

# BIG FREEDOM

## *Play Group*

Powered by **CoachVille™**

**Transformational Business Coaching for Coaches**

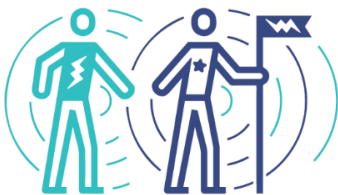
### **Part One: BIG FREEDOM**



### **Part Two: PLAY BUSINESS**



### **Part Three: COACHING IS PLAY TOGETHER**



### **Part Four: ENERGY ALIGNMENT GAME**



*Great coaching will transform our world!*

“A dream we dream alone is just a dream.  
A dream we dream together is reality”  
-Yoko Ono

## There is **ALWAYS** a next level!

Hi there! Coach Dave here with you.  
**YOU!** You are highly accomplished  
in your personal growth.

And... there **IS** a next level for you,  
your business and your coaching.

**YOU:** There is a next version of you  
that you need to create to fulfill your  
next **BIG** dream.

There are powers for positive  
change within you that are waiting  
in shadows to be expressed.

**BUSINESS:** There is a new level of  
value creation for you.



- Possibly expressing your newly unleashed powers.
- Possibly leveraging the massive shifts in Humanity's marketplace.
- Possibly playing for bigger impact or revenue.
- Possibly playing for less stress and more space.

**COACHING:** There is a new level of mastery for you!

- Possibly expressing those newly unleashed powers for change.
- Possibly tuning into new possibilities for humans playing **BIG** for their dreams.

### The **BIG** question is...

How do you find your next level?

Where is your safe space to explore, experiment... to **PRACTICE**?

> A little quirk for highly accomplished people is that the more you accomplish the more you have to preserve and the harder it becomes to grow.

## **WELCOME to the BIG Freedom Play Group for Professional Coaches!**

Based on the evolutionary framework of the Connected Age:

- Life is for play; for the pursuit of dreams
- Business is playing to create value; like performance art
- Coaching is playing together to play better

In the Play Group we gather and spontaneously create and practice business situations like: approaching a joint venture partner, enrolling a high-end player, being interviewed for a podcast, performing a “Ted-style” talk etc.

The Industrial Age equivalent was the mastermind group where like-minded folks would gather to share ideas and help solve each other’s problems. The experience of connection could be powerful, but the Play Group is 10 to 100 times more powerful!

Why? Because the way we become the next level version of ourselves is by PLAYING. Playing together creates deep connections, rapid growth and enduring capability. The Play Group is like a blend of a mastermind and a business “improv” group with energy awareness and deep coaching spritzed in.

### **My Purpose for This Playbook!**

I am super excited to share this playbook with you. My purpose is to share some deep insights about how to build a next level thriving coaching business. AND to share with you about the BIG Freedom Play Group; a transformational business coaching program exclusively for professional coaches. Both have been many years and MANY experiences with coaches like you in the making.

### **My Quick Business Backstory.**

My BIG DREAM is to unchain the human spirit of play in people all around the world and inspire them to play BIG for their dreams by hiring a Life Coach. I want everyone to play for a dream that uplifts humanity toward co-creative interdependence and away from authoritarian domination. I want everyone to have a great Life Coach like YOU; because they won’t play BIG for humanity by playing alone!

When I started as a professional Life Coach in 1997 I was on a mission for freedom: creative freedom, lifestyle freedom and financial freedom. I

imagine you started your coaching business with a similar dream. The amazing thing about that is that just 4 years prior my computer software business had failed and I was living in my car. Then, I discovered “Energy Alignment” and everything changed. I discovered that my business failure was not a business problem, it was an energy alignment problem. This started my quest to find a business where my energy was aligned... Then I found professional Life Coaching!

Six years after starting my coaching business I was invited by Jack Canfield to be a founding member of the Transformational Leadership Council. WOW! That was an amazing 10 years from living in my car to the TLC. In that environment I have learned a lot about energy alignment, personal transformation and even more about the business of transformation. I have a LOT to share with you!

## **We MUST PLAY Together to Play Better**

If you have ever been a part of an inspired athletic team or a magnetic performing arts group or a purposeful community or business team then you know how magical it can be. You know how it pulls you in and lifts you up. It focuses you and amplifies your contribution. This is what we are going to co-create in the BIG Freedom Play Group.

Every time we gather we will open our hearts and minds...

... to look at business in a playful way...

....to look at coaching in a playful way...

... to look at YOU in a playful way.

We are going to support you to play BIG for your dream...

... you will raise your business abilities to the next level of impact...

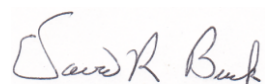
... you will raise your coaching abilities to a new level of transformation.

... you will become the next version of YOU; SUPER YOU...

**You can do all of these things... BUT you can't do them alone.**

I am with Yoko. We are here to play BIG for our dreams... TOGETHER!

#PlayLife



Coach Dave and the CoachVille Team!

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# Section I)

## BIG Freedom

OK. Let's dive in!!

This first section of the playbook will lay out the BIG ideas about BIG FREEDOM and the Play Group style of business coaching:

- 1) What BIG Freedom is and how it relates to thriving in business,
- 2) How the BIG Freedom Business Play Group Environment is designed for you to cultivate the freedom you need to live your BIG DREAM!

**> at this point, set up your call with me (if you haven't already)**

3) The BIG Dream and the BIG challenges we face in business because our freedom has been restricted.

4) How we lost our freedom to play and why we experience so much resistance to our playfulness and unique power. THIS IS DEEP and it will illuminate your life as a player of business AND why Life Coaching is so important in the world today.

**Quick Note.** When I say Life Coach this includes personal growth, business, career, leadership, health... basically ANYTHING a person could want to play better that is NOT athletics or performance art. (AND I also believe that many athletic and performance art coaches are simultaneously Life Coaching)

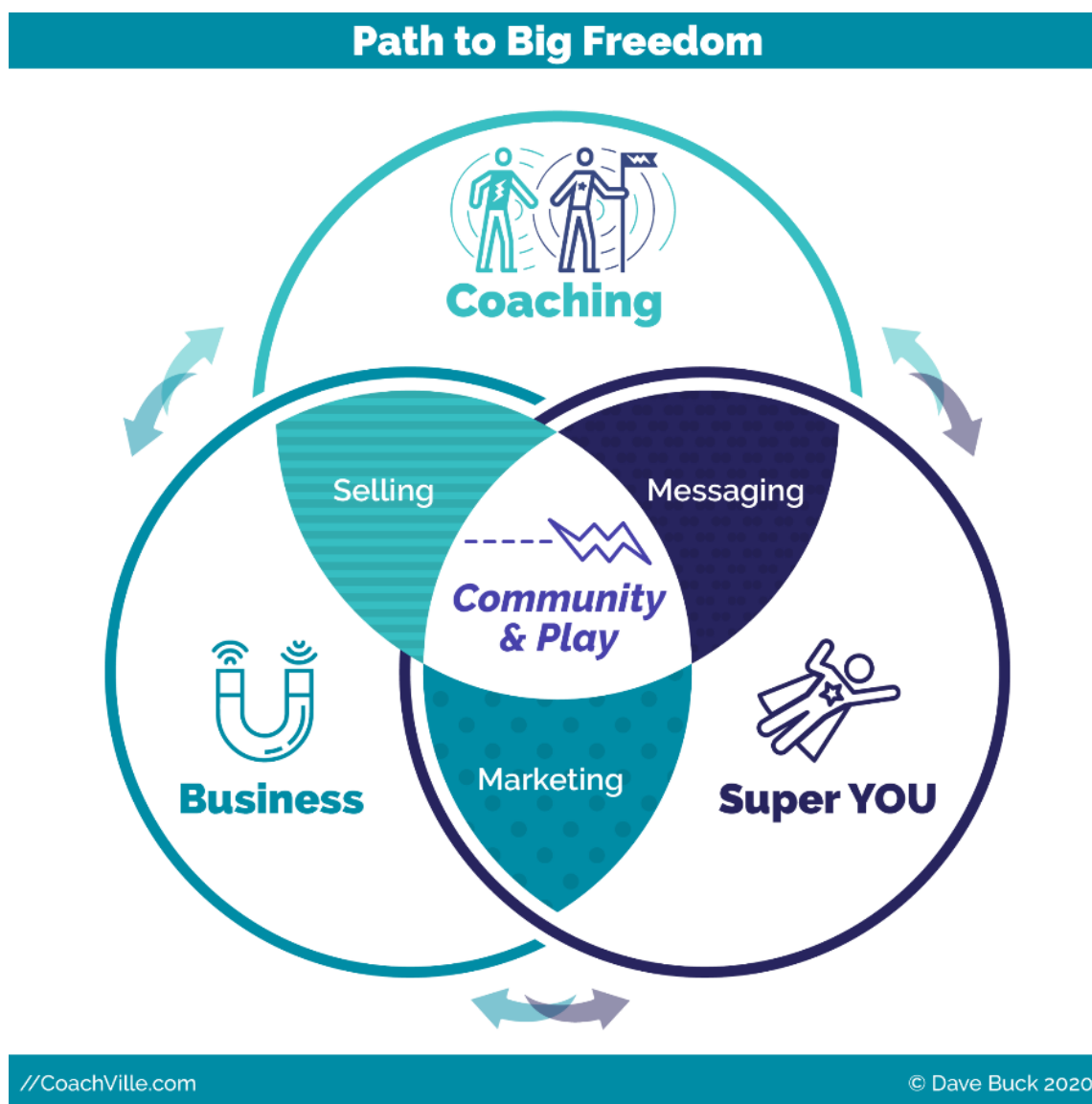
**I have a quick request for you...**

After you read the first 2 segments of this playbook...

**SET UP a call with me to talk about your business dream!!**

SKIM the rest of the playbook; you don't need to read this entire lovely tome before setting up our call! And there are some really intriguing ideas here that set the stage for the Play Group experience.

# 1) The Path to BIG Freedom



## This is what we are playing for...

BIG Freedom is when you show up in the community either face to face or on-line:

- Your business capabilities and confidence are admired;
- Your coaching abilities are renowned and desired.
- Your personal energetic vibrancy is palpable and magnetic;
- YOU ARE IN DEMAND! AWWW Yeah!! FEEL IT.

## The Venn Diagram

I learned about the creative use of the 3 Circle Venn diagram from my coach and friend Thomas Leonard. Thomas LOVED 3 Circle Venn



diagrams. Every time we were exploring an idea or sketching out a program we would always start with a 3 Circle Venn. The value is that it helps you hone in on the most essential elements and understand how the core ideas support and overlap each other. This Venn will get us right into the core elements of the pursuit of high level coaching business success.

## **The Community & Play**

Play is at the center of everything we do in BIG Freedom. We are going to bring playfulness into your business, your coaching and the co-creation of Super YOU.

The purpose of all business is to create value for members of the community. Coaches are change agent leaders. To thrive as a coach you must be a highly visible participant and contributor in your chosen community.

The symbol of the lightning bolt is the call to adventure by our dreams. When lightning strikes BIG energy is flowing and change is happening. Your purpose is to actively and playfully engage in your community to uplift people into new possibilities for positive change. While you will only coach a few people, your presence will impact many people in a variety of ways AND create a ripple effect of good.

## **Business**

Business is the call to adventure to participate fully in the marketplace. It is the intense personal experience of exchanging value with fellow members of your community. As a coaching business your value is the ability to guide selected individuals on the transformational journey to play for their dreams.

The symbol of the magnet shows the power to share value with and receive value from your fellow humans. It also symbolizes the energetic purpose of business which is to co-create life experiences.

## **Coaching**

YOU, the Professional Coach, are in the community to MAKE CHANGE HAPPEN. It is super fun! You will guide people on the adventures of their lives in pursuit of their dreams. Some will find you because they know they are ready to co-create change. For others you will be the instigator of the call to adventure.

The Symbol is the partners together on adventure. On the right is the player who carries the lightning bolt flag to show the pursuit of their BIG dream. The player wears the Super You Star to affirm willingness and desire to express their unique power.

The coach at the players' side wears the lightning bolt to affirm sharing the players' dreams. The concentric circles symbolize that the coach's presence and energy are guiding the player forward in pursuit of the dream.

**BIG OPPORTUNITY** = In the BIG Freedom Play Group you will experience a style of coaching that I describe as: Play Together to Play Better. It is a blend of adventure guide, performance art coach and Olympic athlete coach. You will love being coached this way and you can evolve your own coaching style in this direction if you choose to.

**YOU ARE GOING TO LOVE THIS SOOOOO MUCH!**

## **Super YOU**

A Superpower is an ability that can make a big impact on other people and situations; Superpowers vitalize change. You were born with numerous unique powers that you can develop into Superpowers through intentional focus and guided practice. They are IN YOU waiting to be unchained!!

The symbol is the flying human wearing the star. This declares a person who is courageous enough to unleash and develop their unique powers for change and use them for the good of other people. And they are willing to be a visible example that playing BIG is possible for anyone with a dream.

## **Messaging**

Messaging comes from the blend of SUPER YOU and your Coaching. It is the ideas and stories that you activate and share that create value for and attract your ideal players who are ready for change.

## **Marketing**

Marketing comes from the blend of Business and Super You. It is the way you personally engage in the community to build your credibility and spark the desire in others to play BIG for their dreams with YOU as their coach.

## Selling

Selling comes from the blend of Coaching and Business. It is the way you intimately engage with individuals in a coach approach manner such that they FEEL your confidence to guide them and feel compelled to invest in their own potential to make change and play BIG for their dreams.

### To summarize...

BIG Freedom is knowing that you can play business in a way that creates admired value and attracts enjoyable revenue generating opportunities.

BIG Freedom is the deep confidence that your unique coaching abilities are transformational for the right players.

BIG Freedom is awareness of your unique powers and the ability to practice them and play with them to create BIG change with others.

**BIG Freedom is BIG Fun!**

## 2) Big Freedom Program Structure



**“People are intimately aware of their wants  
(which they think of as needs)  
but they are absolutely terrible at  
inventing new ways to address those wants.”  
- Seth Godin in “This is Marketing”**

The BIG Freedom Play Group is a robust coaching environment where you can play bigger and better for your BIG Dream!

The program includes:

- Small group coaching sessions via zoom (AKA Play Groups)
- One-to-one coaching for Inner Freedom and the individual support you need.
- Larger group gatherings to co-create / uplevel your business ecosystem
- In-person playshops to bond and practice playfulness in business
- Weekly celebration calls
- The Mystical Wisdom of “Superpower School”

If you are familiar with the CoachVille Pattern Language and one of my favorite stories, the BIG Freedom Play Group is the “**Tahauchi Academy**” for professional coaches!

### **Small Group Coaching via Zoom (AKA Play Group)**

**2 hours 2 times each month. In a group of 4 players and your coach.**

A hybrid of the old-fashioned Mastermind Group and business focused “Improv” group.

We will practice and role play business situations together such as:

- introduce yourself at a networking opportunity
- conduct your exploratory session with a potential player,
- approach an influencer who could recommend you
- conduct your 20 minute signature talk
- and SOOO much more

The safe space of practice will be a life-changer for your BIG business dream. You will be amazed!

In the play group meetings via zoom you will have the opportunity to practice these situations while your coach observes. Your colleagues will play the needed roles or observe depending on the situation. You can bring specific situations to the call that you want to practice and sometimes your coach will spontaneously create practice scenarios.

During practice you can call time-out and request feedback and then experiment with different approaches to the situation.

When you are not the player you will observe and offer feedback. And during these practice sessions you may be called upon by the coach to spontaneously play a role needed in the situation. This will enhance your resourcefulness and creative expression. And... it will be fun.

By practicing, playing, observing and sharing feedback you will experience a HUGE side benefit: your coaching mastery will soar!!!

### **1-1 Coaching for Inner Freedom™ and any personal support you need**

#### **3 30-minute sessions each month.**

As you practice and play business in a bigger way than you have in the past, you will bump into doubt, resistance and FEAR (Hah! That is an understatement). With your coach using the Inner Freedom Method you will explore these FEARS as a treasure map to your superpowers. (more about this in segment 11)

Inner Freedom Coaching is another life-changer. Without it, most of your energy for business is lost overcoming the myriad social fears – of your unique power and playfulness - that you absorbed in the Industrial Culture.

**The combination of role playing situations in the group and Inner Freedom with your coach is a powerful liberator! You will find yourself doing things with ease that used to seem a struggle!**

In your 1-1 coaching time you can also explore anything related to your business or personal life where you need support!

### **Large group calls on how to build your business ecosystem**

2 1-hour calls each month with the whole BIG Freedom community together

Hosted by me (Coach Dave)

Each month we will focus on building an element of your Signature Business ecosystem. This is the “how-to” portion of the program.

Such as

- your signature talk,
- your enrollment method,
- your new player onboarding method
- your coaching method

These calls will be similar to all CoachVille classes with an energizing blend of big group and small group conversations. You will have opportunities to “talk through” what you are creating and hear what your colleagues are creating. This is the best environment for creating something so important to you.

### **In-person playshop**

A group of 12 with your coach for 2.5 days; once every 6 months

- YOU will practice / perform your Signature Talk
- You will practice fun business building activities
- You will bond you with your team

Face to Face gathering to play together is a powerful way to accelerate belonging!

### **Weekly Celebration Calls**

Fridays at 12 noon ET we gather as a tribe to share successes and growth from challenges.

Momentum means a LOT.

Keep your dream alive in the presence of your TEAM!

Evaluate your experiences with judgment free awareness.

See and share the perfection of what is happening and not happening. This is one way to cultivate your connection to the Super Mind of Human Possibility. (See Segment 12)

This is a powerful community building experience as well.

When you feel good about your business and coaching AND you feel the power of profound belonging... good things happen.

### **The mystical wisdom of Superpower School**

You will discover your natural - but possibly hidden - powers for change that you can unleash to thrive in business and life.

You will have a 1-hour Superpower Session with me and receive your colorful charts and text from my Superpower translation of the I-Ching (The Book of Changes).

You will see where you have absorbed fear of your “YOUUnique” powers for change.

When you know your natural powers you can choose your business strategies and methods wisely RATHER than trying to do what other people are doing.

You will save so much time and energy when you can simply focus on doing what is natural for YOUR unique power.

(See my personal Super YOU chart in Segment 13)

### **The groups are curated AND there are levels**

The groups will be curated by coaching and business experience so that you are playing with a group of your peers.

This is why I am personally conducting an exploratory conversation with each candidate.

Another factor in orchestrating the groups is the pricing tier. There will be 3 tiers which will be based on the experience level of the coach leading the group. We have a small team of coaches ready for the first cohort and I am excited to add additional coaches at each level as the program grows.

Pricing details and the coach for each level can be found on the member webpage introducing the BIG FREEDOM Program called:

[Let's Talk Business.](#)

## Let's Talk Business!

If we have not yet had our exploratory conversation, then that is your next step.

We set up a page on our CV Membership site where you can get the link to my calendar and set up a conversation for us.

Use this link: [Let's Talk Business!](#)

You will need to login using your CV Member ID OR create your CV Member Account.

After you set up our conversation, THEN... read the rest of this playbook at your leisure! ;-)



### 3) BIG DREAMS attract BIG Challenges



#### The BIG Coaching Dream

The Professional Coaching Dream is unique for all of us. Yet, there are common themes that we can play for together.

**Creative Freedom** = the ability to design a business ecosystem with a coaching method that is perfectly aligned with your experiences, curiosity, values, perspectives and unique abilities. And to have fun doing it.

**Lifestyle Freedom** = the ability to design your business that fits perfectly with your life and even facilitates creating the life experiences that you truly desire. And to take really good care of your body, mind and soul while doing it.

**Financial Freedom** = the ability to create revenue streams that are enjoyable to deliver and greatly valued by the members of your community; to feel expansive and secure at the same time. And to enjoy the ability to purchase the resources you need and the experiences you desire from others for yourself and anyone in your care.

**Respected (even admired)** = Profound belonging is so important to all of us. You have put so much into your personal growth, into becoming a great coach, into developing your business models, methods and skills... the reward for all of this is the feeling of being respected, admired and desired within the community you serve. You want to be the GO-TO Coach for your ideal players. AWWWWW yeah!

**Contribution!** = You want to transform your life experiences and your acquired wisdom into value for others. You want your life to matter!

**Messaging** = the ability to communicate a coaching story that resonates deeply and builds your credibility with your ideal players.

**Marketing** = the ability to engage within your community in ways that are enjoyable for you while establishing visibility and trust with your ideal players.

**Selling** = the ability to engage in an intimate connection with an individual that sparks their desire to invest in themselves and their dream with you as their coach because they FEEL the value.

**Coaching** = the ability to exude confidence and cultivate a relationship that guides your players toward their big dreams by playing together.

**That FEELING!** = mmmmm. That feeling when your player creates a transformational experience in pursuit of their dream and you know... you know that it would not have happened without you! SO SWEET!

**This high level coaching life is so awesome AND it is within your reach!!!**

**You want to do some of these things**

**OR you want to do them in a new or more impactful way...**

- Coach 1-1 from anywhere in the world
- Coach Small Groups
- Speak to groups small and large; for free and for a speaking fee
- Host transformational playshops
- Get hired by groups to create transformational experiences
- Host transformational retreats in beautiful settings
- Write blogs and books
- Record inspiring audio and video
- Host a popular podcast
- Be a sought-after podcast / facebook live guest
- Have a “just the right size” email list / social media following
- Create an on-line program with your best ideas
- Be sought after as a Coach by people playing BIG in the world.
- Have multiple revenue streams
- Build a Dream Team

Do only the things you love because your impact is so valued; you can hire people who love to do everything else.

**YES! With BIG Freedom, you CAN do these things.**

## The BIG “surface level” challenges

The experience of BIG Freedom is so awesome. So, of course there will be BIG challenges to embrace, explore and enjoy. We will play with these challenges together.

Here are what most coaches THINK their challenges are:

### A) The main challenge is always: not enough clients!

Depending on your experience level it can sound like:

- I can't find enough potential clients at my price point
- I can't find clients who will pay what I am worth.
- I want to raise my fees but I don't know how.

### B) Then there is the challenge called: MARKETING

- I need to get “out there” but it's hard.
- I ask my friends and clients for referrals and they say they will but it doesn't happen.
- There are so many marketing activities that I need to do that I get overwhelmed.
- Most of the marketing activities I read about are not aligned with my values.

### C) The Selling Challenge

- I have great conversations with people but I struggle with making the coaching offer.
- I have great conversations and make my offer. BUT I am struggling to sign players at my new price point. I think I may have an energy block around my value and a higher price.

### D) Then there are the external challenges I hear all the time (that are really messaging challenges):

- The people in my town/state/country don't understand coaching.
- The people I know want coaching but they don't want to pay what I am worth.
- I just need 10 more clients like the ones I have. But I can't find them.

## **A different perspective**

These challenges are REAL!!

However, these are surface level challenges that are caused by deeper more personal challenges.

## **The slightly deeper “Personal challenges”**

Thriving in business is ALL about confidence.

Let me write a little bigger so that don't miss it...

On the business side of coaching...

# **It's ALL about CONFIDENCE**

The act of coaching itself also requires a lot of confidence and it also requires an abundance of several other qualities like empathy and curiosity for example.

But the act of playing business – especially when YOU are the “product” – requires confidence more than any other quality.

**Money moves toward certainty and away from doubt.**

As a result we need to be super vigilant of our emotional state AND there are many common business situations that can deplete our feeling of confidence even when we are not aware of it:

- Feeling overwhelm with too much to do
- Feeling overwhelm of the number of marketing activities you think you should do
- Feeling isolated and alone because no one truly understands your situation; even when there are plenty of people around who care about you.
- Feeling stuck about doing something that feels important but you are avoiding.

With these – and many similar situations – you can “think” that you are setting it aside and not thinking about it. BUT your non-conscious mind knows that you are unresolved and as a result your energy will be in a dissipated state. YOUR potential players can FEEL this wavering energy. TRUE STORY!!

For a potential player that is near the edge - of contacting you or not; of hiring you or not – this “energy factor” will be the deciding factor and it probably won’t go in your favor.

In addition to these surface and personal challenges, here are 7 additional underlying challenges that you have absorbed from your environments. Understanding these will help us frame the value of the BIG Freedom Play Group social experience.

### **3.1) Business is PLAY; Playing great requires PRACTICE; but how? where? with whom?**

This one idea can be major eye opener that changes everything!

Business is not work and it is not school. There are no tests and no right answers. Consuming more information will not help you play better no matter how “valuable” the information is.

Business is PLAY! Business is a hybrid of performance art, collaborative game and epic adventure. But we will really focus on the Performance Art element which is a constant co-creation between you and the community you aim to change.

Here is a short list of “business performance” activities that you can practice to greatly improve your confidence, abilities and results. (A more complete list is provided in Segment 7)

- Reach out to someone you know to share your coaching dream and explore possibilities for participation or support.
- Introduce yourself and your coaching 1-1 at a networking event or social situation in a way that inspires desire!
- Conduct a coaching exploratory (sales) conversation with a potential player in a way that inspires a “YES!”
- Follow up call to someone to schedule an exploratory conversation in a way that has them eager for the call.
- Ask someone you know for a referral.
- Deliver a 20-minute signature talk in a way that has people coming up to you to talk about coaching
- Approach a podcast host about being a guest.
- Being interviewed for a podcast in a way that attracts prospective players.
- 1,000 unique and specific conversations for influence that you should practice BEFORE you do it for real.

The challenge is:

There are quite a few skills that you must play better in order to play bigger than you are right now. In order to play at a higher level you need guided practice. But where and when do you get the opportunity to practice business WITH capable colleagues and a great coach?

Right now... probably nowhere and never. This is a primary cause of your struggle to thrive in business.

### **3.2) Business requires the freedom to play with others but we have absorbed a lot of social FEAR associated with playfulness**

As we have explored, most of us get into business in order to create a life of freedom: lifestyle freedom, creative freedom and financial freedom.

The quirky truth is that you must first BECOME FREE in order to build your business.

Playfulness includes:

- the ability to relate with the intention to influence the other person while risking rejection,
- the ability create something and share it while risking disappointment,
- the ability to experiment while risking making mistakes and
- the desire to explore while risking finding trouble.

The experience of social risk brings up social FEAR. To become FREE you must befriend FEAR.

The challenge is:

We have learned to FEAR the social risks of our playfulness to such an intense degree that we tend to work in isolation most of the time. This makes it truly impossible to thrive in a coaching business where success is based on playing together.

### **3.3) Our business dream needs ALL of our powers BUT we have a lot of social FEARS associated with expressing our unique power**

Your coaching business dream is deeply personal. Coaching is not an impersonal profession that you can work on by the numbers; it requires deep connections with other people. This means that you can't do it in isolation. You need to get into the marketplace.

The challenge is:

Most of us are not free to be our powerful, confident selves in social situations. One of the things we have learned to FEAR the most is our expressing our unique power with other people. Our superpowers for change are chained and hidden behind shadows of social fear.

### **3.4) We have made fear the enemy BUT we need to make it our friend; when we do this it can lead us to our Playfulness and Unique Power**

We have a bad relationship with social FEAR. We think it is a problem and we judge it, call it nasty names like self-saboteur, try to ignore it, fix it, fight it or overcome it. This is a formula for frustration! I am sure that you feel this on a regular basis.

**If you make fear your enemy it will defeat you. But if you make fear your friend it will lead you to your playfulness and unique power like a treasure map.**

The challenge is:

Our social fears cause us to isolate; In the Industrial Age culture we have absorbed the belief that we SHOULD be able to figure everything out on our own. But the only way to transcend social fears is to explore them in the company of trusted colleagues (and a great coach really helps).

The “good news / opportunity” here is that this truth is a BIG part of the selling point of Life Coaching. So after you experience this transformation in your own life and business you will be a much better advocate for playing life WITH a Life Coach rather than working in isolation.

**To summarize 2, 3 and 4:**

We absorbed our biggest social fears by “getting in trouble” for expressing our playfulness and unique power. I refer to this as the PUP! It is a pretty good metaphor because we all recognize and admire the



relentless playfulness of a puppy while also recognizing that it is a lot of work to “tame” its power that can be destructive.

For most all of us humans, the “taming” process went WAAAYYYY to far.

I will explain how this happens in detail in the next segment (Segment 4) entitled: Why you experience so much resistance to your playfulness and unique power!!

### 3.5) Business Ecosystem Overwhelm

A business ecosystem is when you have a method for all of the essential activities of your business. You do need to create all of these methods to be a fit for YOU and this can seem really overwhelming!

AND when you are overwhelmed, you are not attractive to your ideal players. Overwhelm is not attractive.

The key word is ESSENTIAL.

While there are a bunch of things you need to create, there are not hundreds! It only seems that way because there are thousands of business guru’s making the case that their THING is the missing link to your business success. While there are many, many fun things to create that can expand your business, only a few are truly essential: one central core theme, 4 core elements and 12 building blocks. (Easy Peezy Lemon Squeezy)

The challenge is:

The challenge is in not knowing where to start; And this is compounded by the perfection trap fears for making and sharing new things; so we don’t know exactly what to create AND it needs to be perfect. UGH!

The opportunity is to know what is essential and create a solid “version 1” of your ecosystem by using an existing model as a starting point. It also helps a lot to create your ecosystem in the fertile company of other creators rather than working in isolation.

When your business ecosystem is complete – even at a version 1 level – it is a tremendous confidence boost. Remember... confidence is magnetic.



### 3.6) A Coaching style that focuses on problems and tasks rather than Play

The true meaning of coaching is a personal relationship in pursuit of playing better for a dream. Coaching is about playing together with observation and co-creation. (See Segment 9)

However, since Life Coaching emerged during the dark “Industrial Age” it devolved into Industrial Age culture and became known as an intervention for problems, an accountability partner for tasks or a guru with all the answers. Then the ICF created a counterpoint WAAAAY over on the other side of the spectrum saying that coaches only ask questions so people can find their own answers. Either way, it was still about problems.

This in turn created a cultural perception that people who have deep issues have a therapist while people who have problems have a Life Coach. UGH! Meanwhile almost everyone has an awareness of athletics and performance arts where coaches are revered as leaders of play.

I truly believe that this is the NUMBER ONE challenge in the business of coaching. What the culture has come to believe about Life Coaching is not desired by most people; especially the people who are playing BIG.

The opportunity we all have in the field is to become living examples of the power of playful coaching for life, business and leadership; AKA REAL Coaching.

The challenge is: unless you have experienced play-oriented coaching and the transformation that results as a player, it is very difficult to provide it as the coach.

No matter where you learned how to coach – in a coach training program or through personal experience - you can uplevel your coaching mastery with the power of transformational play. And a great way to do this is to experience it as a player for your business. Note: you can also learn it in our coach training program: the Center for Coaching Mastery.

As you transform into a playful coach you will be able to message, market and sell a brand of coaching that people are magnetically drawn to because it matches what we all deeply know: a coach can help you play better for your dream.

YES!! Together we can change the cultural perception about Life Coaching... and then we will change the world.

### 3.7) Ignoring the Energy Alignment Game ~ Or playing it alone

I mentioned this topic briefly in my opening letter and it is a juicy topic for sure! As a Life Coach you probably already have some awareness about this so here is the quick version so I can make my point about a challenge you might be facing.

The Human experience is happening on multiple levels. One is the physical level of things, actions and conversations. The physical level is where we put almost all of our attention YET it only accounts for about 5% of our experiences and results.

Another level is referred to as “energy”. Energy includes our conscious thoughts. It also includes our non-conscious emotions, feelings, inner knowing and sleeping dreams. It includes the exchange and influence between us and our environment. AND it includes our connection to the Supermind which is the timeless web of human consciousness that we can all tap into.

While there is no way to give it a number, It seems that the energy level accounts for 95% or more of what happens in our lives.

To play BIG for your dream you need to create alignment between YOU, your conscious mind, your non-conscious mind, your environment, your connection to the Supermind and your BIG Dream. (I have a helpful diagram of this in Segment 12 of this playbook) When you have alignment, everything flows with ease and the right people and experiences are drawn to you. When you don't have alignment you will experience a lot of struggle in business.

The challenge is:

While you may be aware of the Life Force Energy, you may not be intentionally playing for alignment. AND the bigger you aim to play in the world, the MORE important the energy side of life becomes.

To play the Energy Alignment Game you need to clarify your dream, put some of your attention on becoming the next version of you, be intentional and playful in your conscious actions and thoughts, become aware of and shift your non-conscious mind especially your fears, desires and beliefs, uplevel your environment and tune up your connection to the Supermind. It's a LOT.

The even bigger challenge is that the Energy Alignment game is best played in the company of a unified team because so much of energy alignment is influenced by our connections with other people.

Playing for Energy Alignment will uplevel how you play business AND it can become a secret sauce in your coaching method as well.

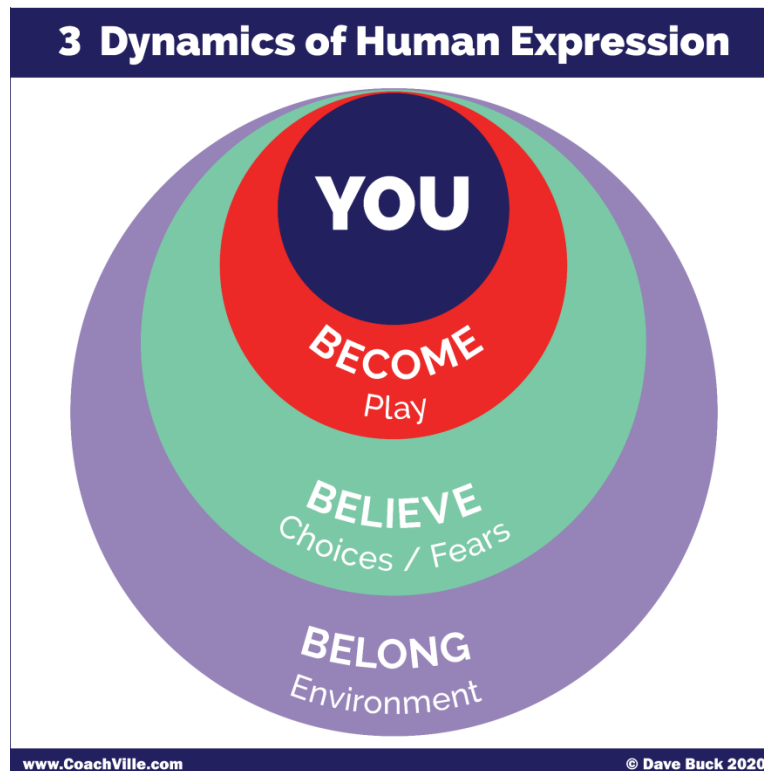
### **Conclusion:**

The good news is that by embracing and exploring these deeper level challenges you can make FAST progress on the surface challenges of messaging, marketing and selling and the personal challenges of low confidence, overwhelm and isolation.

## 4) Why you experience (so much) resistance to Playfulness and your Unique Power

### Three Dynamics of Human Expression (the forces of change)

In the human experience there are three forces of change that you need to understand in order to both play BIG in your own life and to coach for transformation: 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 – come from navigating between our urge to become and our need to belong. In other words, we get our beliefs from our environments.

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 you 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.

# The Journey to SUPER YOU (and why you may be experiencing resistance to playing BIG for your business dream)

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





This is a really big deal. I am going to share with you the high level understanding from this diagram so that you can understand where many of our challenges come from when we 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 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 known as a culture.

As a little person, your urge to become kicks in 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. 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.

This is a good system 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 (AKA playpen), you may come to **believe** that it is not safe to be curious; this is not such a good thing.

At home, 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 needs 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 limiting things about ourselves and 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 threatened your belonging.

Fast forward to now...

So, when you experience inner resistance or doubt or FEAR attempting to do the any of the needed activities of business – which are playful and need your unique power – 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.

I also believe that the fear of playfulness and uniqueness was extreme in the Industrial Age of Work.

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 and small group personal coaching is such a powerful force for personal growth.

The Play Group experience is designed to create a powerful experience of **belonging** where you can play to **become** the next version of you and create the new **beliefs** needed to fulfill your dream!



# Section II)

# Play Business

PLAY Business.

For real.

Business is play; it is a lot like performance art.

When you think of it this way you recognize for example that writing a song is one playful act and performing a song is a different playful act.

Similarly, in business, writing a 20-minute signature talk is one playful act while performing this talk for an audience is a different playful act.

You can move yourself to your next level as a business player by:

- a) Expanding your playfulness and exploring the fear of playfulness you absorbed in the Industrial Culture.
- b) Expanding your creative playfulness by playing in a co-creative space
- c) Expanding your performative playfulness by practicing with colleagues and a coach!

## 5) Play Life ~ Play Business

Here we have a quick review of the four ways we play life and business and the fears associated with each.

## 6) Coaching Business Ecosystem

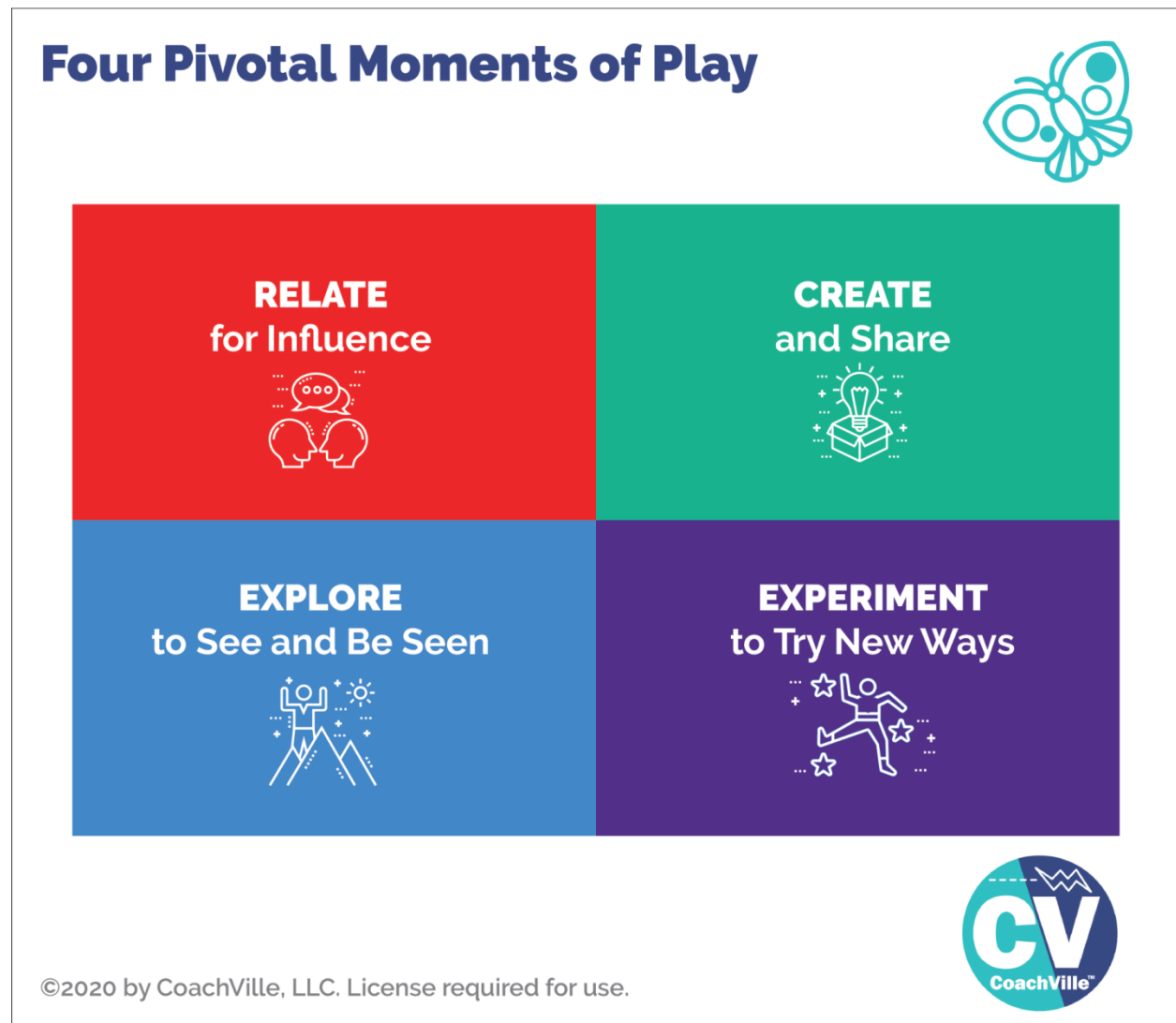
Here we explore the elements of a complete business ecosystem that you need to create... like writing songs.

## 7) Practice Business Performance Moments

Here we explore a variety of business performance moments that we can practice together... like performing songs.

## 5) Play Life = Play Business AND The Fear of Playfulness

Playing life and playing business are basically the same thing!!



Coaching is about helping another person play better; this could be basketball, piano or life! In our Play Life Method coaching program we use this model to describe how we actually play life; so that we can then discover how to play life better with a coach.

A key distinction about play that is always helpful is recognizing control and influence.

Any time you are doing something where you have 99% control of the outcome that is more like work. Play is when you are doing something and you DON'T have control of the outcome but you can influence the outcome with your energy, creativity and skill. When you do something

playfully, YOU matter. In work anyone can accomplish the same outcome by following the instructions and doing it the right way.

I describe the ways we play life with four keywords: Relate, Create, Explore and Experiment.

### **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”.

This is the engaging, selling and coaching part of your business.

### **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.

This is the messaging, content creation and group events part of business.

### **Explore to See and Be Seen**

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.

This is the marketing, networking and prospecting part of business.

### **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.

This is the innovation part of business. When you play business you are experimenting ALL THE TIME!

Hopefully you are getting energized about playing your business!

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 will share many times in this playbook: 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. I will share with you more about this later: 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**

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 business needs us to do.

## **BIG OPPORTUNITY**

You can cultivate the capacity to PLAY and transcend these Industrial Age fears.

You can restore your natural human playfulness.

When you do, your business will thrive and you will have more fun playing.

HOW?

- 1) **Practice** with colleagues and a coach.
- 2) **Inner Freedom** coaching to explore pivotal moments when you experience fear
- 3) **Team support and belonging**; when you feel that you are not alone and you have a group of people who care about you and support you, it is A LOT easier to make big moves in the face of fear.

## 6) Coaching Business Ecosystem

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.

### An Ecosystem

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 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.

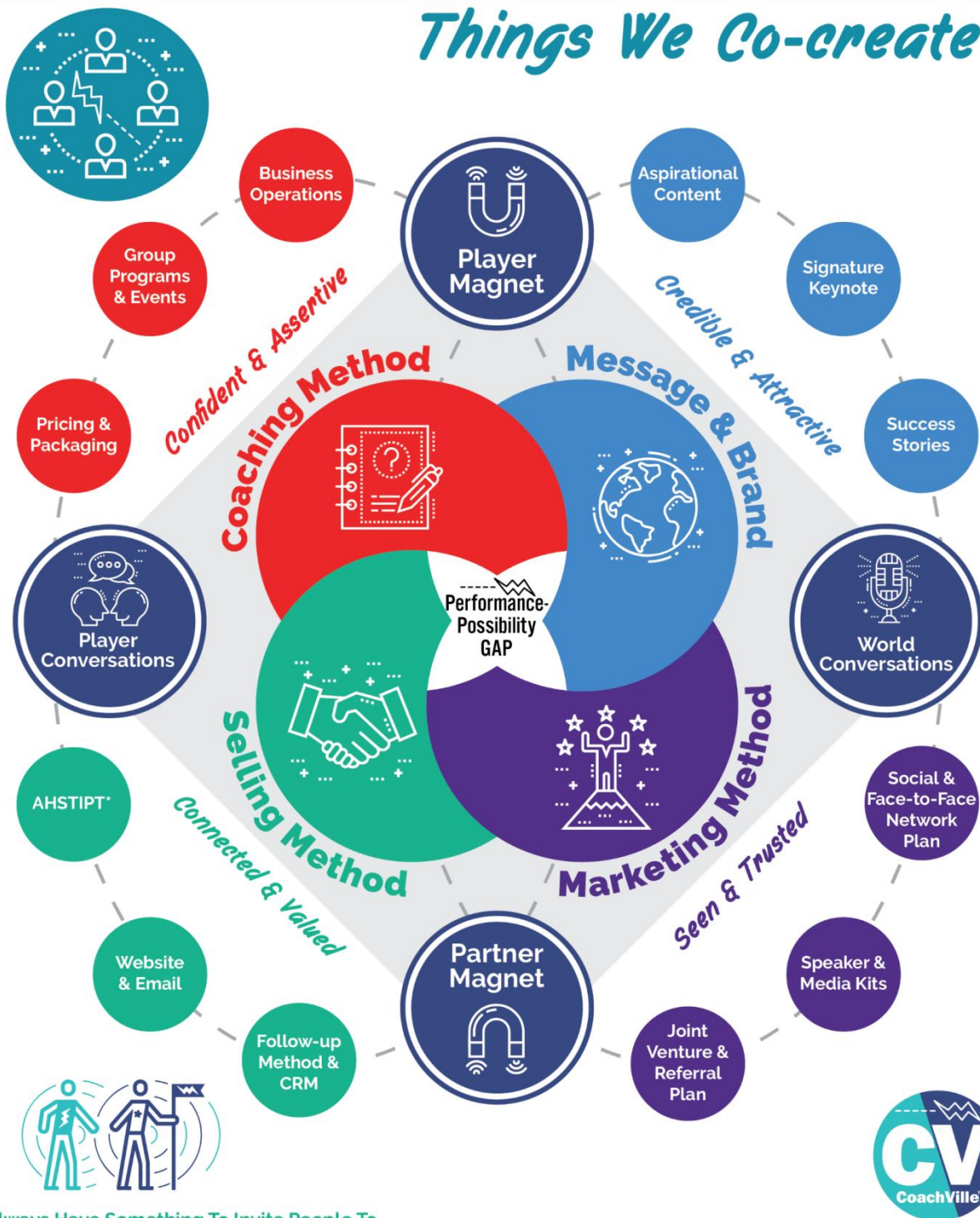
If you are new to your coaching business as you look at this model...  
**STAY CALM!**

You don't need to create this all at once, you can use existing models as a starting point AND it doesn't need to be perfect. In fact, there is no perfection and there is no "done". The key is to get each element to a good enough "version 1" that meets your needs. And then you will keep evolving each part as you and your business grow together.



# BIG FREEDOM *Business Ecosystem*

## *Things We Co-create*



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## Performance-Possibility GAP

This is the core of your coaching business. This is the “THING” that you help other people PLAY better; because that is what coaching is. This includes: your ideal player profiles, the ways these players describe their dream and the ways you help them fulfill these dreams by becoming better players.

### *Signature Methods*

Using the Business as Play like performance art idea, you writing your methods is like writing your music.

This is the WAY you do everything in your business. Every activity that your business needs you or someone to do will need a method. As a performing artist you need to be method-based in your business activities. One nuance to this approach to business is that as you perform your methods you will continue to improve them.

## Coaching Method

The first method you need to define is your 1-1 Coaching Method. This is the WAY you will help your players play better and pursue their dreams. Another way of saying this is it is the way you consistently guide your players toward the results they desire.

It can be anything from a loose structure to detailed weekly conversation guides. It includes any media, content, profiles or assessments that you share with your players as part of the experience.

This includes your new player onboarding process.

This is a highly creative process that you will evolve A LOT each time you coach your first 10-20 players at a new level.

**Your Coaching Method also includes:**

- Pricing and Packaging
- Group Programs & Events (Group Coaching)
- Business Operations

## Message & Brand

This is the core of your participation in the marketplace. 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.

## **Your Message and Branding also includes:**

- Aspirational Content
- Signature Keynote
- Success Stories

### ***Signature Keynote***

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

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!

### **Marketing Method**

There are probably thousands of ways that you can get into the market place to find your players; and they fall into 3 broad categories: speak, write, network. To get started, you only need ONE! You need ONE WAY to find your ideal players and engage with them so that you can invite them into your sales / exploratory experience (AKA Sales method)

You may need to try several ways to find the one – or the combination - that works best for you now. The key here is to be methodical about tracking everything you try and the results that come from each endeavor.

After you have ONE way that is getting good results for you, you can add additional ways.

## **Your Marketing Method also includes:**

- Joint Venture and Referral Plan
- Speaker and Media Kit
- Social & Face-to-Face Network Plan

## Sales Method

Once your coaching method is pretty solid, this will give you the confidence to develop your sales method. This is the way you engage with your prospective players to inspire them to hire you.

It includes your detailed conversation guide for your exploratory experience. It will include anything else you provide to your potential players or ask them to do as part of the sales experience.

**Your Sales Method includes:**

- AHSTIPT: Always Have Something To Invite People To
- Website and Email
- Follow-up Method and CRM

## Player (Client) Magnet

Part of business is going out to find your players, the other part is drawing them to you. This is what you put out into the world to attract your players to you for coaching.

As you coach more players and engage with more potential players you will come to understand what they are looking for in life; and eventually what they are looking for in a coach.

The key is to find a blend of wild self-expressed creativity with a methodical approach to finding that gets consistent results.

It is also finding a blend of sharing your SELF with what your potential players are searching for.

## Partner Magnet

The long term success of your business depends on your ability to create partnerships. It's a really good launching strategy too; if you cultivate a relationship with an influencer who recommends you it can greatly accelerate your growth.

It is important to have a plan for how you will cultivate partnerships.

This can include influencers sending players to you, colleagues who you can refer your players to for things that you don't do and folks with synergistic skills that you create public offers with.

## Player (Client) Conversations

Player conversations include all the ways you create interactions with your players that are not specifically coaching conversations. This is an essential strategy for creating deep bonding and belonging with your players.

Another level is when you create ways for your players to gather together with you on calls or in-person events. As your players bond together this increases the perceived value they are receiving from you.

## World Conversations

World conversations are ways for you to be seen and known and engaging people in the world as a person. This is different than marketing which is specifically targeted communications to find clients.

World conversations can include for example speaking at a “no-pitch” conference where it is just about creating visibility for your message or appearing as a guest on a podcast.

## Business Creations we can create and share within the team and get feedback before making them public

- Articles, Blog posts and Social Media posts
- Audio; especially marketing content
- Video; especially marketing content
- Program outlines
- Webinar outlines
- Sales email sequences & Offers

Creating your business ecosystem is like a performance artist creating pieces of music. Next we need to explore the performance – and practice – part of the experience!

## 7) Practice Business Performance Moments

### We Will Practice Business



Player  
Conversations



Sales  
Methods



Marketing  
Methods



World  
Conversations

Business is play, it is not a job. As I said earlier, play is anytime you are doing something where you cannot control the outcome, but you can influence the outcome with your energy, creativity and skill. Your business results will depend on how well you play!

### The Big List of business activities we can practice together

There are so many business situations that we can practice together and share observations. These are activities that you can continue to evolve your approach over time.

Here is a list of activities to spark your imagination:

- Reach out to someone you know to share your coaching dream and explore possibilities for participation or support.
- Introduce yourself and your coaching 1-1 at a networking event in a way that inspires desire!
- Introduce yourself and your coaching in any social situation – like a grocery store or a party - in a way that inspires desire!
- Introduce yourself and your coaching in a group introduction at a networking event in a way that has people coming over to you to talk with you. You know, when everyone in a circle gets 30 seconds to introduce themselves.
- Conduct a “Let’s talk about mutual possibilities” conversation in a way that inspires referrals, support and desire for coaching.
- Conduct a coaching exploratory (sales) conversation with a potential player in a way that inspires a “YES!”
- Follow up call to someone you met to invite them to an “explore mutual possibilities” conversation in a way that has them WANT to talk with you.
- Sharing a powerful player success story.

- Follow up call to someone to schedule an exploratory conversation in a way that has them eager for the call.
- Follow up call after an exploratory conversation to someone who wanted to think about it before signing up for coaching.
- Ask a current player for a referral.
- Ask someone you know for a referral.
- Ask someone you know for a resource they have but have not offered to provide to you.
- Ask anyone to do anything while owning the value of your dream! (this is almost always a challenge)
- Make an offer to do something with/for someone while owning your value
- Approach a group host about giving a presentation to the group in a way that has them seeing your value and eager to have you present.
- Deliver a 20-minute signature talk in a way that has people coming up to you to talk about coaching.
- The opening, key story, big idea, closing, invitation or offer in a 1-hour+ presentation. (each can be practiced)Introducing yourself and your coaching 1-1 at a networking event.
- Approach a popular blog host about guest blogging.
- Approach a podcast host about being a guest.
- Approach a potential partner about a joint venture.
- Being interviewed for a written story such that the final article attracts prospective players.
- Being interviewed for a podcast in a way that you share your message and stories in a way that attracts prospective players.
- Your Facebook Live presentation.
- Your Webinar presentation.
- Any part of your coaching method can be practiced
- Any part of your playshop (AKA workshop) can be practiced.
- An “I need better from you” conversation with a vendor, partner or team member
- An “I need to make a change” conversation with a vendor, partner or team member
- Any situation where you need to upgrade your environment in a significant way and it will impact another person.

- 1,000 unique and specific conversations for influence that you should practice BEFORE you do them for real.

## **BIG OPPORTUNITY**

The opportunity is to be a part of a caring and knowledgeable feedback loop environment:

- Where you are not working in isolation.
- Where you are not stepping into pivotal moments that could have a BIG impact on your business without any practice or feedback.
- Where you are not creating in a vacuum and then unleashing your “thing” into the unsuspecting public.
- Where you are not counting on the feedback of people who either don’t want to “hurt your feelings” or don’t know what they are looking at / listening to.

In a feedback loop environment, everything you create and everything you do gets much, much better!

**ANOTHER BIG benefit... CONFIDENCE!**

When you routinely practice and get feedback, your confidence grows.



# Section III)

# Coaching is

# Playing Together

If you are like me – and most coaches – you are always on the lookout for ways to increase your level of coaching mastery; your ability to help people fulfill their dreams grows and grows! The BEST way to accomplish this is by immersing yourself in a playful coaching environment!

Coaching is performance art!

## **8) Coach Dave's backstory – My life has been a coaching masterclass**

Here I will share with you the highlights of my life in personal growth, athletics, performance art and business... and how it led to my life as a Life Coach and Master teacher of Life Coaching.

## **9) Elevate your Coaching with Observation ~ Co-Creation Loops**

Here I will share with you the CoachVille Coaching Framework model: Play together to play better.

## **10) The Transformational Human Journey with a Coach**

Here I will share with you a coaching model that speaks to the need for guidance and companionship to restore our playfulness and unique powers.

## **11) Inner Freedom Coaching**

Here I will share with you the basic outline for the Inner Freedom Method which will empower you to explore your social fears as a treasure map to your superpowers.

## **8) Coach Dave's Backstory – My life has been a coaching masterclass**

These are the BIG questions that all of us in the coaching field continue to explore...

How do we get really good at something? Coaching? Business? Being YOU?

How do we reach a new level of ability – even if we have been doing something for a long while?

Coming into the BIG Freedom Play Group you may be fresh out of a coach training program OR you may have 20+ years of in depth experience.

Either way, participating fully in an environment of playing and coaching with your peers will move you to your next level! In other words, you need to immerse yourself in it. That is what the BIG FREEDOM Play Group is designed to provide you.

My experience in coaching is diverse and deep! In many ways my life has been a non-stop coaching masterclass.

### **Here is my quirky coaching masterclass life backstory:**

My mom was a performance art coach and her home studio was right under my bedroom. So I listened to live coaching every day from ages 7 to 17! One thing I noticed is that people dramatically improved over time.

I have been a performing artist singing with jazz trio's, big bands and performing in musical productions. I have had several awesome performance art coaches; mostly voice coaches.

I have been an avid athlete from a young age and have had athletic coaches in several sports: baseball, tennis and soccer. I played soccer at a pretty high level while in college.

In my early 20's I worked for a few years at AT&T; first as an employee and then as a contractor. During this time I learned how NOT to bring out the best in people. LOL!

At 25 I discovered Earl Nightingale and "motivational tapes". Over a 5 year period of driving to software consulting gigs and to night school to get my MBA, I listened to thousands of hours of recorded programs.

At 26 I participated in the Landmark Forum and over the next 4 years did every program they offered; which was a LOT! At 30 I also did the leadership training program and led many “Introduction to the Forum Events”. AND I was a coach for new leaders in the program. This is where I started coaching in the Personal Growth space.

At 30 my software business failed and I ended up with a negative Net Worth. My marriage also dissolved and she got the house so I ended up living in my car for close to a year. This is also when I discovered the “New Age Bookstore” and books on Energy Alignment which I had plenty of time to study! LOL.

At 31 I “manifested” a 100K /year software consulting gig and then a 200K per year consulting gig; high on financial stability, very LOW on purpose.

At 33 I went on a quest to Bolivia to spend 2 summers at a famous soccer academy to learn how they created so many professional level soccer players. I learned so much about creating an environment of coaching and playing by living there.

At 34 I leveraged my experiences in Bolivia to my dream job as a part time assistant soccer coach at Seton Hall University to serve Head Coach Manny Schellschiedt. Manny created the first professional soccer coach licensing training for soccer coaches in the US and is in the US Soccer Hall of Fame. I was his assistant for 14 years which was a non-stop soccer and life coaching masterclass.

At 35 I discovered Life Coaching and pursued a parallel path as part time college soccer coach and professional Life Coach. My Energy Alignment Game was full on! Shortly after this I met Thomas Leonard; the founding father of Professional Life coaching and creator of the first professional licensing training for professional Life Coaches.

Thomas and I became close friends and collaborators and I was his “right hand man” for 6 years – creating CoachVille, co-leading live events and inventing coach training programs. Collaborating with Thomas every day was an intense Life Coaching Masterclass.

At 36 Thomas “encouraged me” to change my coaching focus to “Attraction Coach”. Within a few months I had 80 clients and I was coaching ALL THE TIME. It was crazy and fun.

Then I started hosting personal growth / group coaching weekend retreats about personal branding.

At 41 (for me) Thomas died of a heart attack and I inherited CoachVille. In the years that followed I have hired many life, business and leadership coaches.

Thomas had promised the students of the school a certification process but other than creating the Coaching Proficiencies he didn't figure out how the certification process was going to work. So I invented something and over the next few years conducted many coaching practicum weekends both in person and by phone. I have listened to and critiqued hundreds of hours of coaching sessions. (maybe close to 1,000 by now)

Then we reworked our curriculum and developed our methods so that we could attain ICF accreditation; NOT an easy project at all.

For sure I have had many other Coaching Master Class experience since the days following Thomas' death. But those stories are for another time!

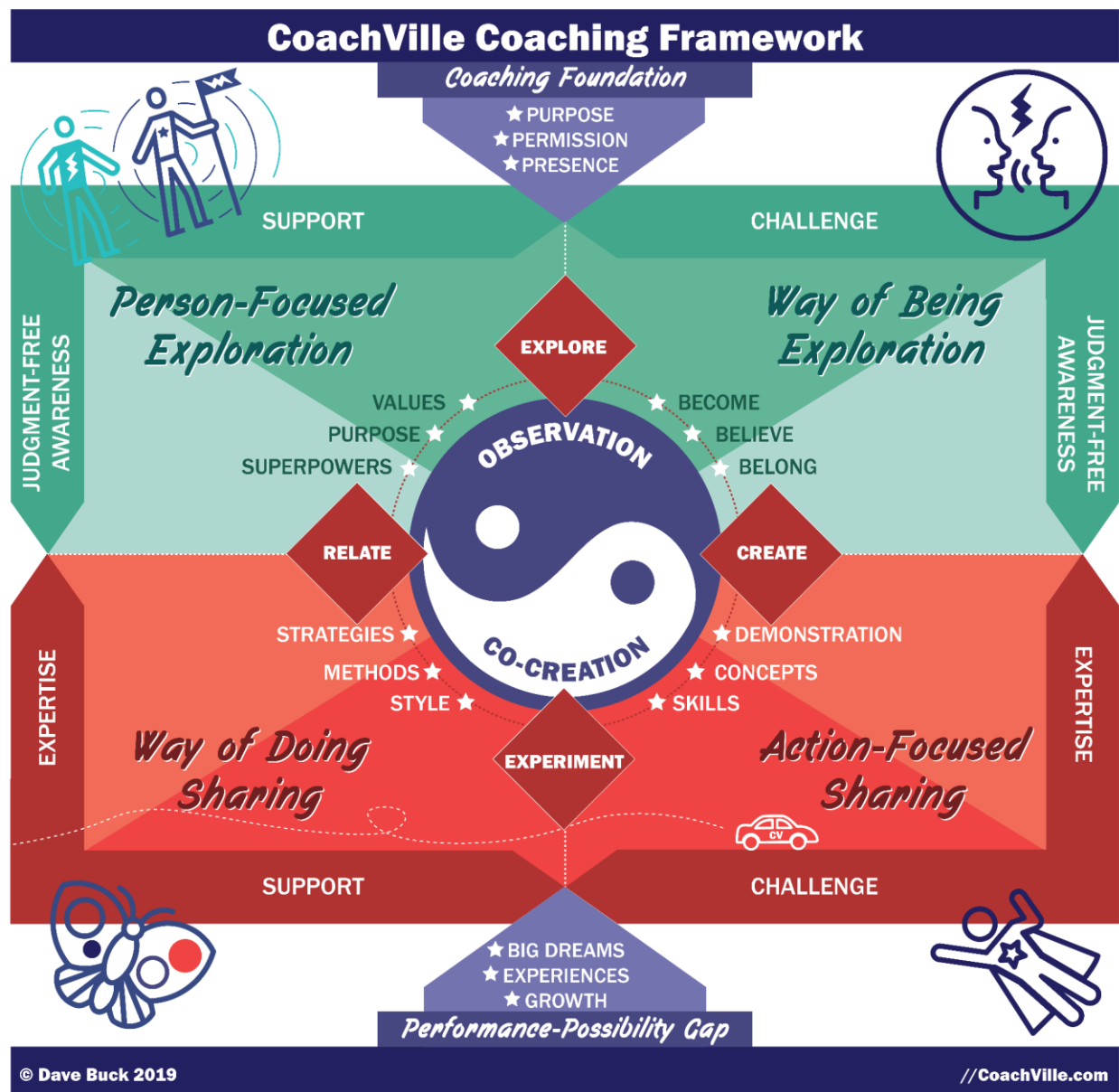
At 50 I got a studio apartment in New York City. Since that time I have attended many amazing master class sessions by some of the best performance art coaches in the city: acting coaches, voice, piano, dance, cabaret performance coaching... all kinds of things. I learn so much by watching these great coaches demonstrate their craft. I love it so much!

**The Immersive Environments of Thomas, Manny, Life Coaching Players, coaching practicum, NYC Performance Art coaches, business and CoachVille have been an extraordinary Coaching Masterclass life.**

## 9) CV Coaching Framework ~ Elevate your Life Coaching

Coaching happens by playing together with someone and by observing and demonstrating as you guide them toward playing better. This is a big idea that will uplevel your coaching over time as you experience it in the BIG Freedom Play Group. Hopefully you get excited about these kinds of things like I do! LOL.

Here is a the CV Coaching Framework to give you a picture of what I mean.



## Observation ~ Co-creation

This is the fancy way of describing the core of the coaching relationship. The plain talk way of saying it is: Play together –Talk together -Play-Talk-Play-Talk.

You play together while the coach observes the player and the player observes the coach. Then you talk together in a co-creative way to learn from the experience. Then you play again and usually play a little better. It's a loop that keeps the relationship growing and the player spiraling upward in mastery and confidence.

This is how coaching happens in athletic and performance art coaching and most people have an experience or an understanding of this process. If we want Life Coaching to become a mainstream force for transformation in personal growth, business or leadership, we need to bring this fundamental into it. We have to uplevel Life coaching from the realm of just talking about stuff; especially problems and tasks!!

In other words we need to go from: talk-talk-talk-talk to play-talk-play-talk!

In Life coaching (including business and leadership) the fundamental way that we can play together is known as role playing. This will be the essence of the small group coaching within the BIG FREEDOM Play group as I described in Section I.

In these experiences you will get better as a player. And you will also jump in and play roles for your colleagues to practice with. This will help you become more playful and resourceful as a coach. In addition you will be observing and participating in the feedback process. This too will expand your coaching observation abilities.

## The four ways to play life

You will notice at the center of the model around the Observation ~ Co-creation yin/yang symbol the 4 ways of playing life (also described in Segment 5). This is what you will be observing and talking about as a coach and colleague in the group and then with your players.

## Way of being Exploration

I want to call your attention to the upper right quadrant. You will notice the 3 forces of human expression: Become ~ Believe ~ Belong (Described in Segment 3). While in these coaching experiences you will

notice yourself and your colleagues exploring and expressing these forces of change within their own lives. This will be quite illuminating.

### **Person-Focused Exploration**

This is the “unleash your unique power” portion of the coaching experience! This is where the coach can point out what they are seeing in the player that they probably don’t see in themselves. We will do this with you through the group and 1-1 coaching experiences. Your Superpower Charts - which I will share with you in the Segment 13 – will take this process into the realms of ancient wisdom.

**Important! We are ALL yearning to be seen and known for who we really are.**

One thing that accelerates and deepens this experience is frequency of contact. That is the benefit of the multiple touch points in the BIG Freedom Play Group. As a coach you will develop your own style for these deep conversations and revelations.

### **Way of Doing Sharing & Action Focused Sharing**

The bottom half of the coaching model refers to the action; the “how” and “what” of playing better.

In our experiences together while you are the player, this is all the business activities in your business ecosystem and all of the specific skills and actions we will practice in the group coaching sessions. In the model your business methods and strategies are on the left and your business skills are on the right.

As a coach this illuminates your signature coaching method AND your personal experiences that you will share with your players. When you role play with your players, your personal experiences and wisdom come through. While coaching, you may also switch roles with your player to demonstrate how you would do something. This is REAL Coaching.

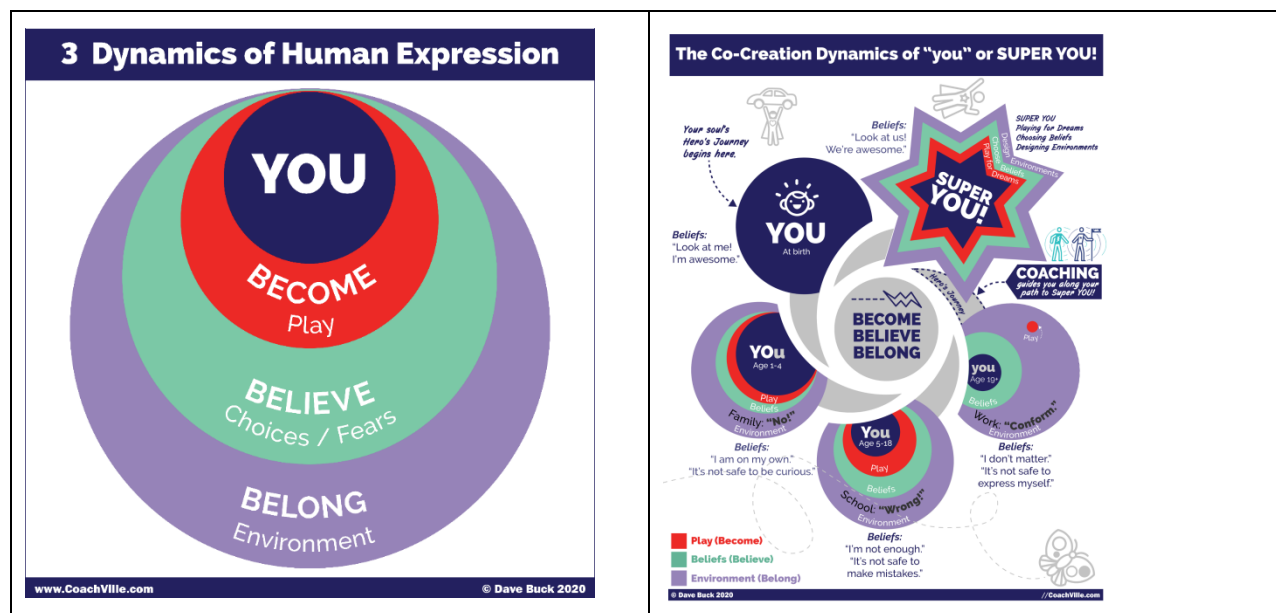
All of this is in service of guiding your player in pursuit of their unique way of playing better for their dream.



## 10) The Human Journey With a Coach

I am excited to share this quirky model with you because it will illuminate many of the deep challenges I referred to in Segment 3.

First a quick recap of what we are all dealing with as we set out to play BIG for our dreams.

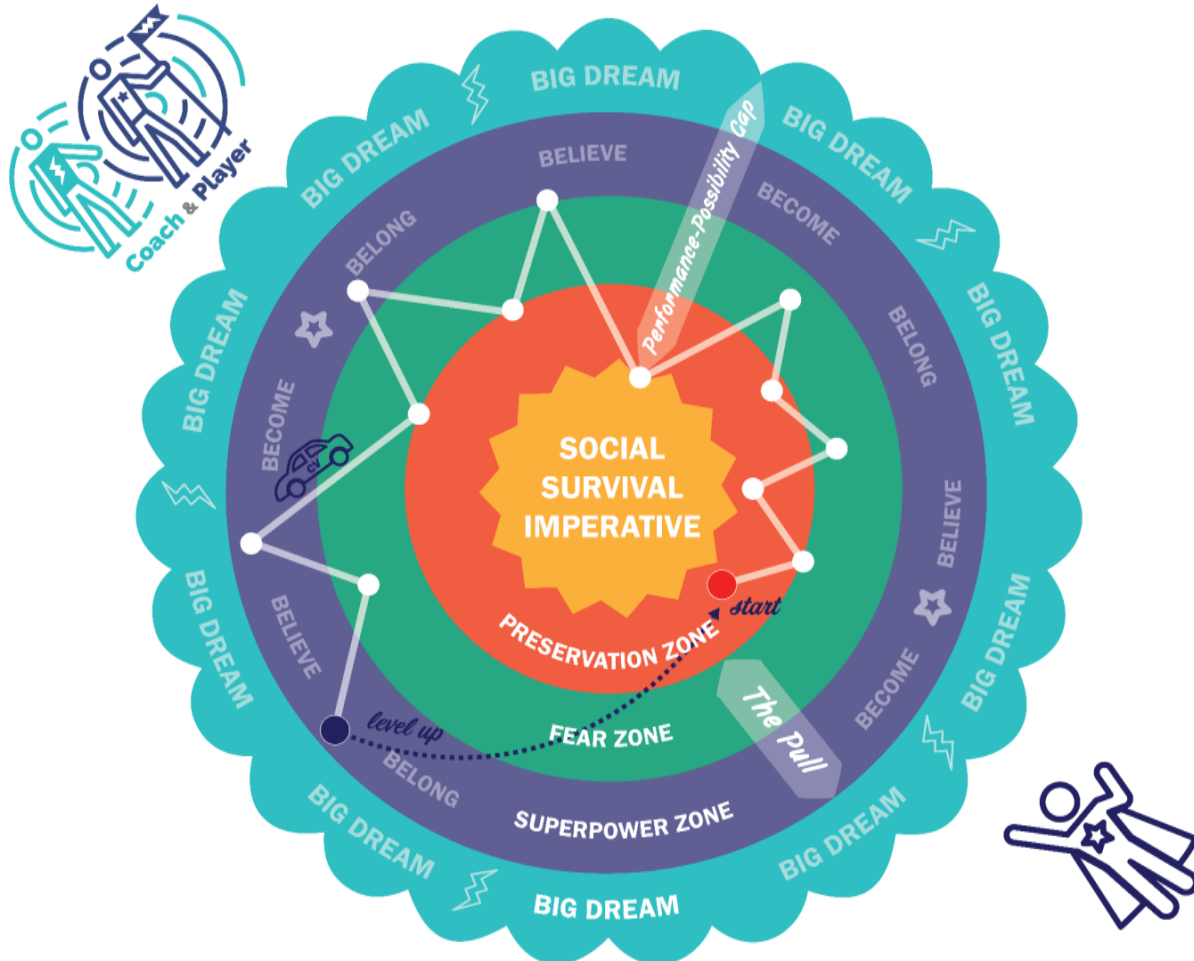


One of the main things that thwarts people when they play BIG for a dream is the experience of inner resistance. This feeling is greatly misunderstood in the personal growth world resulting in a LOT of NOT HELPFUL concepts like "self-sabotage". I am going to tell you right now that I flat out do NOT believe in self-sabotage and we will have no talk of it in the BIG FREEDOM Play Group! I believe in tenacious self-love!

Remember in Segment 4 where I described how we all became the small-ish version of ourselves... This model describes the journey to the Superpower version of you... SUPER YOU.

# The Human Journey with a Coach

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



The Coach guides the Player through an adventure from the Preservation Zone, through the Fear Zone, and into the Superpower Zone. Notice it is NOT a straight line!

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OK! Let's take a walk through this model. It's super fun and explains A LOT about the Play BIG experience!

**The Social Survival Imperative and the Preservation Zone:** First notice the Social Survival Imperative at the center. This force is like a magnet that pulls us toward **the Preservation Zone**. Here we aim to maintain the sense of belonging and status that we have in our current environment. We also seek to maintain the beliefs that are required by this environment. And finally, we limit our becoming through play to what can fit within the existing structure; which is usually not much!

The Social Survival Imperative – and the requisite need to maintain belonging – is by far the most powerful force in Human Nature.

Many personal growth programs refer to something called the “comfort zone”. It is a similar idea but I feel that the Preservation Zone is a better name for what is actually happening. First of all, many people are stuck preserving something that is not at all comfortable; yet they fight to preserve it just the same. Preservation Zone also takes away the stigma of comfort zone that implies a person is weak or lazy. Self-preservation is a super strong survival instinct and is both essential and a respectable force to be reckoned with!

**The BIG DREAM:** Next notice the BIG DREAM and the lightning bolt on the outer edge of the model. The BIG DREAM is the 2<sup>nd</sup> most powerful force in the human experience. AND it can become an equal (or better!) of the Social Survival Imperative with the companionship of a great coach and dream team.

The BIG Dream is what pulls you out into “the world” to expand your contribution to life and humanity. The BIG Dream is the equivalent of the “call to adventure” in the Heroes Journey stories. To pursue your BIG Dream you will need to leave the Preservation Zone and pass through the FEAR zone and discover and develop your Superpowers needed to fulfill the dream.

**The Pull!** : Notice The Pull! This is what we experience anytime we endeavor to pursue a big dream. The BIG Dream pulls us out and the Social Survival Imperative pulls us in. In the Heroes Journey stories this is called “refusal of the call”. While in these stories this is a one-time event at the beginning of the story. In my experience of coaching people in pursuit of a BIG DREAM this is an EVERY DAY EXPERIENCE! Hah! It is often a many times every day experience.

**The Performance-Possibility Gap:** This is the essential coaching element. When a person has a BIG Dream it includes a vision of themselves having new experiences and doing new activities or doing them in a bigger and better way than they can do them now. Anyone who goes after a BIG Dream knows that there is a gap that they will need to cross. Crossing this Gap from the current ability and situation to the vision is what coaching is all about.

**The FEAR Zone:** Fear is a fundamental Human experience. It’s purpose is to keep us safe. Fear is a feeling in the body that reminds us that in the past while doing something similar something “bad” happened. The

fear comes up as a bad feeling to steer us away from the situation or action. Whenever you pursue a course of action that is beyond what you are doing now, you will experience fear on a regular basis.

The BIG insight is to realize that all of your fears were absorbed from your environments. And many of your fears are social fears about expressing your playfulness and unique power. So, if you explore the fears they can lead you back to your playful powers.

THE BIG key is this: since most of your fears were absorbed in social situations it is essential that we explore our fears in the company of a trusted guide. It is almost impossible overcome social fears by facing them alone.

**The Superpower Zone:** By walking with a coach through the zone of fear you will obtain many clues about your unique powers that have become hidden over time. Any time you contemplate a new action your body will buzz if the action resembles a troubling experience from earlier in life. Exploring these moments with a coach using the Inner Freedom Method (See Segment 11) will often reveal the expression of power that is connected to the troublesome event. BAM! You now have awareness of a lost unique power!! AWESOME!

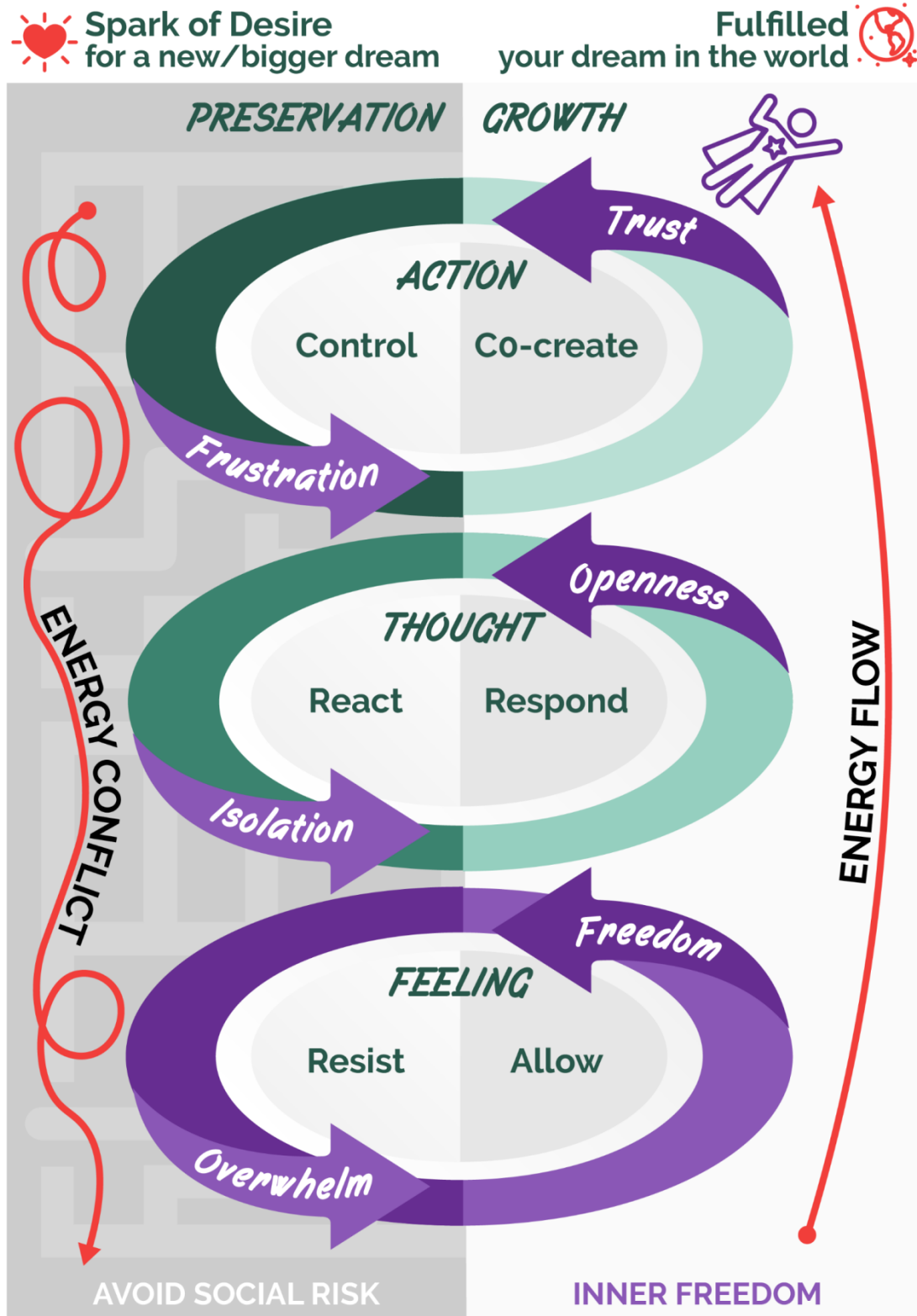
With this awareness you can reclaim your power and use it to fulfill your BIG Dream

**NOT a straight path:** In model you can see that the path from the Preservation Zone to the BIG Dream is not a straight path. You can expect a lot of moving ahead and then pulling back. You will also notice the arrow that shows that once you become comfortable and capable in your BIG Dream, a new dream will come to your heart and a new adventure will begin!

You will experience this model as a player in the BIG Freedom coaching program. Then if you choose you can begin to blend it into your signature coaching method and bring it to your players.

## 11) Inner Freedom Coaching

This is how you Coach and PLAY together in the FEAR Zone.



The purpose of the Inner Freedom Coaching Method™ is to deeply explore any desired action where the player is experiencing resistance (AKA Fear) and guide them to a place where they feel FREE to take the action and experience the desired results. Whew that is a mouthful!

Here is a brief overview of the experience.

Typically when we make a plan of action we imagine that we will “just do it” and get the desired result; this is the experience of being in control. However, if the planned action is something outside of the Preservation Zone AND something where we do NOT have control, it is likely that we will experience doubt or fear.

Either we don’t do it. Or we do it and don’t get the desired result. This leads to frustration.

Then the Industrial mind kicks in with reactions because in the Industrial Age we were programmed to just follow the instructions and get it done without any mistakes. This is not real life, but this is the mindset we absorbed.

Since we can’t just get it done we feel bad about our place in the tribe and go into isolation.

Then we often start to experience a lot of body sensations – the feelings of fear – related to the activity. But another side effect of the Industrial Age was the lack of attention to our bodies; we are supposed to be like robots who just do it.

We resist the feelings that we are not supposed to experience and this puts us into an overwhelm state!

This whole thing actually happens a LOT in our daily lives when we desire to play BIG for a dream.

It is important to say here that the Inner Freedom Method cannot be done alone. It only works in the company of a trusted guide who creates the safe space to explore social risks and fears.

The Inner Freedom Method includes:

- A) Exploring the desired actions through active visualization and imagination.
- B) Exploring the reactive thoughts that spring up from the non-conscious mind
- C) Exploring the body sensations associated with the fear experience.



Allowing the body sensations in the presence of another (it can be over the phone) creates a feeling of freedom.

Often memories of earlier similar moments pop up that provide clues about the expressions of playfulness or power that are connected to the fear. This is how fear can be used as a treasure map to your unique powers!

When the body feels safe the mind opens up and new opportunities to respond powerfully to the situation come into awareness. New possibilities to reclaim and express your unique power will emerge.

Then finally using active imagination again you will visualize ways to co-create with the world by using your unique powers as a force of contribution.

Then... out in the world you will feel remarkably free to act and express your new found power.

It does not mean that you will get the results and experiences that you desire every time, but you will feel resourceful to respond powerfully in the moments of life. When you feel this way, a LOT of good experiences and positive results begin to occur.

**YOU ARE GOING TO LOVE BEING COACHED THIS WAY!!**



# Section IV)

# The Energy

# Alignment Game

Beyond the Industrial Mindset which sees only the basic cause and effect of staying in control and completing tasks lies the rich, powerful unseen world of Energy! As a coach, it is likely that you have played with energy and shared what you have learned with your players.

Playing this game together with a small team of colleagues – experimenting and sharing ideas - can be truly magical!

## 12) The Energy Alignment Game Model

Here I will share with you a few highlights of what I have learned by playing and coaching the Energy Alignment game. I have studied these concepts since my year living in my car in my early 30's. This topic is a never ending quest for wisdom about life force energy.

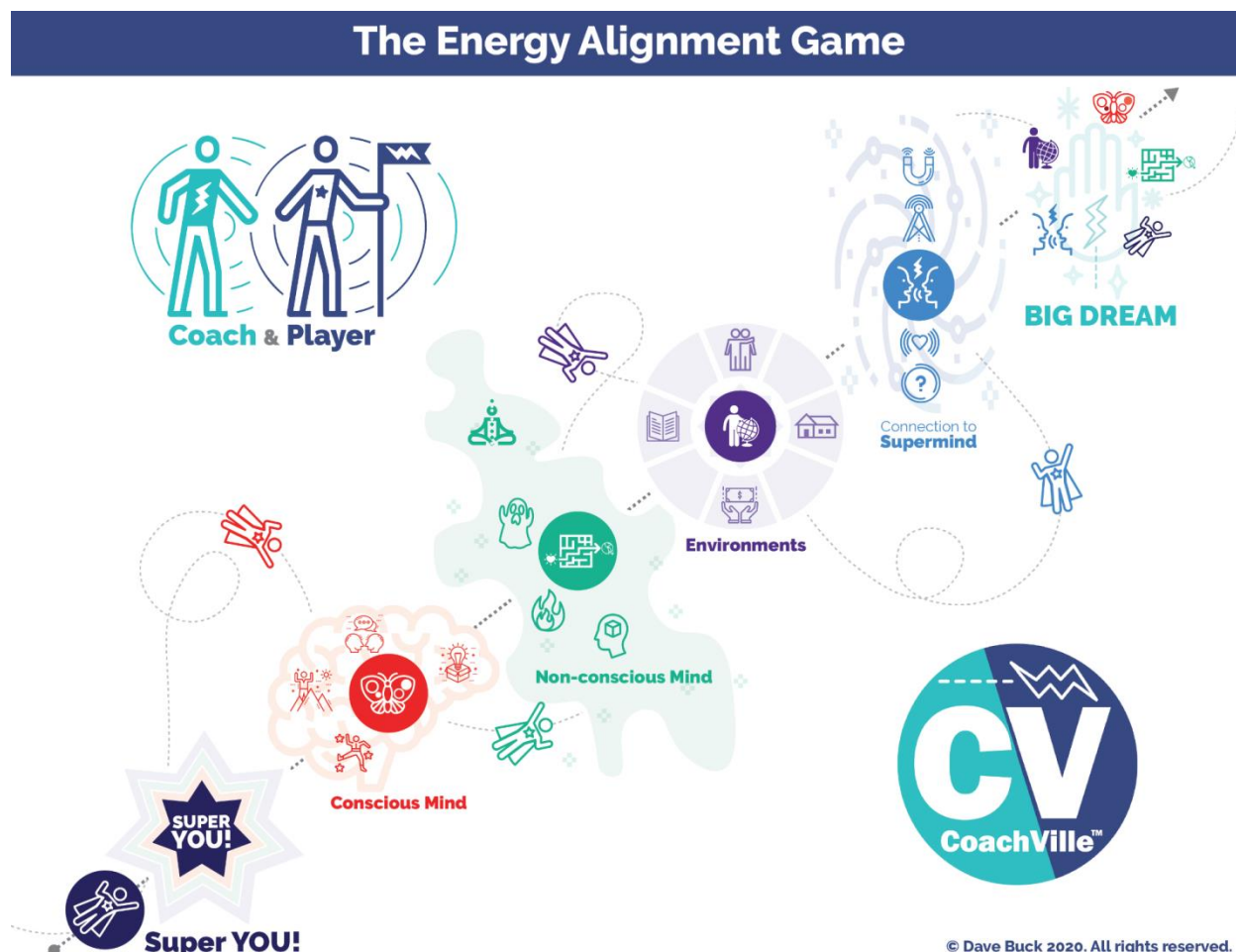
## 13) Going Deeper into Super YOU

Here I will share with you my Super YOU Profile. This is a system based on the synthesis of 3 ancient mystery schools: Chinese I-Ching, Byzantine Astrology and Hindu Chakra. I have studied this system for many years. Over the past few years I have created – with Coach Erin Brimmer - a “Superpower” interpretation / translation of the I-Ching that we are planning to share with the world in 2020. You will get a sneak preview in the BIG Freedom Play Group!

## 12) The Energy Alignment Game

SO MUCH FUN!! Learning about this was one of the pivotal moments of my life.

This definitely goes in the realm of play; as in something that you cannot control but you can influence with skill, strategy, imagination and playful effort.



Here is a brief overview of this super fun game to get you energized!! I will highlight a few points about how this wisdom is woven into the fabric of the BIG Freedom Play Group.

On a personal note: I can still remember the day Thomas said to me: "Dave, you should stop this health thing you are doing and be an Attraction Coach. You'd be awesome at it and there is a huge demand". The thought had never occurred to me! Basically I replied: "OK Thomas". I changed my website, and sent out an email to my "Healthly Habits" email list about the change. The rest... is history! Thomas was

right. My coaching business – which was going really well - quadrupled almost overnight.

One more little note: There are MANY MANY ways to play with Energy so this is not intended to be a definitive guide.

OK. To get started, recall the Human Journey with a Coach Model.



In the preservation zone, your energy doesn't need to align because you are mostly trying to maintain your current situation with the occasional incremental upgrade.

But when you set your heart on a BIG dream, YOU must endeavor to raise each of the elements into alignment with the new dream. This is part of the adventure and requires effort and imagination. And as I have mentioned before, it is wise to have a coach / guide who knows the territory!

### Super YOU:

There is a next-level version of you that you must express fully and become in order to fulfill this big dream.

### Conscious Mind:

There is a playful version of your focused thoughts and deliberate actions that you need to use in an intentional way to uplevel your skills to align with the new dream.

### Non-Conscious Mind:

Whoa. This is a big one. You will need to uplevel your body awareness, desires and beliefs to align with your dream. You will need to believe in a whole new set of possibilities. And you will need to uplevel your relationship with fear.

### **Environment:**

You non-conscious mind - which is super focused on belonging - is in constant connection with your environment. You will need to uplevel many aspects of the world around you so that the powers of belonging and becoming align with your dream.

### **Connection to the Super Mind:**

There is a timeless web of human consciousness that we are all connected to. You can – and need to – tap into this connection in order to play for a BIG DREAM.

### **The pursuit of flow:**

Remember, the self-preservation part of you does not want you taking the risks required to pursue your dream. It is 100% focused on keeping you right where you are; you are alive and have some level of belonging so this is good enough. Your self-preservation instinct does not care about purpose or fulfillment or joy; only survival.

Meanwhile your dream is calling you out into the world to discover a bigger contribution and more fulfilling joyful life. As you endeavor to align every part of your energy to the BIG Dream, it begins to FEEL – feel is the key word – more natural. This is called getting into the flow. It is not routine, it is engaging, yet safe enough that the self-preservation instinct stops pulling so hard. This is when pursuing your BIG Dream feels less and less stressful and more and more fun!

That is what we are playing for!



### **It all starts with a BIG Dream!**

Your BIG Dream is the call to adventure. In your business it calls you out into the market place to contribute the value that you are here to express.

Then... “the game” is to align every aspect of your energy and your world with the dream until it flows easily and you feel natural in the new experience. This can take a while! It is quite challenging but in the right company it can be a lot of fun too.

If you make it to your dream, then... you enjoy your life in alignment until a new BIG dream calls you back out into the unknown territory and we start a new adventure! But with a little more wisdom about what will be required to create alignment with the BIG Dream.

The Hand in the Sky with the Lightning bolt symbolizes the call to adventure of your BIG Dream. The symbols around the hand represent all of the aspects of playing with energy required to fulfill your dream. (and the coach training curriculum at CoachVille)

Remember too that as a Coach you are here to guide others in pursuit of their dreams! The dreams that you coach people to play for are essentially what define your coaching business. You are here to make positive change happen in the world with others.



## **Become SUPER YOU!**

Inherent to the desire to pursue a BIG dream is the requirement to become the next version of you. So Fun!!

The flying person wearing the star is the symbol of expressing unique power in the world 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!

You will identify your Superpower potential by exploring actions in the world required to play for your dream and noticing the fears that you experience. With the Inner Freedom coaching you can find the unique energy hidden by the fear.

Another way that we will reveal your Superpower potential is by using the ancient wisdom of Superpower School. I will show you an example in Segment 13.



Then, you will practice bringing Super YOU into business situations in the group coaching sessions. For example of while doing a role play you can practice the situation while specifically expressing one of your newly discovered superpowers.



### Your Conscious Mind is here to play!

In this part of the model you will recognize the 4 symbols for how we play life: **Relate** (talking faces), **Create** (lightbulb out of the box), **Explore** (person on the mountain top) and **Experiment** (person dancing with the stars). And you see the quirky spotted butterfly which is the symbol for our Play Life Method at CoachVille; It represents the potential for transformation by being playful and sharing your uniqueness with the world.

The Conscious Mind represents intentional thoughts and actions. In the Industrial View of the world we were taught to focus on what we could control and then complete the tasks without making mistakes... this would get us to our desired outcomes; it didn't for most people but this is what we were taught.

Well, there is a lot more to pursuing a dream than meets the eye!

A big thing I have noticed is that most people struggle to maintain focus on only what they can control and they get bored and distracted while



completing routine tasks. My theory is that the conscious mind wants to play!!

In fact I believe that our conscious minds are playful ALL THE TIME; but then they are also strongly influenced by non-conscious fears of our playfulness as I described earlier.

The alignment game is to express your playfulness in the thoughts, words and actions needed by your dream; your BIG dream needs your playful mind to relate, create, explore and experiment to create positive change in the world. AWWWWWW YEAH!!

In BIG Freedom we will unleash your playful mind by making it safe to play! We will play with creating your business ecosystem and we will play with the performance aspect of relating for influence. You will have the opportunity to share about and be celebrated for your explorations and experiments... no matter what happens!



### **Your non-conscious mind is always ready.**

Your non-conscious mind is a big blob of everywhere power. Learning how to access, channel and align this power for your dream is an endless supply of fun!

In this model I am highlighting a few key elements:

**Body Awareness:** caring for your body so that the inner knowing signals are clearly distinguishable from fears.

**Fears:** your fears aim to keep you safe; they can become your “friendly ghost” and guide you toward your unique powers

**Desires:** your hearts desires light your path when you learn to trust them and act on them.

**Beliefs:** we have all absorbed everything we believe; your dream will require that you uplevel a few and develop some new.

Also in the model is the symbol of the heart moving through the maze toward the world which is the symbol of our Inner Freedom Method.

As you play with the group your non-conscious fears, desires and beliefs will come to light! You will have the opportunity to explore them in deep conversations with your team; this is SOOO powerful. Then your coach will use the Inner Freedom Method with you to create awareness of new choices and new possibilities. Power Up!



## Environments

### Shift from willpower to World Power!

The key to sustainable success in any endeavor is to design an environment that pulls you toward your dream. The key is to rely on “world power” rather than willpower.

Your non-conscious mind is in constant communication with your environment taking cues and clues about your belonging and status.

You will need to design and uplevel the **people, places, things and ideas** around you to align with your dream. This way you use the force of belonging to pull you toward your dream. This is an accelerated way to become the next version of you that your dream needs you to be.

Also in this model is the human with the globe which is the symbol of our World Power Method which shows you how to leverage the most powerful force of human expression: BELONGING!

You will play with your environments in several ways in the BIG Freedom program.

First of all, your BIG Freedom coach, team and community are your new environment. AWESOME!!!

With your team you can share about your ideas for experiments and explorations and learn from the experiences of your team members!

Next as you endeavor to align your environments with your dream you will need to have a lot of BIG conversations with people in your environment; both people close to you AND people you don't know yet but want to collaborate with. You can role play these conversations in the group call and then explore the fears in a 1-1 session. This will make a huge difference.

Upleveling our close relationships can be one of the hardest things in the world to do; even with folks who are supportive of your dream. While the people who care for you want you to pursue your dream, they are human and will also have strong self-preservation instincts that want to keep you safe; and just the way you are now. Practicing with your dream team will help you approach these conversations with clarity and confidence.

Another big part of playing BIG for your dream is this: you are surrounded by resources that can make your dream come true! But you will have to ASK! But if you are like most people who grew up in the Industrial Age you absorbed the belief that it is not safe to ask for what you want. This is one of the hardest beliefs to uplevel. But with practice and Inner Freedom you will soon be able to do it. Then... look out world!



### Connection to **Supermind**

#### **Your Connection to the Supermind**

The Supermind is the web of Human Consciousness past, present and future that we all have access to. It is sometimes referred to as “The Universe”.

This is another aspect of life that can provide an endless supply of insight and fun if you approach it with wonder.

There are many ways to play in this realm to get into alignment with your BIG Dream

**The “?”** symbol indicates living by BIG questions and staying open to “answers” as they come to you.

The **emanating heart** is the symbol for the well-known process of gratitude which is an essential practice for Supermind Connection.

The **radio tower** is the symbol of the power of thinking about and speaking your intentions; putting them “out there”.

The **magnet** is the symbol of attracting experiences that move you toward your dream as long as you stay open to the perfection of each situation.

You might notice that the magnet for life experiences is the same magnet we use in the Business Model for attracting players and partners.

That is because it IS the SAME THING!!!

Your business players and partners are experiences drawn to you by your BIG Dream.

The talking heads with the lightning bolt is the symbol for our Coaching Relationship classes (coaching Superpowers, Proficiencies and Advanced Communications). When you share your dream with a coach and team it amplifies your connection to the Super Mind!

As your Supermind Connect gains strength it feels like you are co-creating with Life Force Energy. It feels like events are happening in favor of your dream; it feels like the Supermind WANTS your dream as much as you do.

In Big Freedom we will play in this realm in a number of ways.

The first is this: sharing your dream with an aligned team amplifies your connection to the Supermind because we are all connected to it. We will speak together of our dreams on a regular basis.

### **Recognize the Perfection of Every Situation.**

This is one of the Coaching Proficiencies by Thomas Leonard and it is an essential practice for cultivating your Supermind Connection. We will practice this on a regular basis! On our Friday Celebration calls we will debrief on the events of the previous week. By actively sharing about your experiences – especially the challenges – and actively speaking how they are serving you and your dream you strengthen your connection to the Supermind. This often requires strong support of colleagues with active imaginations. LOL. And that is just exactly what you will have with your BIG Freedom team.

### **The Energy Alignment Game**

The bigger your dream in life the more important it becomes to shift from control and tasks into playing with energy.

By playing with energy in an intentional way you begin to see life as your partner in fulfilling your dream; which it is!

You begin to embrace the deeper truth that while YOU are the catalyst for the dream, it is not all up to you. You and your dream are a part of something bigger, something amazing and beautiful.

All you have to do is ...

# PLAY!

## 13) Going deeper into SUPER YOU



There is one more thing I want to share with you because it is something that I am super passionate about as a Coach. That is the idea of you becoming SUPER YOU!

SUPER YOU is the version of you that you must become to live your BIG Dream to impact the world in a positive way. AND every new dream you pursue will require yet another version of Super You to be discovered and expressed.

I aim to make the BIG FREEDOM Play Group the ideal environment for you to create SUPER YOU... I want your BIG Dream to happen!!

### The Story of You



This little graphic displays one of the concepts I developed by coaching over a thousand people in pursuit of BIG Dreams.

There is a version of YOU that you were born to express; this version of you includes a BIG Dream of life that you are here to pursue.



This version of YOU is quite mysterious! And I have gotten clues that I call the Cosmic Blueprint (based on Byzantine Astrology) Genetic Thumbprint and Karmic Imprint.

There are a wide range of concepts that wise Humans have discovered and shared over the past few thousand years.

Then there is the version of you that you experience now; which contains the YOU you were born to be but is mostly based on who you have become by adapting to the environments of your life so far.

With your DREAM comes a vision of upleveled YOU.

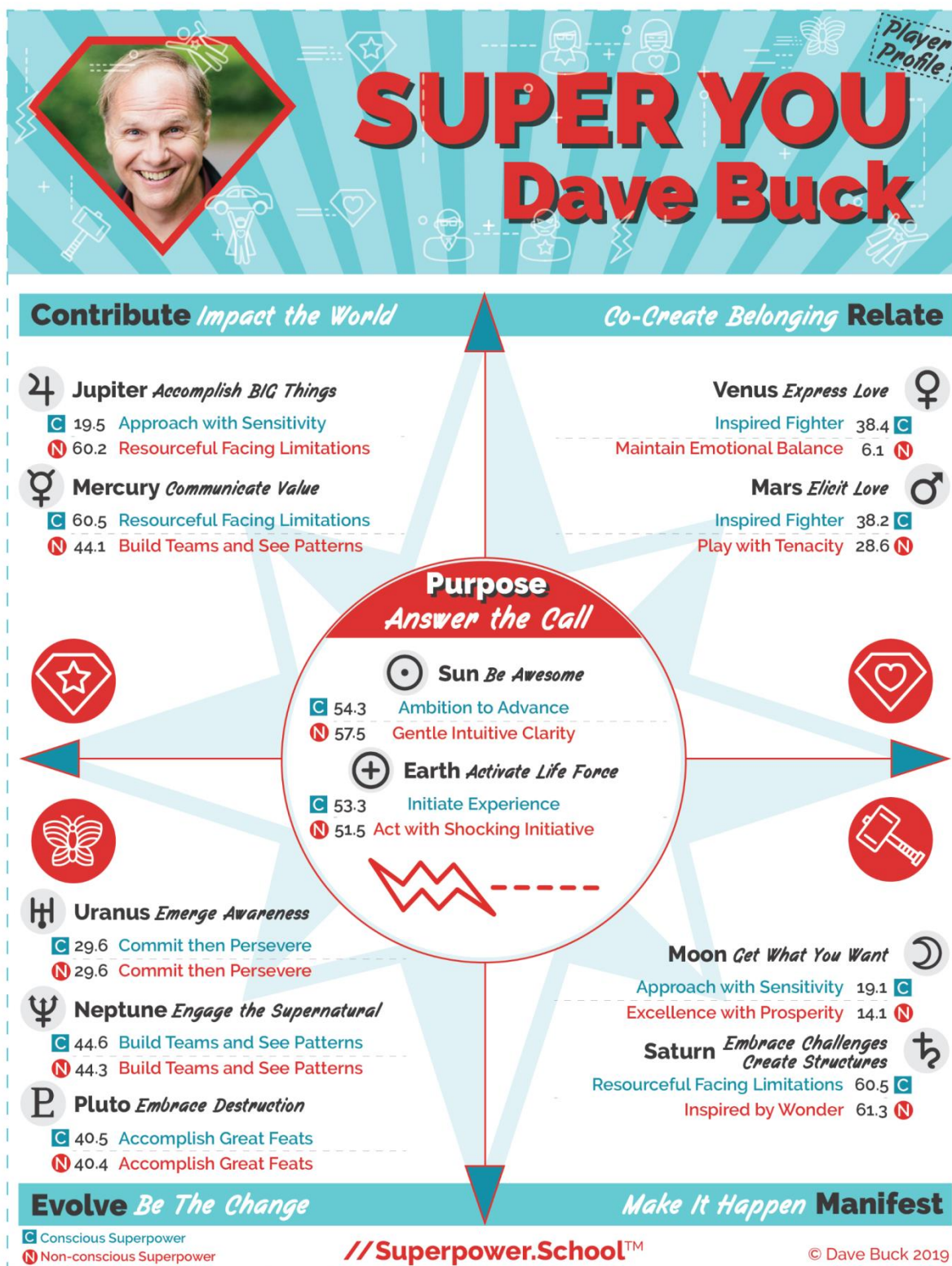
The opportunity is to become the version of you needed to fulfill your dream by playing all elements of the Energy Alignment Game.

This includes restoring the aspects of YOU that were lost by adapting to your environments. We can do this by following the treasure map of your fears.

AND I have discovered another tool that can really illuminate and accelerate this process. It is based on a synthesis of several of humanities most profound Mystery Schools and if you are so inclined I will share it with you as part of the BIG FREEDOM experience.

On the next page is my Superpower Profile. It includes language from what I call a “Superpower” translation of the I-Ching that I have been playing with for a few years.

After the chart I will share an example.



This profile shows which of the I-Ching (Book of Changes) Energies that I am here to master and which area of life I can best use each energy to impact the world.

In the upper left portion of the chart under the symbol for Jupiter you will see: 19.5 Approach With Sensitivity

The Jupiter Energy is the one you use to impact society.

So when I started exploring this tool I discounted this part because I knew it must be a mistake! I am terrified to approach people, there is no way this is a superpower for me.

Then using the Inner Freedom Method with my coach I had a profound memory pop from when I was a young child and my mom was freaking out because I ran up to a strange man on the sidewalk and started asking him questions.

My mom was just being a good Industrial Age mom teaching her kid not to talk to “strangers”. Meanwhile I learned to fear one of my unique powers: the ability to approach people with sensitivity to quickly build rapport.

All of the powers on my profile that I did not resonate with at first I have since had an awareness of absorbing a fear of expressing that power at some point earlier in my life. (as I shared in Segment 4) As I have practiced with these powers and reclaimed them, my ability to pursue my biggest dreams by being myself has expanded.

We can do the same for you as part of the BIG FREEDOM experience!

Awww yeah! You know you want one of these! ;-)

# Section V)

# Invitation!

Let's recap our adventure so far...

**Part 1) You are here to play BIG for your dream of freedom:** creative freedom, lifestyle freedom, financial freedom and any other kind of freedom your heart desires! We are here to share and guide your journey. Big dreams have big challenges! And the biggest challenges we all face are the fears that we absorbed in the Industrial Culture that aim to thwart our natural playfulness and unique powers!

**Part 2) You can PLAY business.** This is a big shift from seeing business as work. Business is mostly like playing a performance art. First we need to understand the relationship between our playfulness and fear. Then we can play business as a creative act as we develop our business ecosystem. Then we can practice business as a performative art. Both are super fun in the right environment.

**Part 3) Coaching is playing together.** There is a new brand of professional Life Coaching emerging and you are poised to be a leader of the movement. While you are practicing the performative elements of your business with your colleagues you are simultaneously elevating your coaching mastery. Then as you experience coaching with the Inner Freedom method your fears become a treasure map to your superpowers. At the same time you will elevate your ability to coach anyone who is facing FEAR. AKA almost everyone with a BIG dream!

**Part 4) The Energy Alignment Game.** The bigger you aim to play in life, the more you must put your attention on the energy side of life. As you cultivate your energy alignment skills, you become more confident in your ability to truly coach anyone with a BIG DREAM!

The BIG Freedom Play Group is a comprehensive environment designed for you to do ALL of this while having the time of your life! In this environment of play your human capacity for becoming, believing and belonging will make your dreams come true.

## 14) Invitation to join us!



WOW! You made to the end of this playbook. Thank you for your attention. I really enjoyed sharing all of this with you.

If we have not yet had our exploratory conversation, then that is your next step. As we talk I will get a sense for your business, coaching and personal growth experience so that I can recommend a group that will be a great fit for you right now.

We set up a page on our CV Membership site where you can get the link to my calendar and set up a conversation for us.

Use this link: [Let's Talk Business!](#)

You will need to login using your CV Member ID OR create your CV Member Account.

Life is a playground and we are **GOING OUT TO PLAY!!!**

# Together.