

ENERGIZE YOUR COACHING BUSINESS



Playbook
by Dave Buck, MCC



CoachVille Center for Coaching Mastery
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Energize Your Coaching Business 5-Day Challenge

Playbook

By David R. Buck, Master Certified Coach, MBA

Welcome!

Welcome to the Energize Your Coaching Business 5-Day Challenge!

In this challenge you will experience the models, principles and techniques of Transformation Coaching; including the power of dreams, co-creation and guided practice.

Our aim together is to co-create, refresh or reboot the core elements of your coaching business ecosystem. So that you can THRIVE in business and in life.

Here are 5 Prep Exercises that will set you up to get the most from the 5-Day Challenge.

- We will touch on these during the 5-Days as well.
- You may have already created something for each of these. This is an opportunity to upgrade what you have.
- Don't worry if you don't "finish" them before we start.

1. Prep Exercise 1: Your Ideal Players
2. Prep Exercise 2: Your Signature
3. Prep Exercise 3: Your Gateway Coaching Experience
4. Prep Exercise 4: The Social Play Sequence
5. Prep Exercise 5: Your "Relating Space"

Here is our play plan for the 5 Days:

1. Day 1: Create for Inspiration Your MAGNET
2. Day 2: Explore for Visibility
3. Day 3: Relate for Influence
4. Day 4: Co-create for Inspiration your Gateway Experience.
5. Day 5: Dress Rehearsal for your Business Dream

Your players are ready to live their dreams.

Together, we are the champions of dreams!

Let's play together.

Coach Dave



Introduction

It is ESSENTIAL that you thrive in business as a Coach!

First, this means that you are coaching players... which is AWESOME for them and you and for the ripple effect of good it creates in families, communities and companies.

It means you can co-create a lifestyle that is delightful for you and inspiring to your players, family, friends, and community.

When you thrive in business you become a magnet for more players and opportunities to lead... then you bring your Coach Approach to even more people. More Ripple Effect!!!

AND... when people have a coach, or experience a Coach Approach Leader, they are RE-HUMANIZED:

Out of: Industrial Culture: Authoritarian Control Hierarchies

INTO: Coaching Culture: Egalitarian FREEDOM Co-Creations

AWWW Yeah! This is BIG.

The key words to coaching cultures are: Dreams, CO-CREATE, and Guided Practice.

Dreams are about playing, exploring, participating, contributing and becoming. Having a Dream is like putting a game into the Play Life Station. Everything is energized from play.

CO-CREATE means that we play together rather than working in isolation.

Guided Practice means that we can play with situations in a safe space to embody EVERYTHING needed to live our dreams and peak experiences in the world.

Optional Purpose

You can go ALL-IN with the uplift humanity game by bringing Egalitarian Freedom Co-Creations to EVERY aspect of your coaching business.

This means bringing uplifting, dream-oriented inspiration to everything you do.

This means avoiding anything that sounds like: “there is something wrong with you that I can help you FIX or get under control”.

This presents us with an awesome challenge!

Because all of us in the “Industrial Culture” have been trained to believe that there IS something wrong with us that we need to fix or get under control, going to the market with problems that you can fix is “good for business”.

BUT... its TERRBLE for Humanity. It just keeps reenforcing the beliefs that are literally tearing the Human Family apart.

SO... together we coaches must find a way to thrive by marketing to Dreams, Aspirations, Unleashing Awesomeness and Co-created Freedom.

WE must “break the chain” of DeHumanizing messaging and practices.

Like I said, this part is optional. I hope you will join me.

Prep Exercise 1 – The Social Play Sequence

Business is social play.

Social Play is awesome because it is Coach-Able.

When you master the concepts of Social Play you are in for a lifetime of fun in your business. There are so many fun ways to express your creativity and love for people that can lead to players investing in your program.

In the 5-Day program we will explore and practice the fundamental sequence of social play actions that you can master to thrive in your coaching business.

The purpose of this “Prep Exercise” is to give you a walkthrough of the concept.

The Social Play Sequence

During the program we will make a rough sketch of your Social Play Sequence that leads to the Ultimate Peak Experience of signing a new paying player! WOOO HOOO!

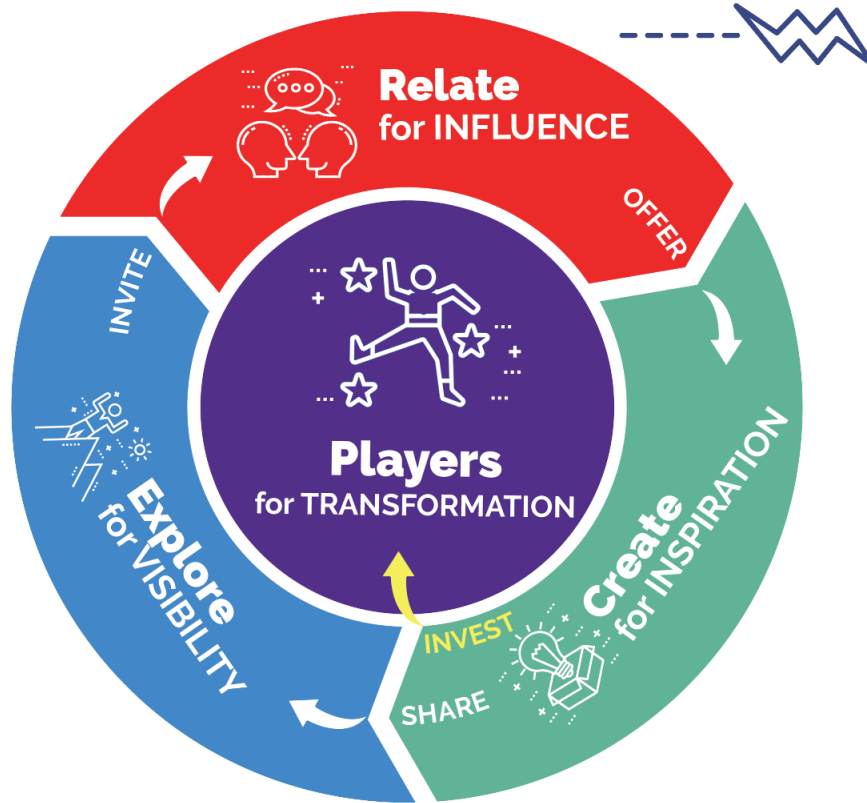
This will clarify your current business ecosystem and shine a light on the elements you need for your next level business ecosystem.

You have probably heard the business dictum that people buy from people they know, like and trust. It’s pretty much true. However the important thing to know is that these are THREE different things; not ONE thing.

We will explore a powerful model called Social Play for Business

- Explore for Visibility = KNOW
- Relate for Influence = Like
- Create for Inspiration = Trust
- Players for Transformation = AWWW Yeah!

Social Play for Business



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Here is a quick review of these 3 types of Social Play.

Create for Inspiration => Share

- Create a **THING** that your potential player will find compelling or insightful or helpful
- In internet marketing the “THING” is called a Lead Magnet
- Your **MAGNET** can be written, audio or video.
- There are infinite possibilities! From where you are now... In prep exercise #2 we will explore your idea for the first or next version of your **MAGNET**.
- When you Create a **THING**, the next step is to **SHARE** it in a community.

Explore for Visibility => Invite

- Visible = you are seen and known
- You need to know “where” you are going to explore to see and be seen by your ideal players; and how you are going to approach it.
- Put yourself in physical or virtual places
- Put content into physical or virtual places
- Your Explore actions should always include an Invitation to your “Relate for Influence Space“. We will explore the idea of this Space in Prep exercise #5.

Relate for Influence => OFFER

- This is the way you build relationships
- Your “Relate for Influence Space” can be a website or a social media profile.
- The primary purpose of your “Relate for Influence Space” is to spark the desire to talk with you; and to make it easy for people to set up a conversation with you.
- Influence = the other person likes you and is open to participating with you or advocating for you.
- You need to know the questions, provocative ideas and stories that you use to deepen a relationship with your ideal players and advocates.
- You can relate face to face or virtually
- Level 1 = you are in a 1-1 conversation with someone
- Level 2 = an email list or community where you conduct an asynchronous conversation.
- Your Relate actions should include an opportunity to make an Offer for a Gateway Experience when the connection feels right. We will explore the idea of a Gateway Experience in Prep Exercise 4.

Co-Create for Inspiration => INVEST / SHARE

- This is the way you create paying players and inspired advocates
- Inspiration = the other person enjoyed the experience – was inspired – and INVESTS in your program as a paying player OR is looking forward to what you do together next. We will explore a few details of your Signature Coaching Program in Prep Exercise #3
- Level 1 = your 1-1 Gateway Coaching Experience; it needs a SUPER compelling name for your ideal players.
- Level 2 = a co-created group experience that your potential players can participate in.
- You can have a variety of co-created experiences that you offer folks that you have developed a relationship with.
- Often you will have a sequence of Create for Inspiration experiences and offers that inspire a person INVESTING in your program.
- Your CREATE for INSPIRATION actions should encourage people to SHARE about the inspiring experience with others; this leads to new Visibility.

Next, let's talk through a few examples:

Old School

Create for Inspiration = A business card or brochure that you can share with people.

Explore for Visibility = Go to a networking event. Talk to people. If you resonate with someone INVITE them to meet for coffee; and give them your card / brochure.

Relate for Influence = Over coffee ask them about their dreams and challenges. Share your insights about Life as a Coach. If the connection feels good, OFFER them your Exploratory Coaching Experience.

Create for Inspiration = The Gateway Coaching experience is a guided and co-created experience. If the person is INSPIRED they will ask for details about your coaching program. Then you can make them an OFFER to INVEST in your coaching program. Whether they hire you or not, your intention is that they SHARE about the inspiring experience with people they know in the community.

This creates visibility that leads to another cycle!!

The Social Play Flow we will practice in this 5-Day

1) Create for Inspiration = Create a MAGNET (post / article / audio / video) that will be of value for your ideal players.

2) Explore for Visibility = Participate in social networks where your ideal players gather. When an opportunity presents itself, SHARE your Magnet. The Magnet concludes with an INVITE to visit your “Relate for Influence Space”. This can be your social profile or your website.

3) Relate for Influence = On your Relate for Influence Space, your invitation to talk with you is FRONT AND CENTER. You build a relationship with your potential player through coaching program details, original content, pictures. With an email list of social site group you can interact with folks through messages and comments.

A Level 2 “Relate for Influence Space” would be an online group where you share and interact and “go live”. On a regular basis you OFFER a zoom session on a compelling topic OR even a 5-Day Challenge on Zoom. (hint)

4) Co-Create for Inspiration = Your Gateway Coaching Experience.

Your potential player accepts your invitation for the Gateway Experience.

- You send the BEFORE materials to start the experience.
- You then get together to co-create your orchestrated experience together.
- If it goes well you make them an OFFER to INVEST in your program
- You send the AFTER materials; 1 version for “No thank you”; 1 version for “maybe” and the onboarding version for “yes”.

The Ultimate Peak Experience is when a potential player invests in your coaching program. This is a Peak Experience that you can play for every day! FUN!

A Level 2 Create for Inspiration Gateway Experience:

A 5-Day challenge program is a guided, co-created experience that creates great value for your community members (AKA Potential Players) At the conclusion of the 5-Day Challenge you OFFER spots in your Group Coaching Program for Paying Players. You also encourage the participants to SHARE about their experience of the program with folks they know.

This sharing creates Visibility opportunities followed by INVITES to join the Mighty Network.

Prep Exercise 2 – Your ideal player profile

Use the Transformation Coaching Definition as a framework to describe your Ideal Players.



Your Ideal Players Exercise

Let's co-create a picture of your "ideal players" and what THEY would LOVE in a coaching relationship.

In Day 1 we will prepare to Create a MAGNET that will be valuable for your ideal players.

Here is our definition of Transformation Coaching:

1. Coaching is a profound personal relationship
2. Where the coach guides the self-determined player
3. In pursuit of Playing Better for their dreams
4. To become the next version of themselves
5. Through Proactive Co-creation
6. And Guided Practice

Create an initial picture of your ideal player from:

- People that you have coached... what did you love most about them.
- People you know and admire that you would LOVE to coach.
- A person that you imagine who would LOVE to have you as a coach.

1) Coaching is a profound personal relationship

As a Coach, you are NOT an authoritarian expert. (Above the player)

As a Coach, you are NOT a humble servant. (Below the player)

Describe the coaching relationship that your ideal players will love.

2) Where the coach guides the self-determined player

- Who are your self-determined players?
- How do they express their self-determination?
OR how do you help them BOOST their Self-Determination
- What are their common qualities?
- What are their common situations?
- What are their common desires?

3) In pursuit of Playing Better for their dreams

- Describe the elements of the Dreams your players want to pursue?
- What does playing better typically look like for them?

4) To become the next version of themselves

- Who do your ideal players want to become?
 - What qualities do they want to develop or expand?
 - What abilities do they want to develop or expand?
- In other words, what social play actions do they want to get better at?

5) Through Proactive Co-creation

- What do your players want to create?
Things? Experiences or Both?
- What new awareness do they desire?

6) And Guided Practice

- What are the social actions they will LOVE to practice?
- What are the qualities they want to practice being; and be seen and acknowledged for.
- What are the **Peak Experiences** they want to co-create with the world?

A peak experience is a moment when you take a social action with creative skill and aligned energy AND THEN a social result happens for a worthy WOOO HOOO; And you experience yourself as **awesome**.

(Hint: This is the BIG ONE!)

Prep Exercise 3 -Your Signature Coaching Program

KEY = Your players don't know how to play and be coached until you SHOW them.

Your Signature Coaching Program

You do need to adapt your coaching program to your player as you get to know them, their capabilities, and their desires.

However, a KEY point is that you can't start with asking them what they want because: **THEY DON'T KNOW!**

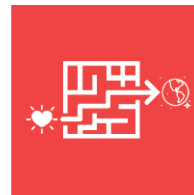
They most likely don't know what coaching is.

They don't know what YOU can do as a Coach, so they can't ask for it.

SO, when you start with a new player, you need a structured program that will GUIDE them through your concepts and techniques; and you will customize each concept and technique to their situation.

In this exercise we will make a rough sketch of your Signature Coaching Program.

Give it a NAME that accentuates your Personal Brand.



Your Signature Coaching Program

This is how you guide your Ideal Players toward their dreams!

Your players have a Dream they want to “Play” / live / accomplish – what are their typical dreams?

Your players have a desire to Play Better – What social actions do they want to play better and how do you practice with them?

Your players have a desire to Grow / Become – How do you do that with them?

Your players have a desire to Create “things” – How do you do that with them?

Your players have a desire for new Peak Experiences – What are the typical Peak Experiences and how do you help them practice these?

There are two versions of your Coaching Program.

1) The YOU version; for confidence.

2) The PLAYER version; for credibility.

The YOU Version

This version is for you to sketch out the components of your coaching program so that you KNOW you can guide your players toward their Dreams.

Here are a few questions to help you define your coaching program:

- 1) What skills / abilities do you help them develop and what practice techniques do you use?
- 2) What new concepts do you share with them?
- 3) What new perspectives and awareness do you help them develop and how do you do this with them?
- 4) What beliefs do you help them upgrade and what techniques do you use to do this with them?
- 5) What is the “stuff” that you proactively co-create with them; and what techniques do you use? Do you have templates to guide them?
- 6) What peak experiences do you practice with them and what techniques do you use?
- 7) What specialized knowledge do you have that you can share with them or use while you are co-creating and practicing with them?
- 8) What related life experiences have you had that you can draw upon while you are coaching them?
- 9) Make a list for yourself of the Coaching Techniques that you can use with your players and a general idea of the situations when you would use the technique.

The Player Version

This version is to share just a few details with your potential players to establish your credibility and build their confidence in you as a coach.

This includes

- 1 “Just below the surface insights”,
- 2 “Quick How”
- 3 Player Success Stories
- 4 “Logistics”

1. Just Below the Surface Insights

Share an insight or two about HOW players can play/practice/live the dream; the insight is below the surface of what people typically already know.

Examples:

- You have superpowers and desires that are just below the surface of your awareness that we can discover, unleash and practice to live your dream. Note: these will never come out in an assessment test because you are not aware of them.
- Business IS Social Play not Industrial Working. To be successful we need to practice the activities you use to influence and inspire other people. I have a collection of techniques that we will use to PRACTICE the social play activities of your Dream.

2. Quick How:

Share a brief description of HOW you coach

Examples:

- There is no roadmap to your Dream, but there is a treasure map with clues, puzzles, signs and challenges. I am an AWESOME treasure map reader!
- I have a collection of coaching techniques that we will use discover your Superpowers; and we will create a safe space where we can practice them before you use them on other people!
- Living your Dream is the pursuit of Peak Experiences. Together we will practice all of the actions – and upgrade all of the beliefs – that are needed for you to have these peak experiences on a regular basis.

3. Player Success Stories

If you have a player success story that illuminates either the “Insight” or the “Quick How”, now is a good time to share it.

It is a great practice to have a story for each thing you like to share; and practice sharing the story so that it is meaningful and concise.

If you notice that one of the things you shared sparked energy in the person you are talking with, share a story to amplify it.

4. Logistics:

How do you start new players?

One to One Coaching Program:

- Number of sessions or frequency of sessions
- Typical length of each session
- Time frame for the typical agreement
- Access between sessions
- Financial investment

Group Coaching program:

- number of sessions
- size of the group
- length of time
- is it a planned sequence or a free flow response to their situations
- is it cohort or evergreen?
- can they access you between sessions?
- financial investment?

Your Signature Coaching Program Name:

The name of your program can be as straightforward or interesting as you want. There is a process that you will go through with your potential players so that by the time they are inspired to sign up, it really doesn't matter too much what the name is. It can be the Sally Smith Coaching program. But it doesn't hurt if the name sounds compelling.

A related note: The name of your Exploratory Session DOES matter a lot. We will get to that in the next exercise.

Prep Exercise 4 – Your Gateway Experience



Your Coaching Gateway Experience

Your Gateway coaching experience is a GUIDED experience, just like all coaching.

You need a plan that has a little structure and lots of flexibility.

The Intentions

What will you do together to co-create an experience where they are inspired to “Say YES” and invest in themselves with your coaching program?

How will you uplift them so that whether they invest or not, they are inspired to SHARE about the experience with the people they admire? (This leads to new Visibility)

You aim to uplift their trust in themselves so that they can invest in themselves and their dreams with confidence... and tap into their growth edge energy.

You aim for them to trust YOU to be their guide on this adventure... you have the skills, techniques and awareness (or experience)

The BIG idea is to plan an experience that is SO MUCH FUN for you, that you love to offer it and do it with people that you would love to coach or inspire.

In this exercise we will walk through a few key elements.

You may have been planning this out for the first time. Or you may already have this part of your business ecosystem well-formed and looking for possible upgrades. Either way it is fun to explore and share.

The Social Play sequence that we will practice in the 5-Day leads to ...

- This Create for Inspiration play... your Gateway coaching experience... AND
- This Pivotal Moment: you make your offer to coach them... AND
- This Peak Experience... they say “Yes, I will invest in your Coaching Program.”

The 4 stages of a Gateway Experience

1. BEFORE
2. During
3. Offer to Invest
4. AFTER

1) BEFORE

What can you send them, in the form of content, to begin the experience and prepare them to co-create the experience with you?

- Prep Question(s) / Concepts (written, audio or video)
- Coaching BIO
- Coaching Program(s) Description / Options / pricing
- 3 Player Testimonials
- “Coaching Guide” for the experience

2) During

What questions are you going to ASK?

What ideas are you going to SHARE?

What techniques are you going to DO?

These all create opportunities for you to OBSERVE your potential player.

(and for them to OBSERVE you)

Then you can SHARE your observations about

- A) What you see in them that you admire
- B) What you see as growth opportunities for them

3) OFFER

If / when you are both inspired, how do you make your OFFER for your coaching program?

This is where you need to be clear, confident and PRACTICED!

What is your phrase you will use when you make the offer?

How will you explain the details of the money and logistics when they ask?

NOTE: even when you put all the money and logistic details in your BEFORE package, they will still ask you to explain the money and the program during the experience.

4) AFTER

You need a clear plan for what to do and what to send them based on the 4 possible outcomes:

YES – send your new player onboarding kit

MAYBE – send them some additional encouragement

LATER – send them a plan to follow up with them; and a request to share about the Gateway Experience with others.

NO – send them a thank you and a request to share about the Gateway Experience with others.

A brief example: (to spark your imagination)

This is a vision I have for a new coaching program for Business Owner Coaches.

Before:

A short video called: Dreams, Peak Experiences and Pivotal Moments... are you ready for coaching?

During:

1. A brief warm up with Connected Breath and Imagination Activation
2. Ask them if they have ever participated in Performance Arts, Martial Arts or Athletics that they enjoyed. If yes, I can use this for rapport and metaphor during the session.
3. Explore their Dreams (visions, desires, next thing they want to accomplish); share observations and champion them.
4. Explore the Peak Experiences they desire. This will get them energized!); share observations and champion them.
5. Explore the Pivotal Moments they are aware of (Moments where they want to play better);); share observations and champion them.
6. SHARE: There is NO road map to their dreams BUT there is a treasure map. AND I am an awesome treasure map reader. Let's do a little experiment...
7. HOPEFULLY this leads to an opportunity to do either the Peak Experience Technique or the Pivotal Moment Technique.
8. The intention is to SPARK awareness and desire that that we CAN practice together to co-create growth.
9. SHARE: with Growth they can become the next version of themselves and LIVE the dream now!
10. AND they can learn to do this with their team as a Coach Approach Entrepreneur.

OFFER

If WE are both inspired by this, make the offer for my coaching program.

A group-coaching / 1-1 coaching hybrid program for \$600 / month

After:

Maybe and Later: Send a short video called: Plan, Play, Grow... why coaching is so powerful for leaders with a Dream.

Prep Exercise 5 – Your “Relate for Influence Space”

The last piece of your ecosystem that you will need to Energize Your Business Dream is called your “Relate for Influence Space”.



This is the “space” online where a person can go to learn more about you and get to know you better.

This is the space where the #1 focus is to INVITE people to talk with you (where you can Relate for Influence)

The most obvious Relate for Influence Space is a website. A social profile page can also work.

In this space...

- #1) A clear invitation to talk with you; and an easy path to do so.
- #2) Share your ideas, insights, philosophies, experiences to spark credibility and curiosity.
- #3) Your Conversation MAGNET(S) that you have created for your ideal players; just in case they don't have it already.

These items are optional...

- #4) If “lifestyle” is part of your brand then photos and stories from your life will be important here.
- #5) Share player success stories if/when you have them.
- #6) An overview of your Gateway Experience
- #7) An overview of your Signature Coaching Program

Day 1: Create for Inspiration your MAGNET

Create and share an inspiring conversation magnet for your ideal players.



Welcome!

1) Warm up – Safe Space – Dream Sharing - Celebration

2) Describe / co-create Your Ideal Player Profile

Transformation

From: Overwhelm

TO: Clarity

Dream-based clarity about your ideal players – rather than demographic or psychographic – will make every part of your business ecosystem more focused, easier to figure out and... just better.

Breakout Exercise:

Describe your ideal player to your group.

3) Your Conversation MAGNET

Co-CREATE a plan for your conversation MAGNET to share; make an outline; Envision it complete and ready to share.

Breakout Exercise

Share about your current or next Conversation MAGNET to create and share.

4) Conversation MAGNET Peak Experience

Practice the Peak Experience of an ideal player experiencing your MAGNET.

A) Set up the exercise:

1) Imagine yourself Create it

2) Imagine yourself Share it

3) Imagine another person explores it

4) Imagine another person takes “yes” action

B) Imagine the 4 scenes playing out; notice your **desires and doubts as the bubble up!**

BREAKOUT Question

Share what you noticed; especially doubts and desires

Play Plan for Day 1:

MAKE YOUR Conversation MAGNET

Peak Experience Technique For Intentional Co-Creation

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Plan

1. Do Something Awesome

Social Play

Social play action?

What do you want to feel?

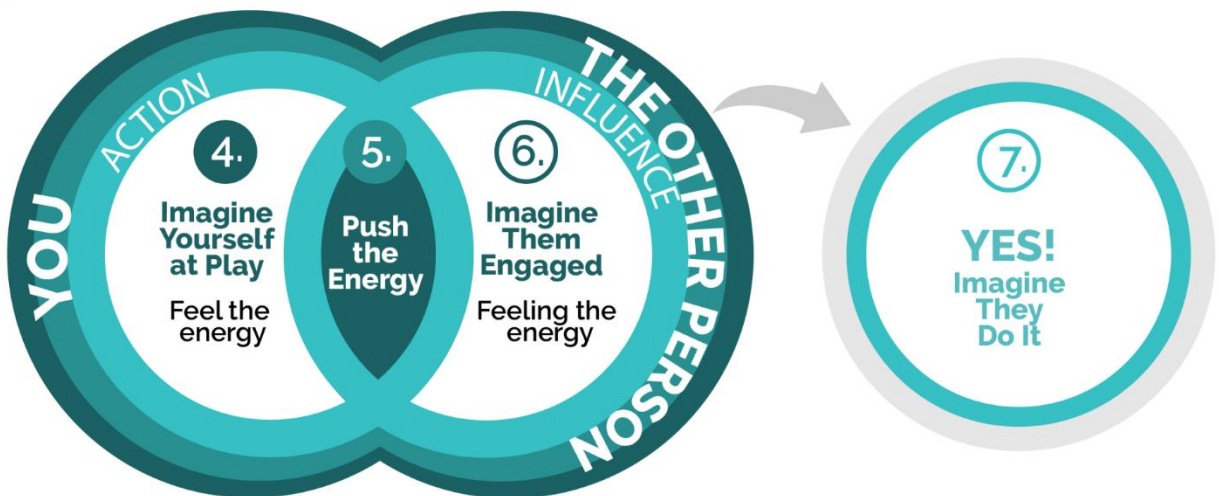
2. Describe Their Feeling

What do you want them to feel?

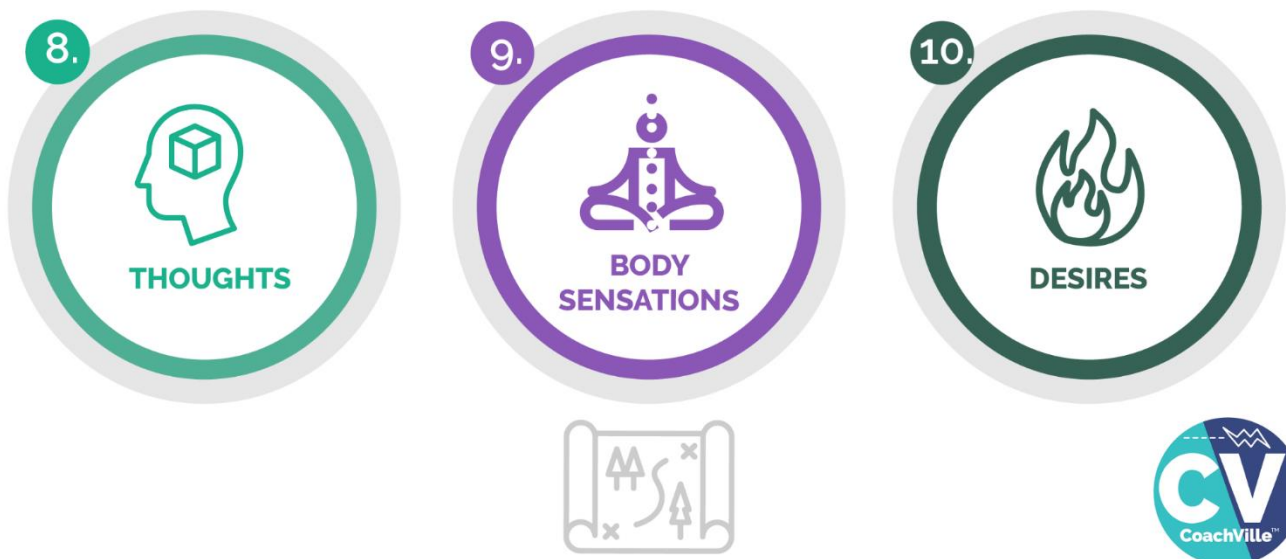
3. Desired Action

What do you want them to do?

Play



Grow



Peak Experience Walk Through

Plan the scenario

1) Do Something Awesome

Choose a specific social play moment to explore. Be clear about the action and the scene you will be in. For example, I am sitting at my table with my computer and I am writing an article to post on Linked In.

Describe the feeling you want to have while you are in the action.

2) Describe their feeling

Since this is social, there is at least one other person involved; even if it is at a later time. In the interaction, how do you want them to feel.

3) Desired the Action

What do you want them to do as a result of the experience?

Play / Practice the scenario

Your coach will then walk you through the sequence of scenes.

4) Imagine yourself at play

Use your imagination to create a scene of you engaged in this social play activity.

And then take a moment to FEEL the energy in your body.

5) Push the Energy

Next use your imagination to push your energy and awareness to the “other person / other people” in the scene.

6) Imagine them Engaged

See and FEEL the other person fully engaged in the scene with you. Try to see it and feel it from their perspective.

7) YES! Imagine they do it.

Whatever you intend for the other person to do as a result of these scene, see it playing out perfectly; just as you desire. See it as a peak experience where you really enjoy the feeling of it all.

8) Thoughts

Now step back and use judgment-free awareness to notice the thoughts that were in your mind as you imagined the scene playing out.



9) Body Sensation

Next do a body scan and notice any physical sensations that you are / were feeling when you imagined the scene.

10) Desires

Finally, notice any desires – also known as Heart’s Desires – that you felt as you were in this peak experience in your imagination.

DONE!

Now you have “embodied” that moment of the peak experience.

It will be much easier for the moment to play out in the social world.

AWESOME!

Day 2: Explore for Visibility

Exploring for visibility is to see and be seen by potential players.

This is the become “Known” of the Know-Like-Trust trio.

Find communities where your Ideal Players are gathered and develop a way of engaging with folks there.

Master the art of sharing your ideas and insights in an engaging way.

Master the art of INVITING individuals to have a conversation with you.



1) Warm up – Safe Space – Dream Sharing - Celebration

2) Co-Create a visibility play plan

Where are the Social Spaces where you can EXPLORE, engage and SHARE your MAGNET (YOU + Your MAGNET)

Transformation

From: Invisible

TO: Connected

A potential player is someone you are meeting for the first time that could match your ideal player profile; you won't know if they are a match until you get to know them a little better.

A potential player is also someone who you have met in the past who matches your ideal player profile but has not yet signed up for your coaching program; they may be in your geographical or online community or following you on social media.

Breakout Questions:

How many potential players do you need to talk with each week to feel momentum in your business?

Where and how are you meeting new people now?

Where and how would you LOVE To meet new people?

* Get ideas from each other.

3) The Invite Pivotal Moment

When YOU INVITE... how FREE do you FEEL?

Find and describe your Pivotal Moment of Choice. Where do you experience resistance, fear of judgment or fear of trouble. It could be the social action OR the social result.

BREAKOUT Question:

Describe your Pivotal Moment? Fill in the sheet with the SPECIFIC Situation Details

4) Practice the Invite Pivotal Moment

We will practice the moment when you INVITE someone to talk with you OR to explore your MAGNET (which will INVITE THEM);

Pivotal Moment means we explore the energy of doubt and then desire.

We explore “The Pull” between Self-Confidence and Self-Preservation

A) Set up the exercise

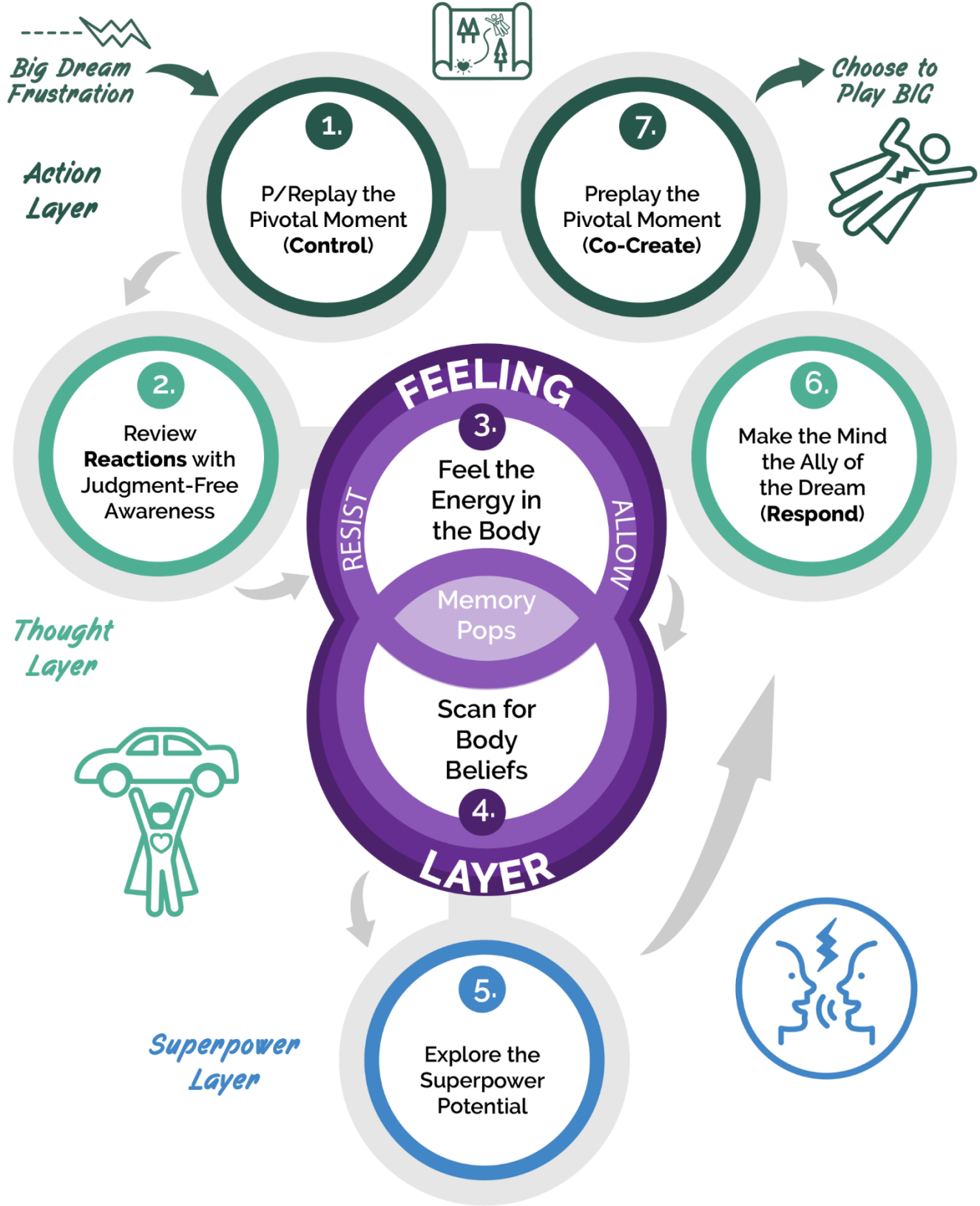
B) Do the exercise

BREAKOUT Exercise:

Share what you noticed.

Play Plan for Day 2:

Explore the social world for visibility opportunities and write out a plan for WHERE you will explore and WHEN.



Pivotal Moments Technique

(The long version of the name is Pivotal Moment of Choice)

Let's do a quick walk through the model so that you can have a familiarity with this profound way to practice life – remember, coaching is all about practicing together.



The BIG Idea of the Pivotal Moment Technique is to explore doubts, fears and resistance like a treasure map to your Superpowers.

The experience of Inner Resistance (along with doubt and fear) is a very natural pull between a self-confidence belief that you can do it AND a self-preservation belief that it is risky to do it.

Lead in:

- A) Describe the scene of the pivotal moment of choice
- B) Describe the actions or the intended actions
- C) Describe the intended results.

Step #1: P/Replay the Pivotal Moment (Control)

Activate your imagination to Replay or preplay the scene of the Pivotal Moment. See it and feel it as deeply as you can. Notice if there is something you are attempting to control.

Step #2: Review Reactions with Judgment-free Awareness

You are in the moment now. Use judgment-free awareness to notice the thoughts in your mind in the moment. Often these are your reactions to what is happening or not happening.

Step #3: Feel the energy in the body.

Feeling the energy in your body brings you more fully into the present moment. Body awareness in the presence of another person (your coach) with whom you feel safe is the pathway to transformation. Whenever we are in a pivotal moment our body will react to the situation with physical sensations; sometimes they are intense, sometimes they are subtle. If you are new to the practice of body awareness, be patient and allow it to arise!

Memory Pops: Often while feeling energy in the body images or memories will pop into your mind. These “pops” will provide useful clues on the Treasure Map about where “The Pull” is coming from.

Step #4: Scan for Body Beliefs.

Your body is attempting to alarm you about the potential for social risk. Its intention is to keep you safe. In this step you will give voice to the self-preservation belief. (Remember, it's a Human Nature Superpower!) Or in some cases the Desire and Self-Confidence (also a Human Nature Superpower)

Step #5: Explore the Superpower Potential.

Often what we fear the most is expressing our Human Nature Superpowers and playfulness because this put us in social risk in the past. When we explore our self-preservation beliefs, we can gain clues on the Treasure Map leading to our lost superpowers.

Step #6: Make the Mind the Ally of the Dream.

You are active in your imagination. Your body is feeling the safe space of belonging with your coach. You have given voice to the self-preservation (or self-confidence) belief. Now your mind – still in the vibrant alive present - will open up to new possibilities. In this state you will be able to feel, KNOW and speak what your dream is asking you to do.

Step #7: Preplay the Pivotal Moment (Co-Create).

With your body feeling safe and your mind open you can then preplay the desired action and the desired result using your imagination. You can feel and see it happening in the present moment. You are fully aware that you have a choice.

Out in the world you are FREE!

You can choose to play BIG for your dream. You have felt it, seen it and lived it in your imagination in the presence of your coach. Your coach has seen it with you. OR you can choose to stay safe for self-preservation. No judgment either way; just a choice. This is freedom.

****!!!****

Often after doing this practice with your coach, an activity that seemed really hard will feel more natural and in the flow. Over time, with practice, you will gain confidence in your ability to play big in social risk situations. You will love it!

Day 3: Relate for Influence

Develop a way of relating with individuals in an uplifting way.

Relating for Influence is the Like of the Know-Like-Trust Trio.

Hone in on a few questions to ask that spark great conversations; hone in on a few ideas you love to share that spark great conversations; hone in on a few stories you love to share that spark a meaningful connection.



Master the art of OFFERING your Gateway Coaching Experience.

Give your Gateway Experience a SUPER SEXY name; so that it sounds like something your Ideal Players would LOVE to experience. Examples: * Live Your Adventure Call

* Courtesy of Coach Nick Devlin

1) Warm up – Safe Space – Dream Sharing - Celebration

2) Social Play Patterns Review

> CREATE (to Inspire) > Share > EXPLORE > Visible > Invite > RELATE > Offer

Transformation

From: Frustration (Attempt to control)

TO: Co-Creation (embrace discovery)

Breakout Question: What are your superpowers for influence when engaging with someone that you are meeting for the first time?

3) Co-Create your Relate for influence Play Plan;

What are items you want to talk with people about?

- your dream/ their Dream
- your ideas / their resonance
- your observations / their observations
- curious questions / their responses
- LEADING UP TO... YOUR OFFER.

Breakout Questions:

What IDEA / CONCEPT do you REALLY want to share when you meet someone?

What do you REALLY want to discover when you meet someone?

4) Role Play: “Tell me about your coaching program?”

ROLE PLAY a situation where someone asks you: “tell me about your coaching program”.

You have 5 minutes to engage with them and then > Offer your Gateway Experience (if it feels right)

Breakout Exercise:

Practice the Role Play

Play Plan for Day 3

MAKE IT (upgrade it) = Your Gateway Experience

Name it

Outline the experience

Craft your BEFORE content

Outline your four AFTER content versions (YES, maybe, later, NO)

Plan

1. Define The Situation

Influence

- Ask for
- Offer / Invite
- Request
- Share Truth

Intention

- Result
- Feeling
- Timing*
- Specific
- Recurring

2. Define The Role

- Specific or Composite
- Character Sketch
- Attitude Toward The Situation

3. Advanced Prep (optional)

- Approach
- BIG Moment
- *Superpower**

Play

Relate for INFLUENCE



The Coach Is Observing

- A: Clarity of Intent
- B: Energy Alignment
- C: Words Flowing
- ★ Superpower



PRACTICE

4.

Play Together

5. Time Out

Reverse Roles (optional)

DEMONSTRATE

6. Level Up

- Share Observations
- Tweak Role
- New Approach
- *Energy Block?*

Grow

7. Debrief

- Clarity
- Confidence
- Energy



Pivotal Moment Technique



The Role Play Technique

In this session your coach will use Steps 1,2,4,5,6 and 7. Notice the flow:
Plan – Play – Grow.



We will skip Step #3 this time.

Step #1) Define the situation

What is the conversation you want to practice?
What is your intended result or feeling?

Step #2) Define the Role

Your coach will ask you to give a character sketch of the person. If it is a specific person you can share those details. If it is a recurring conversation then create a composite sketch of common characteristics of a typical person.

Step #4) Play Together

Your coach will jump into the role and play the situation out with you while also observing:

- Your clarity of intent
- Your energy
- Your flow of words

Step #5) Time Out

Your coach will call time out - Or YOU can call time out – to step out of the situation.

Step #6) Level up

You and your coach can explore:

- How YOU feel in the situation.
- How they can improve the role to make it more valuable for you.
- How you might approach the situation in a different way.
- How you can practice expressing one of your Superpowers.

Step #4) Play Again

You and your coach may practice the conversation a few different times.

Step #7) Debrief

You and your coach will reflect on the practice to look for growth and growth opportunities.

Day 4: Co-Create for Inspiration Your Gateway Experience

Master the art of co-creating an inspiring experience with another person.

Master the art of making an OFFER for your coaching program.

Encourage the person to SHARE about their experience with people they know and admire.



Creating an experience with someone is the TRUST of Know – Like – Trust trio.

Develop a “Coaching Guide” for your Gateway Experience, a sequence of coaching questions, exercises and practices meant to inspire AND establish your credibility as a great coach.

Add in additional elements like BEFORE resources to prepare the player to co-create the experience with you.

1) Warm up – Safe Space – Dream Sharing - Celebration

2) Your Gateway Experience

Transformation

From: stressful / hopeful conversation

TO: joyful co-created experience

Your gateway experience (also called Exploratory Experience) is a Create for Inspiration social play activity where you orchestrate a coaching experience for a potential player.

The purpose:

Is for them to get to know you and what your coaching will be like.

AND for you to get to know them and decide if you feel they are a fit for your coaching program.

The experience can include media that you share BEFORE the conversation.

The experience has a flow that you plan out and then spontaneously co-create with the other person.

The intention is for either: the potential player is inspired and asks you how to get in your program, OR you make them an offer to invest in your program.

The experience can include media that you share AFTER the conversation.

Breakout Exercise:

Describe Your Gateway Coaching Experience (including BEFORE and AFTER when it is a “maybe”)

3) Peak Experience practice of your Gateway Experience

We will walk through the elements of this Peak Experience including the doing and the feeling.

We will envision the Exploratory BEFORE – During – offer = YES

- a) BEFORE – they experience it and feel WHAT???
- b) Co-CREATE – they co-create with you and feel WHAT???
- c) SHARE about the investment – you briefly share the details, and they feel WHAT???
- d) AFTER / Follow up with the “maybe” – you follow up and they feel WHAT???

NOTICE doubts and desires that emerge with judgment-free awareness

(How to engage with doubts and desires)

Breakout Exercise:

Share the doubts and desires that you noticed as growth opportunities.

4) ROLE PLAY “Tell me about how the money works?”

At some point in the Gateway Experience, either the potential player will ASK you how to get in the program OR you will make them an offer to join your program.

Even IF you explain the money in your BEFORE Gateway materials, most likely they will still ask you to explain it. This is a common way for folks to ease into the conversation and decision.

The key for you is to explain the investment and logistics with clarity and enthusiastic energy.

Breakout Exercise

ROLE PLAY = (Near the end of your planned Gateway experience) they ask you: Tell me about how the money works?

Explain the price and logistics and BENEFITS of your coaching program.

Play Plan for Day 4

MAKE IT / Fill in your “Dress Rehearsal” plan

MAKE IT / Upgrade it = Your signature coaching program outline

Day 5: Dress Rehearsal for your Dream

We will do two awesome activities in this session.

We will explore your ideas for your Dream Coaching Business.

We will do the Social Play Peak Experience series technique. The Social Play Peak Experience series is like doing a Dress Rehearsal for your Dream.



1) Warm up – Safe Space – Dream Sharing - Celebration

2) Describe Your Dream Coaching Business (for the next 12 months)

Transformation

From: business concept

TO: embodied practice!

Breakout Exercise:

Share a few details about your Dream Coaching Business for the next 12 months; What are the important and joyful experiences for you

- Number of players of 1-1 coaching / group coaching
- Amount of monthly revenue
- Other Business Social Play activities you LOVE doing
- Elements of your #LifeCoachLifestyle that are important to you

3) Dress Rehearsal for your Dream

We will use a Transformation Coaching Technique called a Social Play Series to map out the key peak experience moments that grow into your Dream Coaching Business.

We will pull together the moments we have practiced during the event.

Breakout Exercise:

Share the sequence of moments with your group

4) Social Play Series 4-part guided visualization

As a group we will do a guided visualization to practice the entire sequence of social play experiences that leads to the ultimate peak experience of a person saying YES to join your program.

While in the visualization you will notice doubts and desires. Both reveal powerful growth opportunities.

BREAKOUT Exercise

Share your doubts and desires as growth opportunities that you are enthusiastic about!

4) Celebrations

Share your biggest growth experience, your insights and celebrations.

A Dress Rehearsal for Your Dream

The Dress Rehearsal is actually called the Social Play Series Peak Experience Technique. But, no one can ever remember or even say that! So, Dress Rehearsal is better.



We craft a sequence of social scenes of the peak experiences of your Dream so that you can envision it and – more importantly – EMBODY it.

Using your imagination, you can envision your Dream playing out in a beautiful way.

You can imagine yourself expressing your abilities and Human Nature Superpowers to create value for others.

Using your body awareness, you can practice FEELING these scenes from your Dream. By feeling them in a safe space – with your coach – you pave the path for these experiences in your real world.

There are 3 parts to the practice

Part 1) You and your coach will clarify the sequence of social scenes.

You talk through the scenes at a high level, trusting that your imagination will fill in the details. You will clarify your actions and how you want to feel. Then you will clarify the feeling impact on the other person... and then what you want them to do.

As you sort out the details of the sequence, write the key words on your playsheet. The play sheet is set up for you to first write out what you want to happen, and then write in a few notes as you debrief the experience AFTER the visualization. You write the plan on the lines with the TRIANGLE next to them.

Part 2) Your coach will guide you through the visualization.

Your coach will then guide you through the visualization of the sequence. The key to success is to stay in a judgment-free – Treasure Map Clue Hunting – mindset. Your coach will ask you about your thoughts and body sensations for each step in the sequence.

These thoughts and body sensations will often reveal doubts and desires that are bubbling up from your non-conscious mind. THESE ARE POWERFUL!

Your non-conscious mind aims to keep you socially safe AND to fulfill your Dreams... at the same time.

Part 3) Debrief and GROW

After you complete the visualization, you and your coach will do a review of your thoughts and body sensations with you.

What desires did you notice?

What doubts did you notice?

What beliefs did you notice?

What body sensations did you notice?

Write these keywords onto your notes sheet on the lines with the circles.

INVITATION TO Transformation Coach Membership

Want to keep co-creating and practicing your Social Play for Business? Check out the BIG Freedom Group Coaching Program. It is included in the Transformation Coach Membership.



That
was
fun!

Thanks for being awesome!
Coach Dave