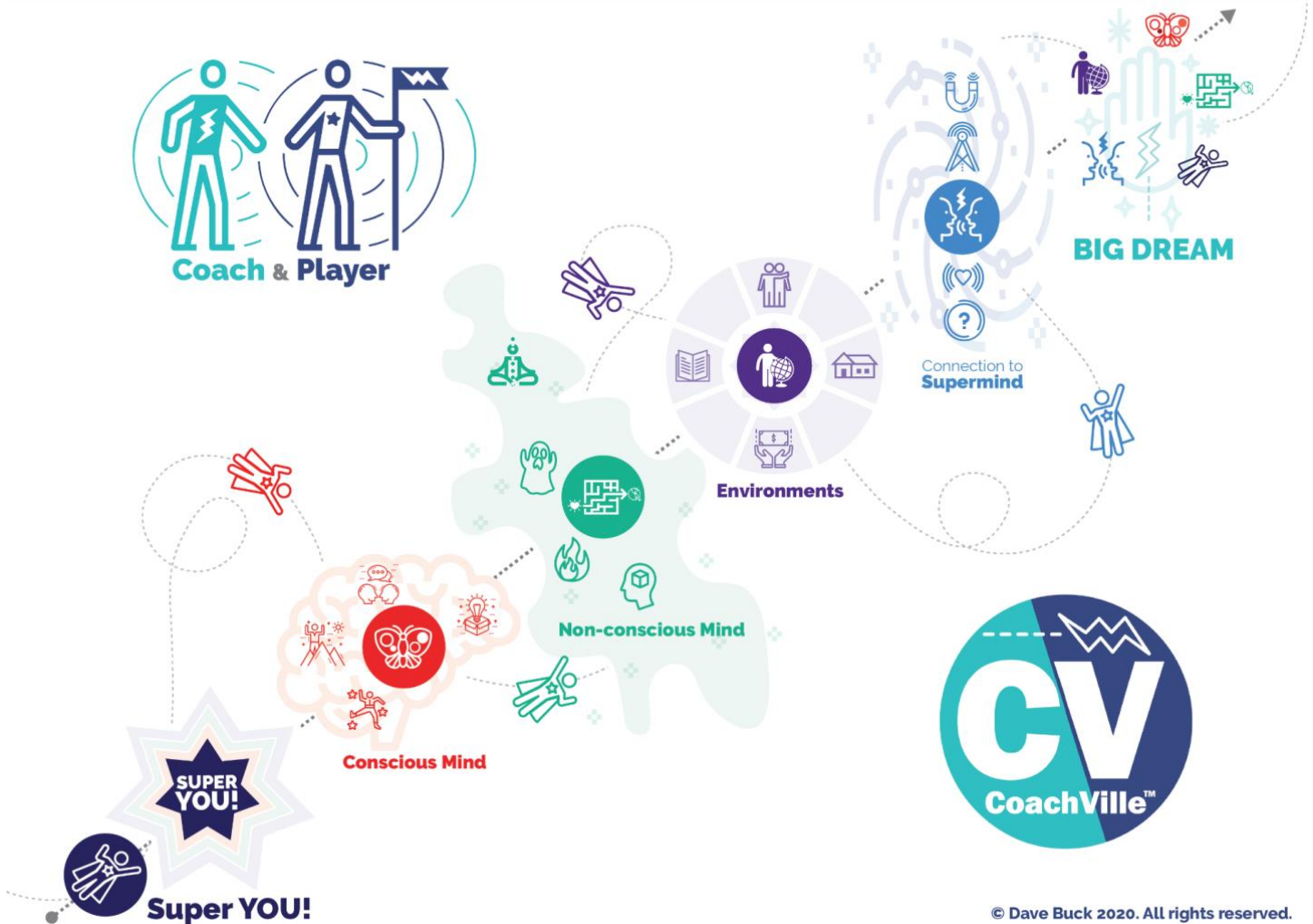
Play Together = Co-creating and Role Playing

Energy Alignment = Your Playful Conscious Mind

Business Ecosystem = Your Coaching Method

BIG Freedom!

The Energy Alignment Game



03) Business Playfulness Real Play

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.

BIG Freedom!

Four Pivotal Moments of Social Play with Social Fear



©2020 by CoachVille, LLC. License required for use.



Playfulness in Business

Relate for Influence

Relate means talking to other people! This is pretty much what we do all the time in life. It becomes playful where there is an opportunity for positive influence like when you are asking someone to do something with you and they might say “yes”, but they might say “no”.

Create and Share

Creating is when you make a thing or you design an experience that you aim to share with others; for examples: writing, recording, designing, planning. The sharing part is all about participation and contribution. This is very much in line with the “Life is Art” concept.

Explore to See and Be Seen

BIG Freedom!

Exploring is when you go into a new territory; we are stepping into the unknown (hopefully with a sense of wonder) It can be a physical place, a social media platform or even a new idea. We explore to see and experience new people and new places; and also to BE SEEN by new people.

Experiment to Try New Ways

Experimenting is any time you do something that you have not done before OR you do something that you have done in a new way. Often when we experiment we have an idea or a hope of what will happen but we don't actually know. A key to success is to start with an intention, be open to new possibilities AND keep track of what happens; and most important is to not look at any outcome as a failure but as learning.

Hopefully you are getting energized about playing your life!

BUT, all of us who grew up in the Industrial Age have to realize that we have absorbed A LOT of fears of our own playfulness. So next let's look a little deeper into the common fears that are associated with play.

You probably recognize all of these fears. As I often share: we all absorbed the FEAR of our natural playfulness in the Industrial Culture. I can tell you that little children do not fear of any of these things.

If you aim to play business or any aspect of life at a high level you need to embrace and transcend these fears.

IMPORTANT: it is almost impossible to transcend social fear by playing alone. But together we can do it!

Relate for Influence = Fear of Rejection

To play business you need to cultivate a high level of ease with approaching people and talking with them about your signature topic; your performance possibility gap. And then you need to invite them to a next step. This is where the fear of rejection comes in. BIG TIME.

Create and Share = Fear of Disappointment

As a coach you will be creating and sharing content in a variety of forms on a regular basis. Also every time you have an opportunity to speak in front of people you are creating and sharing an experience. And if you get into facilitating group experiences that REALLY puts you into create and share mode.

The fear that we might disappoint someone or BE disappointed by someone's reaction to what we create can be a BIG block to creating and sharing.

Explore to See and Be Seen = Fear of Trouble

BIG Freedom!

In order to find customers, partners and people to participate in what we are creating we need to “get out there” either physically or virtually. This is what exploring is all about. When we explore we don’t know what we are going to find or experience and sometimes TROUBLE happens! We end up in uncomfortable situations or attract the attention of someone we don’t want to engage with. The human market place is an amazing but potentially “dangerous” place; at least at an emotional level.

The potential for trouble in the unknown is why most people stay where they are and spend their time with the same people. However, it is almost impossible to grow your coaching business this way.

Experiment to Try New Ways = Fear of Mistakes

Do you resonate with this one? I sure do. This is a big remnant of the Industrial Age mindset that everything you need to do: a) there is a right way to do it b) you should be able to do it the right way every time and never make mistakes.

Of course this is nonsense! But the residue of this mindset from school and jobs keeps us locked into a perfection trap.

This makes it sooo hard to experiment and find our unique way to do everything our dream needs us to do.

The Playfulness Conversation Guide Overview

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 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!!!**

What to do: Prepare to PRACTICE THIS GUIDE.

You are going to practice this guide with a partner in our group gathering. You can prepare by reading it over several times. AND read it at least once out loud – even better several times. Get comfortable with the words and phrases. It may seem weird at first but this is how you become a professional: You get comfortable with preparation and practice!

Then create your own! (If you want)

After our group gathering your play plan will be to have a Business Playfulness conversation with 3 – 7 members of your Dream Team and/or Tribal Research Team. This is explained later in the document.

To prepare for these conversations you can make your own version of this conversation guide if you choose! It can be a fun creative process. You can take parts out or change words or phrases. You can add new questions that you would love to explore with your dream team.

You are welcome to use the Business Playfulness Guide as it is. But if you type up a new version for yourself it can be a great way to prepare for these conversations. If you do decide to make your own conversation guide, be sure to read it out loud a few times to prepare for those conversations. Often phrases that seem natural in writing don't sound so smooth when you say them.

Remember: The point of this great experience is that it will prepare you to grow your business ecosystem!

(Business) Playfulness 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 playfulness. I can't wait to see what we co-create."

SAY: We are going to explore a playfulness framework that includes four components: relating for influence, creating to share, explore and experiment.

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) RELATE FOR INFLUENCE

SAY: Let's first look at conversations where you can become more influential. An Influence conversation is often where the desired **RESULT** is another person saying "Yes".

ASK: Where do you want to play for another person to say: "YES"?

{Listen and clarify}

ASK: What is the growth opportunity for you?

ASK: How can you make it fun?

3) CREATE AND SHARE

SAY: **Create and Share** is doing things and creating experiences with and for other people and also engaging with people who enjoy what you create.

ASK: What are some things or some experiences that you aim to create and then share?

{Co-create with them to figure out the Create and Share aspect of how they play}

BIG Freedom!

ASK: What is the growth opportunity for you?

ASK: How can you make it fun?

4) EXPLORE PLACES TO SEE AND BE SEEN

SAY: Next let's talk about exploring new places or groups to see something new and be more visible.

ASK: Where is your DREAM encouraging you to explore or become more visible?

{Co-create with them to figure out the explore for visibility aspect of how they will play}

ASK: What is your growth opportunity?

ASK: How can you make it fun?

5) EXPERIMENTS TO TRY NEW WAYS

SAY: Finally, let's talk about a few playful experiments where you want to try new ways of doing things.

ASK: When think about your DREAM what experiment possibilities do you see?

{Co-create with them to name a few experiments}

ASK: What is your growth opportunity

ASK: How can you make it fun?

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}**