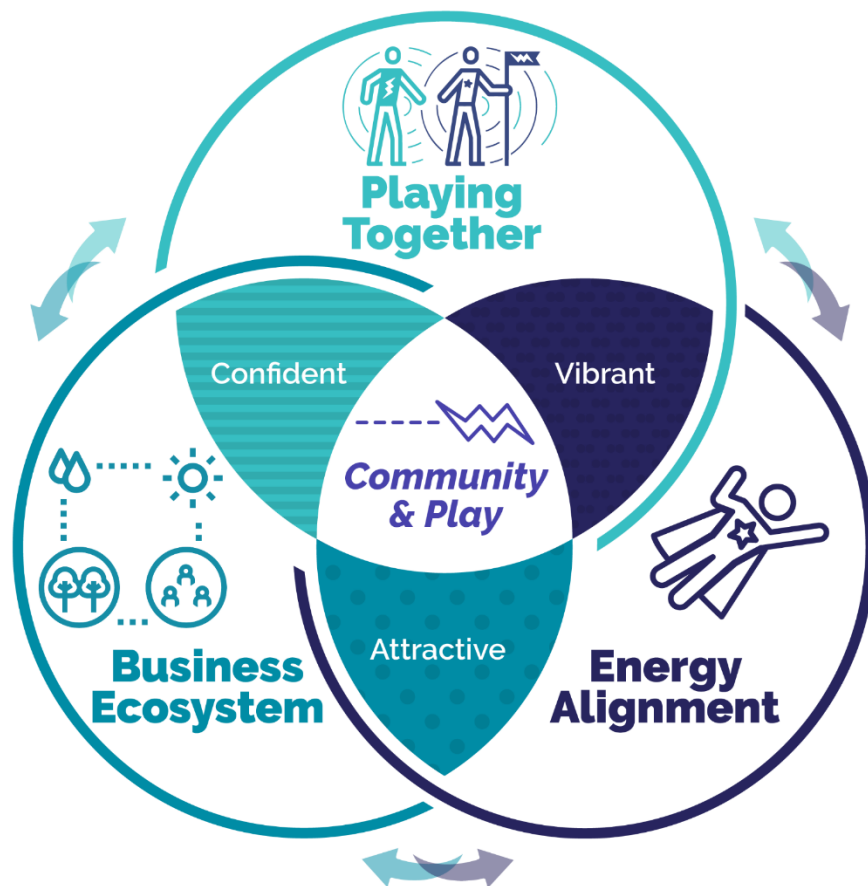


Business Ecosystem Playshop

Path to Big Freedom Business



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With Coach Dave Buck, MBA, MCC

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

Play BIG for your Business

Hi there! Coach Dave here with you.

Excited to share the Business Ecosystem
Playshop Experience with YOU!

In this playshop you will use your
imagination and conversation to create a
thriving business ecosystem that is
perfectly tuned to YOU and your Ideal
Players. And here is the important part:
you will do it in the company of a few
friends.

When you share your vision with fellow
humans who want the best for you, you
significantly improve your possibilities for fulfillment.

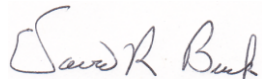
This playshop is based on the Business Ecosystem model from our
Transformational Business Coaching Program for Professional Coaches called
BIG Freedom Membership. Whether you join us in the membership or not,
this playshop will plant the seeds for future business.

Playshop Outline

- 1) Co-create a safe space for play
- 2) Your Coaching Business is performance art
- 3) Co-create Your Business Ecosystem

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

#PlayLife



Coach Dave and the CoachVille Team!



Coaching Is...

1. A profound personal relationship
2. Wherein the coach guides the player
3. In pursuit of playing better for their dreams
4. Through perceptive observations
- 5) And co-creative conversations

Always good to remember!

BIG Freedom Is...

BIG Influence + Creative, Lifestyle and Financial Freedom

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 messaging, marketing and selling methods that are perfectly tuned to you and your community.

BIG Freedom is BIG Fun!

Business Is Performance Art

Here is the breakthrough idea: Business is performance art. You may relate to a singer/song writer or a dancer/choreographer or a comedian or story teller.

Business is not work.

In work ... you look for answers. You look for some teacher to show you how to do it right. So you don't make any mistakes. Everyone else is a competitor.

In Performance Art... you look for collaborators to co-create with and a coach who can guide you to PLAY Better; You aim to develop YOUR WAY in the company of others. You need folks around you who will observe you deeply and then share with you what they see.

There are 3 core elements of performance art:

Creating your art

Performing your art

Cultivating your audience

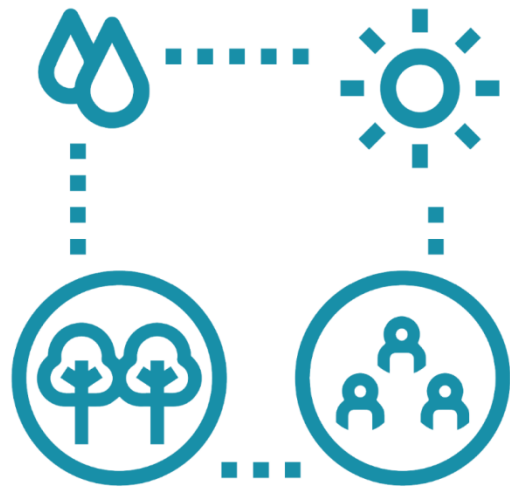
This chart comparing the activities of Performance Art to those of Professional Coaching is to demonstrate their similarities AND share the focus area of the 2 BIG Freedom levels.

Performing Artist	Professional Coach	BIG Freedom Level
Write songs	Create content	Membership
Record songs	Share content	Membership
Put show experiences together	Create business and coaching methods	Membership
Find collaborators	Find collaborators	Membership

Master your instruments	Master your business skills	Play Group
Master your vocal skills	Master your coaching skills	Play Group
Develop your performance style	Master your presentation skills	Play Group
Relate with collaborators	Relate with collaborators	Play Group
Cultivate your audience	Engage with potential players	BOTH
Find performance venues	Choose and engage on platforms	BOTH
Cultivate promoters	Engage with partners	BOTH

Start seeing yourself as a modern performance artist ~ entrepreneur for the Connected Age of Play!

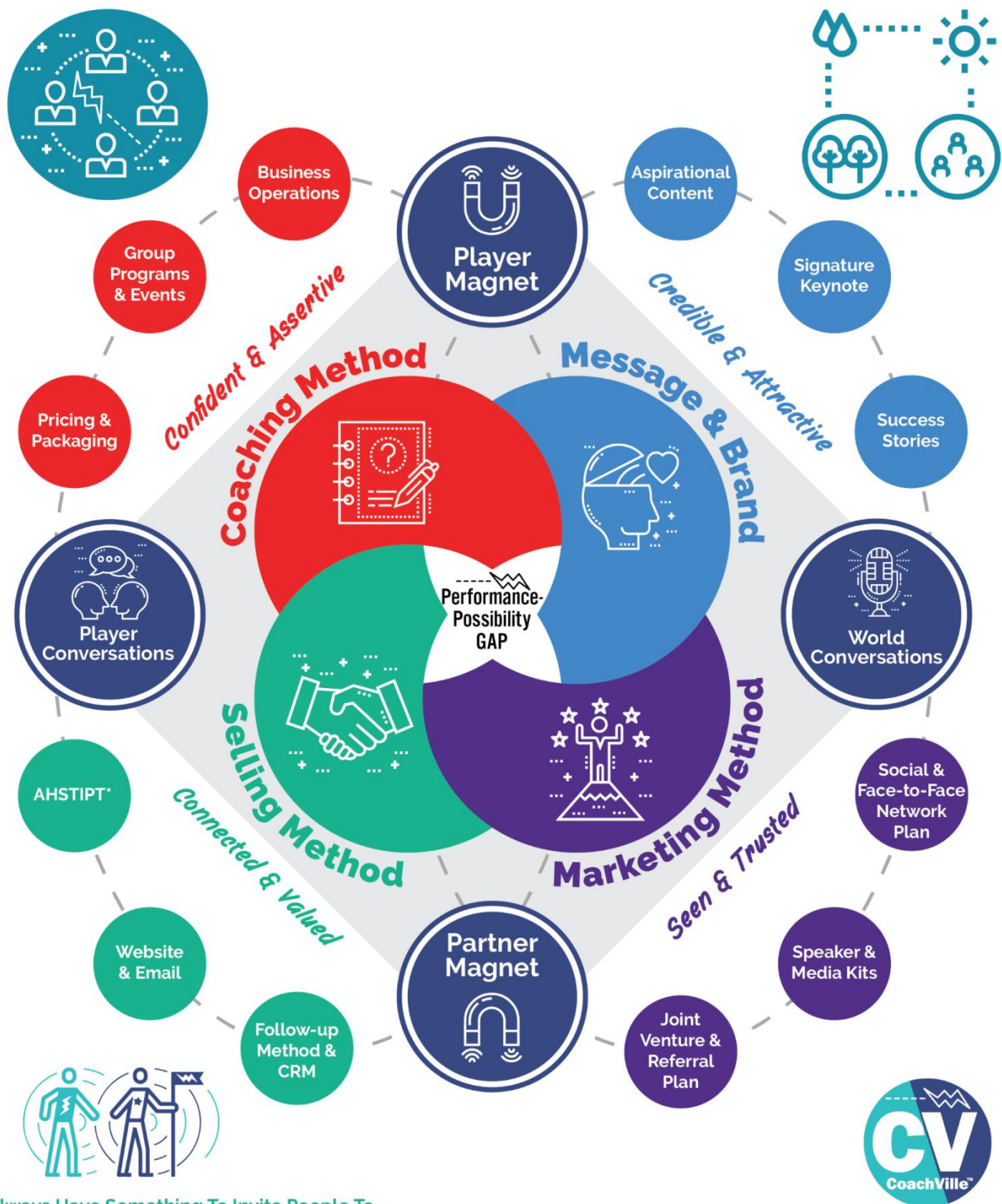
What's in your ecosystem?



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Write everything that is needed in your thriving business ecosystem using words or drawings. Be playful!

BIG FREEDOM *Business Ecosystem*



*Always Have Something To Invite People To

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Performance-Possibility Gap Playsheet

Your originating question:

Date: / /

Describe your ideal player



**Describe the BIG dream
your players pursue**



**Their current situation
/ how they play now**



**How do they imagine
playing better?**



Idea Pops:



Follow-up Actions:



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Coaching Method Playsheet

Confident & Assertive

Date: / /

Pricing & Packaging

Group Programs & Events

Business Operations

What is my current coaching method?

What I want to create:



How I play now:

How I imagine playing better:

Idea Pops:

Follow-up Actions:



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Message & Brand Playsheet

Credible & Attractive

Date: / /

Aspirational
Content

Signature
Keynote

Success
Stories

What is my current messaging and branding?

What I want to create:



How I play now:

How I imagine playing better:

Idea Pops:

Follow-up Actions:



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Marketing Method Playsheet

Seen & Trusted

Date: / /

Social &
Face-to-Face
Network Plan

Speaker &
Media Kits

Joint Venture
& Referral Plan

**What is my current
marketing method?**



What I want to create:



How I play now:



How I imagine playing better:

Idea Pops:



Follow-up Actions:



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Selling Method Playsheet

Connected & Valued

Date: / /

Follow-up
Method & CRM

Website
& Email

AHSTIPT*

**What is my current
selling method?**



What I want to create:



How I play now:



How I imagine playing better:

Idea Pops:



Follow-up Actions:



*Always Have Something To Invite People To

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Player and Partner Magnets!
Describe your #1 Player Magnet
Now:

6 months from now:

Describe your #1 Partner Magnet
Now:

6 months from now:

Conclusion!

Now go out into the world and play BIG for your business dream.

Coach others to play BIG for their dreams.

Create a ripple effect of good in the world!

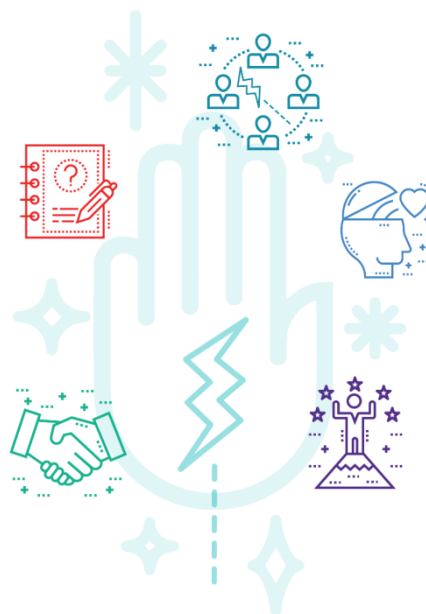
Invitations...

1) Join the BIG Freedom Membership ~ Together we will grow the Ecosystem you just designed!

<http://www.coachville.com/grow-your-coaching-business/big-freedom-membership/>

2) Join a BIG Freedom Play Group and get the coaching you need to play business: [Schedule an exploratory session with Coach Dave](#)

Thank YOU!



Business Dream