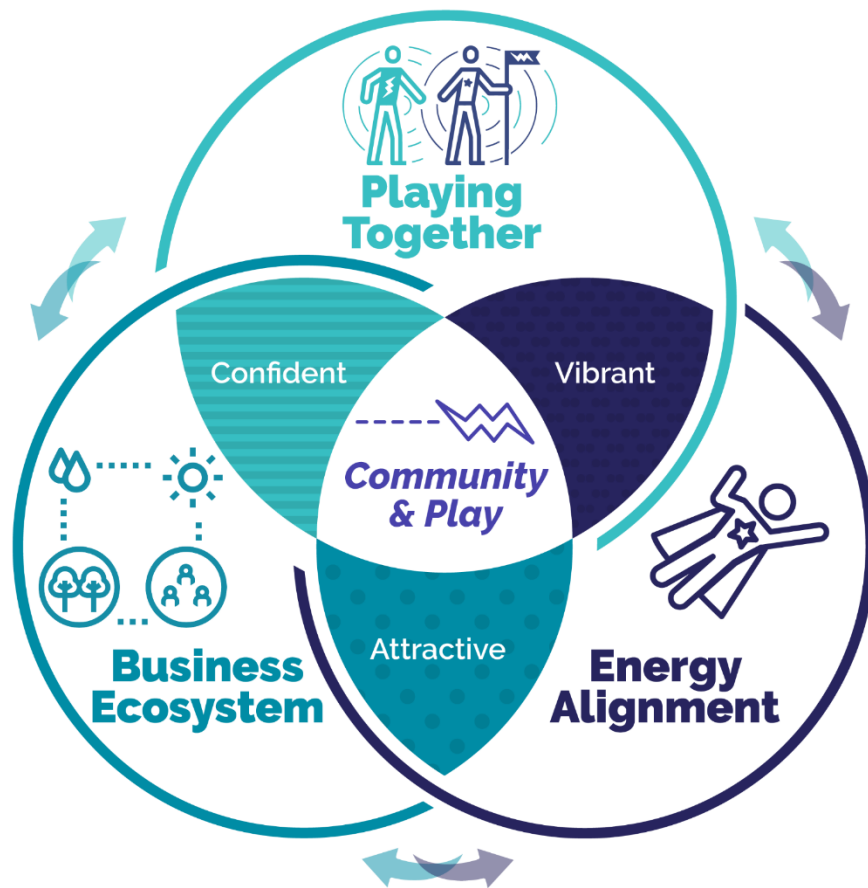


# Business Is Play

## 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 Is Play  
Playshop Experience with YOU!

In this playshop you will use your  
imagination and conversation to create a  
playful approach to business that is  
perfectly tuned to YOU and your Ideal  
Players. And here is the important part:  
you will do it in conversation with 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 is Play 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 a playful experience And the “Industrial Age”  
fear of play will always be present.
- 3) Co-create Your Personal Approach to Playfulness
- 4) Explore Your Business as Performance Art

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!**

# Four Pivotal Moments of Social Play



**RELATE**  
for Influence



**CREATE**  
and Share



**EXPLORE**  
to See and Be Seen



**EXPERIMENT**  
to Try New Ways



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# Four Pivotal Moments of Social Play with Social Fear



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# Conscious Mind Playsheet



**Your BIG Dream:**

Date: / /

## Relate for Influence



## Create and Share



## Explore to See and be Seen

## Experiment to Try New Ways

Idea Pops:



Follow-up Actions:



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# Business Is Performance Art

Here is the breakthrough idea: Business is performance art. You may relate to a singer/songwriter or a dancer/choreographer 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:**

1. Creating your art
2. Performing your art
3. Cultivating your audience

This chart comparing the activities of Performance Art to those of Professional Coaching is to demonstrate their similarities AND provide you place to note how YOU play in this area.

## 1) Creating Your Art

Performing Artist	Professional Coach	Your Play Plan
Write songs	Create content	
Record songs	Share content	
Put show experiences together	Create business and coaching methods	
Find collaborators	Find collaborators	

<b>2) Performing Art</b>		
Master your instruments	Master your business skills	
Master your vocal skills	Master your coaching skills	
Develop your performance style	Master your presentation skills	
Relate with collaborators	Relate with collaborators	
<b>3) Cultivate Audience</b>		
Cultivate your audience	Engage with potential players	
Find performance venues	Choose and engage on platforms	
Cultivate promoters	Engage with partners	

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



## 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!

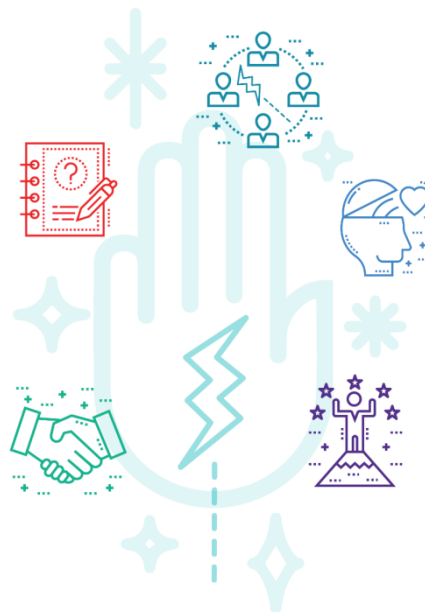
## Invitations...

1) Join the BIG Freedom Membership ~ Together we will cultivate playfulness and play with the play plan you just created.

<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