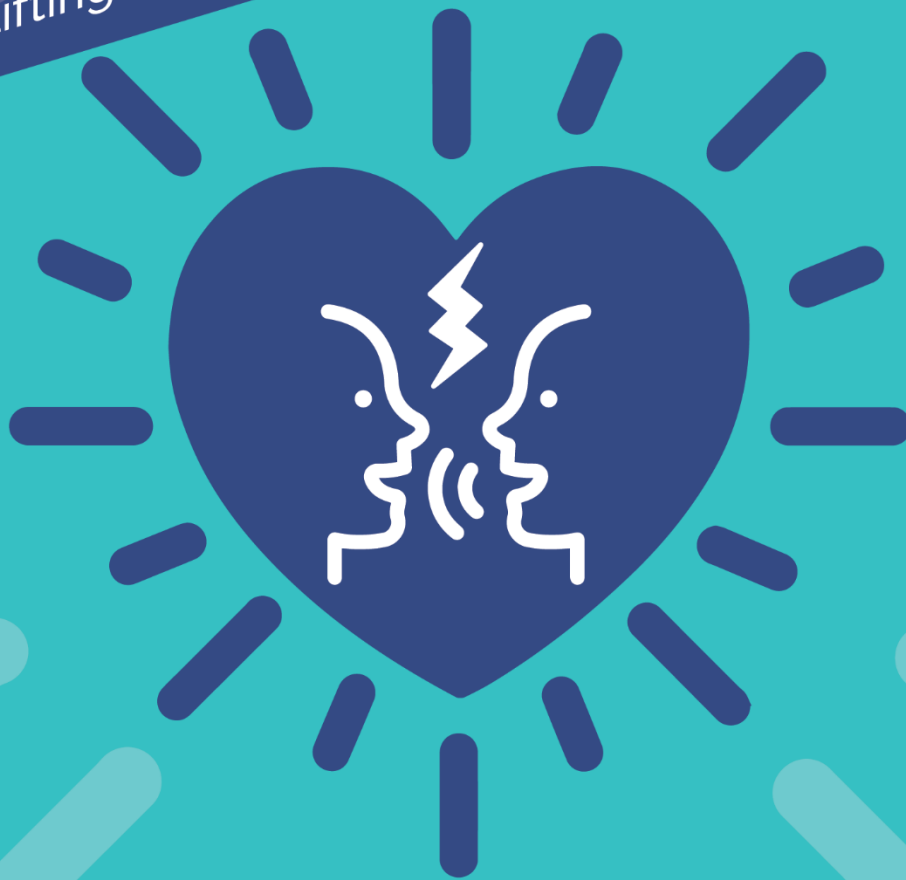




TRANSFORMATION COACHING

A heartfelt invitation to join the global movement
uplifting the human family one player at a time.



*by Dave Buck, MCC
CEO of CoachVille*



CoachVille Center for Coaching Mastery
We are the champions of dreams!

Transformation Coaching

A heartfelt invitation to join the
global movement uplifting
the human family one
player at a time.

By Coach Dave Buck, MCC, MBA



CoachVille LLC
DBA CoachVille Press

© 2022 by David R. Buck. All rights reserved.

Published by CoachVille LLC, DBA CoachVille Press, Hopatcong, New Jersey

You do have permission to print one copy of this electronic file.

No portion of this book may be posted to a website or distributed by any other means without permission from the author; except for quotations embodied in a review.

Cover design by Erin Brimmer of Hello Wonder, LLC

Also by this author:

Thomas Leonard's FULL PRACTICE for COACHES Volumes 1, 2; Leonard, Buck

Table of Contents

This PDF “ebook” contains selected chapters of a soon to be self-published hard copy version book.

Welcome!!

This is my philosophy... Coaching is EVERYWHERE! And it is awesome.

On behalf of our entire community, I want to welcome you to CoachVille; And if you are new to Transformation Coaching... I welcome you to the field AND the Global Coaching Movement!

Transformation Coaching is a wonderful profession. It is one of the most vibrant, rewarding and growth-oriented professions in the world.

While some professions make me wonder: ‘mmm, in the human family, why do we need so many people using their life energy to sell extended warranties?’, Transformation coaching is embedded in the human psyche and within human nature.



If you find yourself drawn to this book or just to the idea of Transformation coaching itself, there is a reason: **YOU were born to do this!**

I have been a professional Coach for 25 years; I started at the age of 35. During that time, I sometimes referred to myself as a Transformation Coach, Business Coach, Personal Coach and Health Coach. Before that, I started coaching at the age of 14 when I was asked to coach a soccer team of 9-year-olds. For real.

Coaching is everywhere because it is built into our awesome human nature superpowers.

Transformation Coaching can happen anytime a person endeavors to do something better AND personal growth is required.

Do something better + Become the next version of you.

That is the magical formula that evokes Transformation Coaching. It's the “Becoming” part that makes it transformational.

Just about anything we desire to do better will require some personal growth.

Areas of personal growth include confidence, clarity, consistency, resourcefulness, resilience, self-determination, co-creativity, self-expression, self-love, self-worth, self-awareness, ... and that's just the obvious ones.

There are so many things happening in the world where Transformation Coaching is happening, at least at a basic level.

In the heart of EVERY coach... there is a Transformation Coach.

Said another way... All Coaching is Transformation Coaching.

Every athletic coach from youth to the pros is a part time Transformation Coach.

Every performing arts coach from youth to the pros is a part time Transformation Coach.

I think most managers, leaders, teachers, and many other professionals are part time Transformation Coaches as well... and they can dramatically improve what they are doing by developing a “Transformation Coach Approach”.

Every type of coach from the personal coaching field – including business, executive, leadership, career, personal growth, creativity, sales, speaking, relationship, spirituality, health, and many more – is a Transformation Coach.

Remember:

Doing something better — Acquiring or developing new skills

+

Becoming the next version of YOU = some element of personal growth.

This is the sweet spot of Transformation Coaching.

AND...

We LOVE IT.

We love to guide others on the adventure to something new for them.

We love to contribute what we have learned from life to others.

We love to be curious about and care for our fellow travelers on life’s adventures.

Guiding, contributing, caring, curious, co-creating... these are all essential elements of our Human Nature.

AND...

IT IS A LOT HARDER THAN IT LOOKS!!!!!!!!!!!!!!!!!!!!!!

The key thing is that our Human Nature gives us a strong foundation to start our Transformation Coaching adventure.

Then...

We can learn and practice a collection of skills, techniques, methods, concepts and mindsets to get to a new level of awesome.... and potentially take it to a professional level!

This is where Transformation Coach Education comes in.

AWWW Yeah!

When you think about how pervasive all of these growth-oriented experiences are and how persistent our awesome human nature is you can understand why we say:

ANYONE can improve their quality of life by learning how to be a Transformation Coach!

Transformation Coaching is also a powerful approach to human relating. Almost anyone can immediately improve their quality of life, and the lives of those around them as well, by learning how to be a Transformation Coach!

When we contemplate how vast, nuanced, complex and amazing life is for us Humans, you can understand how coaching life would be equally... WOW! ... mind blowing.

What I have aimed to do, as an early adopter in the Personal Coaching field (I turned Pro in 1997) has been to look at it from a pure and fundamental perspective. I was a university soccer coach for 14 years. I have experienced a vibrant kaleidoscope of life-changing athletic, performance art and Transformation Coaches in my lifetime. I have been a professional Coach for over 1,000 individuals.

My kaleidoscope of coaching experiences has lead me to a profound belief:

Transformation Coaching Is Everywhere!

In this book I aim to illuminate the Transformation Coach living inside of you! Trust me... it's in there.

###

Share Your Story

Please share a brief story of a time when you experienced Transformation Coaching from someone who was not officially a Transformation Coach.

[*You can access the community and program here.*](#)

A quick note and invitation:

On our CoachVille Community website (And CoachVille App!!) you can share your thoughts and story related to many sections in this book. Your participation means a lot to me and to the whole coaching community.

The link will take you to the program after you enter your name and email address to join the CoachVille Community.

!!!

Let's continue with the book...

Now, let's talk for a moment about the tagline and the deeper purpose in my invitation:

A heartfelt invitation to join the global movement uplifting the Human Family one player at a time.

Before we go further into this invitation, we need to explore a quick but important side trail. In the field of transformation coaching there is a lot of debate about agenda and who's agenda should take precedent: the player or the coach?

There are many in the field that assert that the coach should always follow the players agenda. I don't agree with this notion. While the purpose of the relationship is the pursuit of the players dream, the coach is NOT a servant of the player. Both individuals have agendas – and self-determination - that are equally important. In a co-created adventure, there is a lot of give and take.

I explain it this way to the folks in our coach education program: As a coach, of course you can have an agenda for the player. BUT you can't have a HIDDEN agenda. When you have an agenda or intention for the player, you need to say it out loud so the player can choose.

With that in mind, I am about to share my agenda for the field of Transformation Coaching... And the Human Family. If you don't share this agenda, I believe that you can still get tremendous value from this book.

Here we go...

I imagine a Human Family where everyone is valued. Where everyone is included with equal access to justice within the rule of law, care, freedom and a voice in a co-created government; as US President Abraham Lincoln described: "Of the people, by the people, for the people". A growing number of us are talking about a world like this and you may have feelings like this stirring in your heart as well.

This is clearly NOT the world we live in today. And it is very easy to look around at the state of the Human Family close to home and in the greater world and get discouraged by all the suffering; at least I know it is for me.

So, the big question is:

How do we get there?

And perhaps more importantly, how can we as individuals participate and co-create a better world for ourselves and EVERYONE.

I propose that it is only possible when we all PLAY together, when every individual feels that they are a valued and capable co-creator.

And I feel strongly that this is the greater purpose of the global life-coaching movement.

Together we aim to uplift the Human Family:

Out of: Dehumanizing Authoritarian Control Hierarchies

INTO: RE-Humanizing Egalitarian Freedom Co-Creations

Out of: Industrial Culture: Conquer, Colonize, Command, Control, Compliance

INTO: Coaching Culture: Be Free, Befriend, Become, Believe, Belong.

We need professional Transformation Coaches in every community and company in the world.

We need part-time Transformation Coaches in every family, team, and neighborhood in the world.

A quick note from dictionary.com

Egalitarian = *asserting, resulting from, or characterized by belief in the equality of all people, especially in political, economic, or social life.*

I am an Egalitarian.

To reiterate something that I shared a moment ago, you may not resonate with my agenda. If you are not an Egalitarian – in other words you believe that some humans are born superior and should rule over others – hopefully my beliefs / agenda will not dissuade you from reading this book and exploring becoming a Transformation Coach. If you are open to it, I invite you to imagine becoming a Transformation Coach for those you see as your equals. That will be a good place to start.

There is another epic human debate that has been going on for a few thousand years that will come up in Chapter 2. Again, I will be upfront with you about my beliefs / agenda when that time comes.

###

Share Your Insights

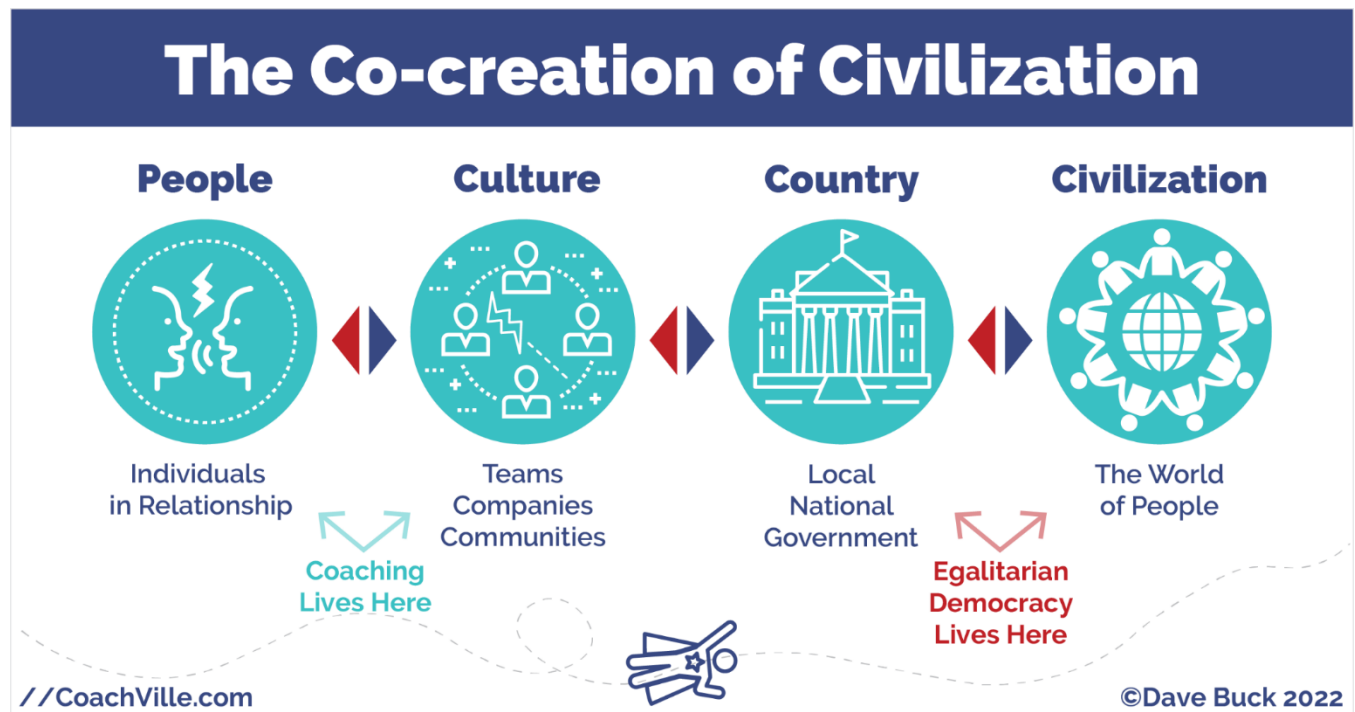
Share your thoughts about balancing the **FUN** of Transformation Coaching with the urgent **PURPOSE** to make the world a better place for everyone... one person at a time?

[You can access the community and program here.](#)

###

A brief overview of Human Civilization

Hah! I know that is a quirky way to introduce a book about Transformation Coaching, but this is how my mind works; I need to share how I see the big picture before I get into the details. I ask you to play along for a moment. 😊



As Individuals we co-create Relationships.

At the same time...

Our Relationships co-create us as Individuals.

Scaling up a level...

People co-create Cultures.

And the same time...

Cultures co-create People.

It's a 2-way experience.

And it keeps building up...

Cultures co-create Countries at the same time Countries co-create Cultures.

Countries co-create Civilization at the same time Civilization co-creates Countries.

Thus... we have the classic “chicken and egg” (which came first?) question we debated in grade school. The answer is: we don't know; AND it doesn't matter because now we have both together.

As we will explore in great detail, Transformation Coaching is a purposeful form of egalitarian relating which makes it possible to uplevel everything else.

This part we know. It goes like this:

As individuals we can become proficient at forming Transformation Coaching (Egalitarian) Relationships.

As Transformation Coaches we can rise up and lead the way in co-creating Transformation Coaching (Egalitarian) Cultures within our teams, families, companies and communities.

This requires great courage and skill because the current dominant culture just about everywhere in the world is what I call Industrial Control or Authoritarian Control. It's a big challenge to change a culture but we know it is possible; Transformation Coaching Cultures are happening in small groups all around the world today.

This is the leap of faith part:

People who live and thrive in Transformation Coaching (Egalitarian) Cultures can become proficient in co-creating Egalitarian Countries / Governments ... and then Civilization.

Are you ready to take the leap? I hope so because we need you!!

Here is the BIG, BIG, BIG idea:

We humans cannot become Egalitarian Co-Creators of a country, a government, or anything else by being force-fed a Civics class in school; nor by reading books or listening to inspiring speeches.

The ONLY way to become an Egalitarian Co-Creator is to LIVE in it. This is where Transformation Coaching comes in.

Transformation Coaching IS the catalyst for change at the individual level.

The best way is to uplift an individual to become capable of an Egalitarian relationship – to RE-humanize them – is to see them, embrace their humanity, co-create profound belonging with them, believe in them, listen to them, champion their dream, value them, provide them with a safe space to practice new ways of being. It's personal.

As Transformation Coaches we also guide our players through the MANY fears that came from experiences of being controlled; these fears provoke their need to be “in control” and continue the chain of command.

Whew! That was a mouthful I know.

Those of us who are yearning for a world of Egalitarian co-creative freedom need to be uplifted to a thriving place so that we can become beacons of light for everyone we know. We can't control people to get them to be Egalitarian. (DUH!) The only way is for us to uplift each other.

Free people, free people.

If you – like me – look around at the state of the Human Family and feel discouraged by the trauma and de-humanization, there is something you can do... that WE can do together:

We can become amazing Transformation Coaches – at least a part time Transformation Coach - and transform the cultures we are currently living and participating in. This will ripple out and touch the World.

I aim for you to feel this possibility as strongly as I do as you read this book.

And I hope you will join our community. As I said earlier, we need YOU!

###

Share Your Thoughts

Where in your Life would you love to create a Transformation Coaching culture?

This could be a team, group, community, workplace, family or anywhere!

Why would this be valuable for YOU and the others?

###

How the book is organized

An essential skill in coaching is asking great questions.

We can accomplish a lot together by exploring the obvious questions about Transformation Coaching. My friend and coach, the late Thomas Leonard who is credited as a founder of professional Transformation Coaching, used to recommend: when you are creating something, first answer the “duh” questions.

In Part 1: What is Transformation Coaching? What is a Transformation Coaching (Egalitarian) Relationship?

In Part 2 we will explore the Why, Who, Where, When of Transformation Coaching. This is about the possibility of Transformation Coaching Cultures.

In Part 3 we will explore several How's of Transformation Coaching. How to learn how to be a Transformation Coach, how to orchestrate a Transformation Coaching session, how to grow a Transformation Coaching ecosystem/ business, and more.

About the book cover

On the cover you see a figure of two faces talking together with a lightning bolt between them, within a heart that is emanating outward.

The lightning bolt is the universal symbol for the call to adventure. Transformation Coaching happens through two people talking together specifically about the adventure of life. The heart is the symbol of love (obvious, I know) and we use it to show that a coach and player loving life and caring for each other can emanate outward to uplift the Human Family one person at a time.

A quick invitation...

In our CoachVille member community and culture – and on the CoachVille App – you can join in a powerful conversation related to each chapter of this book.

This is the “do it together” part!

A few more things...

In the chapters of this book, I will refer to the Industrial Authoritarian Hierarchical Control Culture on a regular basis; often referring to it as Industrial Control. I will explain what this is in more detail later in the book (not included in this version of the eBook).

Until then just know that most of the doubt, resistance, fear, lack of clarity, lack of confidence, lack of creativity etc. that you – and most of us - experience comes from being immersed in the culture of hierarchical control. AND... maybe the worst part... most of us are unwittingly playing roles in maintaining it.

On a cheerier note, many of these pages are excerpted from our curriculum playbooks in the Center for Coaching Mastery. If you choose to participate in any of our Coach Education programs, you are already on your way. Wooo Hooo!

The craft of coaching is complex, dynamic, delicate, and robust... just like people and life! Everything in here is aimed to help you understand coaching more fully so that you can feel energized to join us AND / OR enjoy the craft of coaching even more than you already do.

###

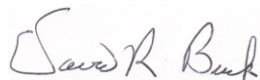
Share Your Questions...

Share what you are wondering about Transformation Coaching.

What are you curious about?

###

Let's play with purpose...



Coach Dave Buck and the CV Community...

About Me...Coach Dave ~ a very brief Introduction

As I mentioned in the Welcome Letter my life has been a kaleidoscope of amazing coaching experiences. I will share with you more about them in Chapter 2: A (very) brief history of Transformation Coaching. I often refer to my life as a Coaching Masterclass. The elements of my story will make more sense after I explain the history of Transformation Coaching.

In the meantime, you probably want to know at least a little about me before we dive in.

I am wildly passionate about Transformation Coaching! AND I am equally passionate about freeing people from the constraints of Industrial Hierarchical Control. Lucky for me, these two passions play together perfectly.

Over the past 25 years I have accumulated tens of thousands of coaching hours and over ten thousand hours of teaching Coaching to others and listening to coaching practicum. That is a LOT of deep exploration of the Human Experience.

I am a “super enthusiastic about life” person which is why I grooved with Coaching so easily. At the same time, my coaching and teaching experiences have made me increasingly aware of the increasingly urgent call for transformation within the Human Family to restore our natural capacity to balance Self-Determination and Co-Creation.

To quote my favorite TV commercial of all time: (The Audi Ahab commercial; you can find it on YouTube) “Folks around here think I’m crazy. But when you’ve seen the things I’ve seen, it can change a man”.

I want you to enjoy reading this book and participating in our online community. At the same time, I want you to feel the urgency to join the Transformation Coaching Movement. I hope I have found the right balance.

I have a coaching, teaching, and writing style that has been called: passionately stating the obvious. Hah! It’s a quirk that I hope you will enjoy.

With that in mind, here are a few more points about me...

My orientation as a USA citizen...

CoachVille is an amazing global community and I have had the remarkable experience of sharing Coaching ideas with people from 70 or more countries over the years. So, I have a decent global awareness of culture.

At the same time, I am a reflection of the USA culture and I have to watch myself for USA bias. Similarly, while I will occasionally refer to a vision for “Pluralistic Egalitarian Democracy”, my aim is to create a fun and energizing book about coaching not a potentially polarizing book about politics. I hope to avoid crossing that line.

Just to be clear, I am talking about a vision for all of us, not an export of some American Way. The USA is NOT a pluralistic Egalitarian Democracy; and never has been. At this point, the USA is a semi-democratic Oligarchy.

On a similar note, I am a white, heterosexual man from an economically middle-class family with a brain make-up well suited for compulsory education. While I have had my share of hard times, overall, I have had it really good.

It took me a long time to realize that a chunk of my success was from my privilege within the American Culture rather than my focus, abilities, and determination alone. Coaching has been a humbling experience in many ways as I slowly absorbed the “reality” that the situations many of my players faced in life were a lot tougher than my own.

With all of this as a backdrop I want you to know that I am WITH you.

I am totally energized to share Transformation Coaching with you.

Part 1:

WHAT is Transformation Coaching?

Chapter 1: A definition of Transformation Coaching

There are many different definitions of Transformation Coaching; this is understandable because life is so wild and diverse. I have a definition that I feel honors the origins of coaching from athletics, performance arts and the hero's journey. AND one that speaks to our greater purpose of uplifting humanity toward egalitarian freedom. (more about that in Part 2)



Here is my definition of coaching:

Transformation Coaching Is...

1. 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

A person – a player – with this level of sophisticated care and support can do amazing things that they would not otherwise do.

Learning how to provide this sophisticated level of care, support and challenge will be one of the most amazing personal growth adventures you ever undertake.

Transformation Coaching is A LOT more than you may have heard

You may have heard the idea that Coaches only ask questions to help their clients solve their own problems. You may have heard that coaches tell clients what tasks to do and hold them accountable. These are very limited, and limiting, perspectives that only begin to tell the full story of the extraordinary craft of Transformation Coaching.

Transformation Coaching is not really about problems or tasks because life is not about problems and tasks. Life is for playing for our dreams and Coaching is about playing

together to play better; also known as **guided practice**. I am not saying that players with a dream don't have problems or tasks, of course they do, but they are not the focus. The Dream and playing better are the focus. This important shift in perspective will become more clear as we move along.

Words Matter

Another important idea here:

Lawyers have clients.

Coaches have players.

Words matter. Words like play, player, and practice are essential for the field of coaching. They set the tone for the experience; they honor its origins and its greater purpose in the Human Family.

Here is another quick example about words. At the end of this book we will explore the business of coaching and your business ecosystem. Never refer to people as your "target market". This is an example of how business in the industrial culture has adopted the language of war. No one wants to be in your target! Instead use the phrases "chosen community" or "ideal player". It feels good to be chosen as someone's vision of ideal.

###

Share Your Story

How does this definition compare or contrast with what you have heard about Coaching or experienced with a Transformation Coach?

###

Let's go a little deeper into each of the elements of the coaching definition.

1. A profound personal relationship

Transformation Coaching is a personal relationship. As a coach you will care about your players and they will care about YOU... as a person. It is very different than the ideas we got about Industrial Culture Professional that was robotic and impersonal.

Transformation Coaching is NOT a service! A service is something you do FOR someone. This is not what coaching is. Coaching is something you do WITH someone.

Also, service often implies subservient and nothing could be further from the truth about Transformation Coaching. Coaching is egalitarian.

Often in the corporate coaching space the term “coaching intervention” is used. **Please never ever say this phrase.** Coaching is NOT an intervention. Coaching is always a mutual choice by both the coach and the player.

Transformation Coaching is profound because it includes action and also goes beneath the surface of life into feelings, emotions, beliefs, desires, possibilities, fears, visions, ideas... the energy side of life which we will explore in Chapter 7.

2. Where the coach guides the self-determined player

Transformation Coaching is NOT hierarchical... which is an important detail we will explore in a moment.

Guiding another person on an adventure is a real artform. It is not the same as directing or controlling; but it is much more than a passive companion.

Think about the guide on a hero's journey like Star Wars Obi Wan Kenobi to Luke Skywalker. They are on the adventure together, they are both actively involved. Obi Wan is sharing observations and wisdom with Luke BUT... Luke makes his own choices about what to do.

Another way to think of this is the Olympic Coach. They are in the training center with the athlete every day sharing the dream together. Olympic athletes deeply thank their coach when they win a medal; they know that they could not have done it alone.

The notion of the self-determined player is essential to Transformation Coaching. Self-determination is a real challenge for many of us in the industrial culture where nearly every element aims to make us obedient and compliant: schools, jobs, families and many religious communities. (we will explore this in great detail in Part 2)

Often it takes every ounce of self-determination a person has to sign on with a Transformation Coach in the first place. And from that moment, the Transformation Coach will aim to uplift the player's self-determination in everything that they do together. This is absolutely one of the most important roles of Transformation Coaching in the human family.

3. In pursuit of playing better for their dreams

Playing better is the essence and the purpose of what ALL coaching is about.

Playfulness is an awesome human superpower. Helping your players restore and maximize their playfulness is a big part of Transformation Coaching. I will get into that much deeper in a few moments because the idea of play may be scrambling your mind right now.

To ease into the exploration here are a few ideas to help you understand what I mean by PLAY and playfulness:

- Curious and Creative
- Resourceful and Resilient
- Explore and Experiment
- Fun! (usually, but not always)

The 3 Frameworks of Play

There are 3 areas of life where we see play all the time. One way to get into the notion of playing for our dreams is to identify with one or more of these and re-imagine your dream with this framework.

1) **Performance Art:** You have talents, a “voice” or perspective and something to say or share. You practice A LOT to refine your technique, your style, and your message. You use your talents to co-create experiences with your audience.

2) **Game / Athletics:** The urge to compete drives you to hone your skills to perform at a high level. You orchestrate your life so that your mind and body can be “in the zone” for each competition. You enjoy the thrill of victory and embrace the difficulty of defeat. You enjoy the camaraderie of your teammates and the competitors. The definition of compete from the ancient Greek language is actually quite inspiring.

To Compete: to seek the best in oneself in the company of others likewise engaged.

3) **Epic Quest:** You have been “called” to adventure. There is something you MUST do even though it means leaving behind the comfort of your well-known surroundings and place in the world. You face great challenges in pursuit of your mission; these challenges require you to go deep within yourself to find and express your powers. If you are successful, you reap some great reward which you can bring back to your tribe for all to enjoy.

Your Dreams

This is another topic we will talk about A LOT in this playbook and with everyone you coach AND hopefully every person in your life. Our Dream is our vision for what we want to express and experience in the world and who you want to become.

In the industrial culture, our Dreams – along with our self-determination – were often squashed. Often your first action as a Transformation Coach is to uplift the player enough for them to see and feel their own Life Dream; sometimes this can take a little while.

In Chapter 4 we will get into the details of the Dream.

###

Share Your Inspirations...

What inspires you about becoming a great coach who is guiding self-determined players in pursuit of their dreams on a daily basis?

###

4. To Become the next version of themselves

Transformation Coaching is always riding on parallel tracks.

One track is focused on the outer experience of what your player is co-creating and accomplishing in the social world.

The other track is focused on the inner experience of growing and becoming; especially becoming the next version of themselves. The player must become a person who is capable of living the dream they are imagining. Becoming is about feeling more capable, more confident and more free to fully express themselves.

All of us have Superpowers within us that we are not even aware of right now. As a coach you will help your players see them and practice using them.

Often your players will have beliefs within them that may or may not be aligned with their dream. As a coach you will help your players reveal them and uplevel them if they want to.

In the industrial culture there was a lot of pressure on us to conform and fit into an established role or job by suppressing our unique abilities. Along with self-determination and the dream, the unique abilities of the player may take some doing to discover, pump up and practice in order for your player to become the next version of themselves.

This is another powerful aspect of Transformation Coaching that is truly unique and essential in the human family.

5. Through proactive co-creation

Talking together is a big part of how ALL coaching happens.

A key in Transformation Coaching and life playing is to co-create a safe space for deep and provocative conversations. Referring back to statement #2, this is why uplifting the player's self-determination is so important: both the coach and the player need self-determination to co-create together powerfully.

This brings me to one of my favorite things to share with new coaches and life players!

The ancient power of co-creation!

In the ancient languages, there was a magical power phrase:

"I create as I speak".

When two people are talking together in deep conversation with purpose, permission and presence – as happens in a Transformation Coaching relationship – it can take on a life all its own. With our words we can speak our dreams into existence and create the new version of ourselves needed to fulfill the dream.

The coach makes this powerful speaking possible with a powerful skill called: Active Listening. This is the “magic” of co-creating that makes coaching such a powerful force in the world!

You and your players will co-create many “things” together: ideas, plans, approaches, awareness, insights and more.

With focus and determination, your player can experience this transformational power! And as a coach you will experience it too... every day!

6. And guided practice

If you really want to hone in on the true essence of coaching, guided practice is the **THING**.

A key in Transformation Coaching and life playing is to co-create a safe space for practice.

Practicing together is how we grow both in capability and awareness.

As a coach you will practice with your players by co-creating situations, conversations, pivotal moments and peak experiences. You will create scenarios where they can practice skills, using their Superpowers and expressing themselves. Through practice they can experience the new version of themselves before they bring it out to the social world.

A **BIG** part of practicing together is **observation** and the experience of being **SEEN**.

We are **ALL** yearning to be seen by someone who knows what they are looking at!

As a coach you are going to observe your player as you adventure together and share with them what you see in a judgment-free way!

We all have blind spots in our thoughts and actions because we can't see ourselves very clearly...as a coach you are a trusted outside observer who can really accelerate a players growth.

At the same time, your players will be observing **YOU** and absorbing your wisdom just by being around you. This does **NOT** mean you need to be perfect!! Not at all. It only means that you need to be **REAL**, self-expressed and living in growth mode.

This is the way life is meant to be played; we are meant to co-create life with others; we are meant to be **SEEN** and valued by others. As a Transformation Coach you will bring this treasured life experience to your players – and everyone else you know – on a regular basis.

Transformation Coaches are truly a gift in the Human Family.

###

Share Your Inspiration...

What inspires you about becoming a great coach who is practicing and co-creating with players as they become the next version of themselves on a daily basis?

###

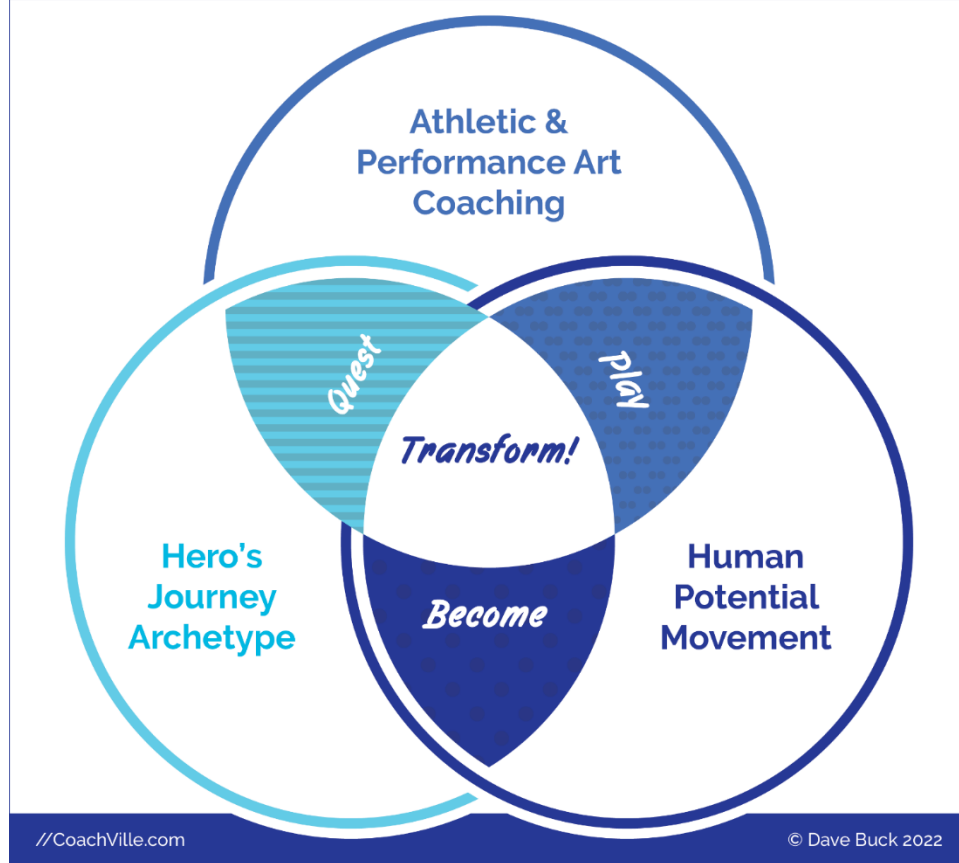
Chapter 2: A (very) brief history of Transformation Coaching

The field of professional Transformation Coaching emerged in the 1990's but its origins go WAY back.

In this Chapter I will share with you about the endeavors that have merged and emerged into Transformation Coaching. And I will share about just a few of the many amazing humans that made significant contributions in the early days of the Movement. Then I will share with you my “mini-memoir” called: My life is a coaching masterclass. You can skip it if you're not into this kind of thing.

There are three main roots in the Transformation Coaching tree: Hero's Journey Archetype stories, Athletic and Performance Arts coaching and the Human Potential movement that started in the 1960's.

The Origins of Transformation Coaching



Hero's Journey stories

These stories, which have been shared from the beginning of recorded human civilization, reflect pure human nature: the urge to seek adventure to become the next version of ourselves. We have a dream inside of us that yearns to experience more, and become more, and go beyond the status quo.

Another essential element of most of these stories is the mentor or guide by the side of the hero. This reflects another essential element of human nature: our desire to co-create experiences; to have a companion when we explore.

Athletic and Performance Arts coaching

Playing, coaching and observing athletics and performing arts is an essential part of the Human Experience! We see them in some form in nearly every human culture with recorded history. We humans love to play, and we love to observe others play; it brings a special kind of joy to our days. And we love to play in a way that inspires those who are observing. This inspires the desire to play well... this is where coaching comes in.

While professional athletics and arts are often glommed into a category called “entertainment”, I believe this diminishes its true purpose in our lives: our deep desire to witness greatness in shared experiences.

The Human Potential Movement

The Human Potential Movement has also been with us for a very, very long time. I am thinking of the ancient “Mystery Schools” as an example. What this tells us is that it is an essential Human Quality to desire to understand life itself and to live it in the best possible way.

This movement as we know it today really gained momentum in the 1960’s as the Industrial Culture made life more and more controlled, routine, and dreary. More and more Humans began to assert that there must be more to life than working at a job, following orders, to survive another day and pay the bills.

The other essential quality it reveals is our desire to share our wisdom, learn from the wisdom of others and contribute to the lives of others in a meaningful way.

Some of the people...

Joseph Campbell

Joseph Campbell is best known for his iconic work “Hero with a Thousand Faces” in which he reveals and codifies the Hero’s Journey experience by finding the patterns in the myths told by cultures throughout recorded human history. Because these patterns exist within human cultures that had no access to each other, it reveals that they are essential to the human experience itself.

This is why I now refer to it as the Human Journey Story. I will get to that in a Chapter 5.

Bucky Fuller

R. Buckminster Fuller was one of the most profound influencers of the 20th Century. He was a “multipotentialite” who wrote and published over 30 books on a variety of subjects, most of which require great concentration and vocabulary to read. (Understatement!!!)

Bucky is an essential person in the history of Transformation Coaching for two main reasons.

- 1) His assertion and deep belief that Humans had the ability to work together to create a peaceful world that worked for every individual.
- 2) His influence on Werner Erhard who is key to the story.

Earl Nightingale

Earl was an iconic radio voice personality in the 1950’s who had a passion for Human character development. He combined these two to launch the field of recorded personal development programs. I have listened to several Earl Nightingale programs (each approximately 6 hours on cassette tapes in my car; lol) hundreds of times each.

This was the origin of what is now the “ginormous” field of recorded personal development programs. Human Potential audio, video and podcasts all come from this source and are an essential part of the Transformation Coaching field.

Coach John Wooden

Coach Wooden is an iconic basketball coach who won 10 NCAA Men's Basketball championships with the UCLA Bruins in the 60's and 70's.

Coach Wooden personifies my assertion that all coaching is Transformation Coaching. Coach Wooden was well known for his Human Potential concept that he called the "Pyramid of Success" and authored and co-authored numerous personal success books.

Werner Erhard

Werner Erhard's company "EST TM" – and then later Landmark Education TM - was the hub of the Human Potential movement in San Francisco CA in the 1980's and 1990's. It was like Paris to the arts in the early 1900's. So many wise humans were drawn to the offices there to explore life and co-create pathways to release Human Potential.

Werner is noteworthy for several reasons. He developed a seminar experience that challenged people to let go of predefined roles and "be themselves"; it also encouraged people to question assumptions and create new possibilities. On a personal note, I did this program in 1988 and was an avid participant in the follow-on programs for many years. By this time over 1 million people had done this seminar in locations all around the world which was a remarkable accomplishment at that time.

An essential element of the programs was "coaching". Program graduates could volunteer to be part of the program by acting as a coach for the new participants. This is the first time the notion of coaching was used in a human potential setting of this scale.

The MOST important thing about the EST/Landmark hub was that Thomas Leonard and Laura Whitworth worked there together in the accounting department. For real.

Laura Whitworth & Thomas Leonard

Thomas and Laura are known as the founders of professional Transformation Coaching. They were best friends while working together at EST and together they developed the notion that coaching life – as was done within the EST/Landmark programs – could be a profession.

WOW! That turned out to be a world changing notion!

They attempted to create something together but ultimately realized that they had very different philosophies of what Transformation Coaching is.

Laura believed that Transformation Coaches should be Socratic / Humanistic; mostly asking questions to support people in making self-discoveries. Laura is responsible for the commonly held notion that Transformation Coaching IS asking thoughtful questions.

Thomas believed that Transformation Coaches should be uber resourceful; providing EVERYTHING a person might need on the path to accomplishing their goals. Thomas was always encouraging coaches to put their knowledge and experience into a program and then guide people through the program.

They created the first two Transformation Coaching schools and professional associations and the competitive friction between the philosophies has been mostly beneficial for the field.

Thomas and I were best friends from early 1997 until the day he died in February 2003. We started CoachVille together in 2001 and led many coaching events together. We had a fun and dynamic partnership.

I also credit Thomas for accelerating the HUGE digital self-help course field. Whereas the Human Potential Movement was mostly about “big-time” authors creating courses and seminars, Thomas insisted that ANYONE could share their wisdom in a course. And now millions do. All these courageous folks – it takes a lot to create and market a program – are Transformation Coaches in Thomas’s view.

Jack Canfield

Jack is important to the story of Transformation Coaching because he was the first of the iconic Human Potential authors to specifically refer to himself as a Coach. Tony Robbins is another example. Jack goes by the title: Americas Success Coach. Jack’s “Chicken Soup for the Soul” books and “The Success Principles” are among the best-selling personal growth books of all time. Jack using the title Success Coach has played a significant role in bringing Transformation Coaching into mainstream awareness and acceptance.

Cheryl Richardson, Laura Berman-Fortgang (LBF) and Michael Port

Cheryl, Laura and Michael are special in the history of Transformation Coaching because they are among the first to start out as a Transformation Coach and then become a best-selling author and leader in the Human Potential field. All three have had their time as featured guests on prime-time television shows! (Cheryl and Laura were both on The Oprah Winfrey Show several times, Michael on CNN) They played a huge role in bringing awareness to Transformation Coaching in general AND the possibility that being a Transformation Coach can be a catalyst for an amazing life and big influence. They have inspired many, many amazing people to want to become a Transformation Coach. WOO HOOOO! Love that.

And I like to feature Michael because he got his start as one of my players. 😊 He has created two bestselling brands by combining coaching, business and performance art: “Book Yourself Solid” and “Heroic Public Speaking”. I love this combination.

ME!

Here is a little boost to my credibility to put myself in the company of the world changers named above: A 2008 independent global survey of 10,000 professional coaches named me the 7th most influential person in the history of professional coaching. Behind Werner, Thomas, Laura and three others; one spot ahead of iconic personal growth author and public speaker Tony Robbins at #8.

I believe that my main contribution to the field of Transformation Coaching is that it goes beyond the notions of asking questions (Laura) or providing solutions (Thomas). While both are part of Transformation Coaching, they are not the essence of Transformation

Coaching. I assert that Transformation Coaching – like all coaching – is mostly about guiding practice and co-creating as equal partners.

Coach Dave ~ my life is a coaching masterclass

This section is a mini memoir about my life in the field of coaching. If this is not your cup of tea you can skip it without missing any of the content about Transformation Coaching. But if you are curious... read on.

My life has been a coaching masterclass. Now that you know a little bit about the history of Transformation Coaching you will be able to connect the dots to my life experiences.

I was one of the first professional Transformation Coaches in the world when I started in January 1997.

Prior to becoming a Transformation Coach, I was deeply involved in the Human Potential movement that really took off in the 1980's. I did most of the programs offered by Werner Erhard's Landmark Education and listened to hundreds of Nightingale-Conant programs many times each as I drove all over New Jersey and New York as a computer software consultant.

Coaching experiences in my youth

Let's go back to the REAL beginning. While growing up my mom was a piano and voice coach. Her music studio was right below my bedroom in the house, so I heard a lot of coaching every day. You know how when you grow up around something it just seems to get into you? This is how coaching got into me. Even as a young person I recognized something amazing: over time: all of my mom's players got better and better. Coaching works! That experience shaped what I do as a Transformation Coach.

Since I was a small child, I LOVED playing and watching sports. When you play organized sports, you realize that every team has a coach. As a typical American kid, I played baseball, basketball and football with the other kids in the neighborhood. At the age of 12 I had a strange life-changing experience. While playing outside, I heard a lot of people screaming and it was coming from the direction of my school. I was curious so I got on my bike and rode over there. What I saw for the first time was the game of soccer being played. For some strange reason I fell in love with the game at first sight!

After playing nonstop for two years– and becoming a fixture at the soccer fields behind the school – at the age of 14 I was asked to help coach a team of 9-year-olds. The official coach of the team was the father of one of the players; he didn't know too much about soccer, so he asked me to help out. This was my first coaching experience, and I totally loved it; and I realized that it was a lot harder than it looked!

Defining Moment:

Watching the team play and seeing that it was not very good. AND not really knowing how to make it better. Like I said... coaching is harder than it looks!

Early Entrepreneurship

I was the freedom-seeking, ambitious entrepreneur type as a teenager (I still am! LOL) I started working delivering newspapers when I was 10. I bought my first personal computer as a Junior in College (~1982) and started writing programs for local businesses. After college I worked as a computer programmer for a few giant companies. I continued playing soccer and I performed in a few musical theatre productions. Business, computers, soccer and singing... that was me. Then I got my MBA in night school. I did a lot of talking with people to try to figure out what they wanted the computer programs to do.

Defining Moment:

Realizing that as an entrepreneur I could convert my talents and passions into money; and money was a pathway to freedom.

Living in my car... and Coaching with Landmark Education

In my mid 20's I started a small software company with a few colleagues. After a fast start and a few contracts, we hit hard times in the recession of the late 80's. The business went bust and with it my life savings. My short-lived marriage ended at the same time and soon I found myself living in my car (a Honda Accord with 250K miles) and staying at friends' houses for a year. YES, a year... It was an interesting time! I found that life without stuff, and without the obligation to go to a job, was really liberating.

While not working for a year I spent A LOT of time studying Human Potential books and volunteering at Landmark Education events; I practically lived at the NJ Landmark Center. In the early 90's I joined the super intensive "Introduction Leaders Program". This is an iconic program where you practice being "authentic" in front of a room as a speaker; it was so intense, and I grew fast.

Soon they asked me to be a "Coach" for new participants in the programs. Remember from the history section how Landmark Education was among the first Human Potential Organizations to use the term "coach" as part of its programs. I was part of it. This was my first experience of what would become "Transformation Coaching". I LOVED it!

Defining Moment:

There was a moment when I realized that I was free, free to choose my day, even though I had no money. Being without things and obligations – the cornerstones of the Industrial Culture – I was so happy every day. And... I knew I was going to have to figure out the money sometime soon.

Going deeper...

So far, we can connect the dots to Athletic Coaching, Performance Art Coaching and the Human Potential Movement Coaching. And now the truly amazing stuff is about to happen!

Singing Jazz and hiring Rene Craig

After using what I learned about “manifesting” to get my economics back on track I soon realized that computer software consulting was great for earning money but it had no meaning or purpose for me. I wanted more out of life. I started looking to my passions – singing, soccer and human potential - for a new economic opportunity.

I started performing in little coffee shops and clubs as a vocalist with a jazz trio. I hired a renowned vocal performance coach Rene Craig (pronounced ReeNee). My coaching sessions with Rene were positively liberating, just so much fun. I went to her studio once per week for an hour, but it shaped and uplifted my whole week.

Within a year of practicing, doing a lot of gigs and even fronting a Big Band in a concert, it became obvious that I had no economic future in vocal performing. But the attempt was totally worthwhile.

Defining Moment:

The main thing was that Rene had a definite method for how to learn and perform a song. She had a progression of steps. We did it the same way every time, but it was wildly co-creative. It was fun and the results from the combination of structure and co-creativity were fantastic.

Fun story...

I was sharing with my dad – who is a remarkable vocalist - about my coaching experience with Rene. And he says: “Oh we hired Rene 20+ years ago to coach our vocal group. Then I had a flash of a memory from around 8 years old watching my dads group perform in a show. I was sitting near the front row, and I noticed that off to the side of the auditorium there was a woman sitting behind a table taking notes while the group was singing. I remembered wondering: what was she doing over there? It was Rene! She got such a kick out me telling her that story. Part of coaching is watching your players perform and then guide them in ways to play better.

The Tahuichi Academy

My next move was to look for a career in Soccer. I took a huge leap and went to Bolivia for two summers to study at the acclaimed Tahuichi Soccer Academy. This was a powerful experience in living in and observing a powerfully effective coaching culture. This lightly funded academy creates a surprising number of professional soccer players every year AND lifts a stunning number of young people out of poverty.

The children go to the academy every day after school starting at 6 years old. BUT they do not have any formal teams or leagues or competitions until the age of 13! They just play and watch the bigger kids play with just a little instruction by the coach and no parents involved.

Defining Moments:

1) The moment was watching and being amazed at how beautifully 8-year-olds played soccer together without anyone telling them what to do. They truly looked like professionals.

2) I went to the Academy not only to observe the coaching but also to play. I was 33 at the time and I was playing with the teenagers who were training at the academy. This was really frustrating some of the time because there were so much better than I was. For the most part I had fun trying to keep up.

But I had an amazing experience when I got home. I played in a game with my club team a few days after getting back. Within a few minutes it was obvious something had changed. I was a beast on the field! My teammates were in awe at how much I had improved. It seemed strange because while I was in Bolivia, I didn't think I was improving at all. From this experience I learned about the power of adapting to an environment and how you can improve at something by playing with others who are much better.

Soccer coaching with Coach Manny

Meanwhile back in New Jersey I went on a lot of road trips to watch college soccer games all over the Northeast USA. We didn't have a professional league in the US at this time. Of all the teams, I LOVED watching the Seton Hall University team. They were like poetry in motion. It was captivating and no other team was playing like that.

After my second summer in Bolivia, I landed my dream gig as the part time Assistant Soccer Coach of the Seton Hall team. The Head Coach was Manny Schellscheidt, an icon in US Soccer. He is in the US Soccer Hall of Fame, and he started the first academy for professional soccer coaches in the US. I assisted Coach Manny for 14 years!

I loved going to practice every day. Travelling with the team was so much fun because I loved spending time with the guys and my fellow coaches. But I also realized that I didn't have much chance of getting a high paid Head Coaching gig.

Defining moments:

There are three I want to share with you.

1) When I was interviewing Coach Manny asked me what I thought the most important thing a coach does. I gave a couple different answers that he said were OK but not the best answer. Then he shared with me his philosophy. The purpose of coaching is to create an environment where the game comes to life. Profound. I still remember this moment.

2) Early on when I figured out what Coach Manny was doing in practice that led to the team having such a poetic way of moving the ball on the field. There was a method to it! We did a set of practice exercises almost every day so that without scripting the players could get into sync with each other. That was a big ah ha!

3) Coach Manny insisted that the coaches play during practice. One day he shared with me an observation about how I was playing and an idea about how I could dramatically improve what I was doing. A few days later I was playing in a game with my club team and without thinking I did the thing that Coach Manny shared with me. I scored a goal doing it which was amazing because I don't score many goals. In that moment I had a profound appreciation of the power of expert observation in coaching.

Becoming a Professional Transformation Coach

In late 1996 my life changed forever. A good friend of mine from the Landmark community told me he had just heard about a new thing called Professional Transformation Coaching and a virtual school called Coach U. He told me that I would be really good at it, and I should check it out. Being a tech geek with a modem and an internet connection in my apartment I looked up the website. I had an immediate knowing that this was what I was meant to do! I just knew.

It has been a wild adventure every day since then.

By combining business skills, years of listening to my mom piano coach, soccer coaching and deep study of Human Potential concepts, and my overall zest for life, I took off as a Transformation Coach.

I organized to shift my computer consulting work to part time so that I could also coach the soccer team and start a Transformation Coaching side hustle at the same time. Sleep was optional!

Defining Moment:

Back in the early days, Coach U. offered a free teleclass for prospective coaches called: Coach 123. The concept of the "teleclass" was truly revolutionary. I dialed in for the first class not knowing what to expect and was amazed by the idea that a group of people from all over the place could connect on a telephone bridge line and have a class together! I knew I wanted to lead groups on the phone like this.

And on that same call I knew I was going to become a professional Transformation Coach. Wow! What a day.

The first International Coaching Federation Conference

In the Autumn of 1997, I attended the very first convention of the International Coaching Federation (ICF). There were maybe 150 of us in the room. The energy was amazing. We knew that Transformation Coaching could change the world and that we were the ones to lead the movement. I was 35 at the time and by far the youngest person in the room. Most everyone else was in their 50-70's. As a freedom seeker, I had a lot of life experience packed into my years.

Defining Moment:

I distinctly remember sitting there and feeling that Transformation Coaching could change the world and that I could play big part in the Movement!

Befriending Thomas Leonard and starting CoachVille

Shortly after starting my Transformation Coach business my ambition kicked in and I started calling Thomas Leonard – the founder of Coach U – to ask for his help. I kept calling for 3 months even though he never returned my calls. LOL. Through a quirky set of events (too long to write about), he and I became close friends by the Summer of 1997. I was coaching so many people he was always curious about what I was doing and learning. We spoke on the phone every single day.

After Thomas sold Coach U, he was itching to start something new. Together we started CoachVille in 2001. I was his righthand man. That was fun! We travelled all over the US and Canada co-leading coaching education events and business events for coaches. Soon we had an on-line community for coaches with 40,000+ members which made it one of the largest on-line communities of any kind in the world.

Our teleclass-based coach education programs were a huge sensation and I led most of these classes. Teaching Transformation Coaching to so many people from all around the world was – and still is – an incredible learning experience.

Defining Moments:

1) Shortly after I registered for Coach U they were upselling a program with Thomas called “The Principles of Attraction” Class. I was a bit miffed by the fact that they were upselling me so fast but I thought this might give me a chance to meet Thomas, so I signed up. In the class Thomas would ask open ended question and invite participation. This was chaos on an open bridge line with 400 people!!

My year of reading “metaphysical books” while living in my car paid off! I had a lot to share in the class and Thomas started calling on me often. After one such class Thomas called me! And from that day we spoke on the phone every day for 5 years!!

2) Thomas asks me to teach the next Attraction Class

Thomas made so much money on the first Attraction Class he decided to offer it again. But he didn’t really want to teach it again. So, after there were a few hundred people signed up he asked me to teach it. YIKES! I never taught a teleclass to a few hundred people before.

The moment was when I read the email he sent to everyone registered. Instead of apologizing for not teaching it as promised, he told them that there were so lucky because Attraction Guru Dave Buck was going to teach the class. He really pumped me up in the email. Reading it was for me a profound moment of being seen.

3) Thomas sees my unique value

One other moment like that stands out in my memory. He asked me one time if I knew what my greatest strength was as a coach and teacher. He said it was my “Enthusiasm for

life.” I had no idea what he was talking about. I said: “that’s not a strength. Isn’t everyone enthusiastic about life?” He laughed mightily and told me “no!”. This was a big ah ha moment about the deep power of Transformation Coaching. I had never seen that quality in myself until he observed it and shared it with me.

Inheriting “baby” CoachVille

In February 2003 Thomas died suddenly and tragically of a heart attack. He left me CoachVille in his Will. WHOA! I inherited the business, the community and more importantly the Cause of CoachVille: To lead the Global Transformation Coaching Movement to Uplift the Human Family.

We had a lot of in-person events planned so I criss-crossed the USA leading my events and Thomas’ events. This was a time of an incredible swirly mix of grief, stress, determination to carry on and feeling the love of the CoachVille community.

There were a lot of shenanigans with Thomas’ Estate because I was the beneficiary but not the Executor. There were five different lawsuits related to the estate over the first few years. This compounded the stress and led to a wicked case of PTSD that took a few years to unravel.

But in the end, it was the most incredible growth opportunity ever.

Defining Moments

There were so many. But the one I want to highlight here is NOT selling out! On a few occasions I was offered a hefty sum to sell CoachVille. Even though I was stressed out and overwhelmed I never even considered these offers. I held on to the truth that Thomas chose me to carry his legacy forward and I was going to do it.

A big realization for me is that sometimes you choose your path; and sometimes your path chooses you.

Jack Canfield shows up at the CoachVille Conference!

Back in the early days we hosted an annual conference every year. It’s a big effort to put these events on. But sometimes amazing things happen! During the first morning of the Conference in Orlando in 2004 I was on stage doing a coaching demonstration when there was a big commotion in the back of the room. I glanced up to see what was going on and Jack Canfield was walking down the isle with his small entourage to a few empty seats in the front row.

WOW! Jack Canfield at our event as a participant.

Defining Moment

During a break on the second day, Jack came over to me and asked if we could talk for a few minutes. Me: “Of course!”. He explained that he was starting a group for folks leading Transformational organizations and invited me to be a founding member. This is how my participation in the Transformational Leadership Council (TLC) began. That was a huge acknowledgement and a life-changer.

Hiring Marshall Thurber

At my first TLC meeting I met Marshall Thurber. Marshall is one of the unsung hero's of the Human Potential Movement. He was a close friend and protégé of Bucky Fuller who I mentioned earlier. Marshall created an infamous transformational program called “Money and You”. The thing that was so amazing about it was that the entire 7-day event consisted of playing games and debriefing from the experiences.

At the TLC event Marshall led one of these game experiences and it was intense.

Marshall was forming a Group Coaching program so I signed up to be his client for the group plus 1-1 coaching.

While coaching with Marshall, he would ask me the same question almost every session: “Dave, what is your method?” What is your method for coaching? What is your method for teaching people to coach? What is your method for developing the next generation of trainers? Etc.

Defining Moment:

Marshall insisting that I define my coaching method was a life-changing moment for me and then for thousands of CoachVille students. From this question I started transforming loosely related coaching concepts and skills into a solid method that created results!

The lightbulb went off in my brain! Manny had a coaching method. Rene had a coaching method. Why don't Transformation Coaches have a method?

Becoming a “Method-Based” Coaching Education program changed everything for us.

You will learn all about this in Part 3.

I am forever grateful for my year of coaching with Marshall.

Fun story: Filming “The Secret”

At this same TLC event the now famous Rhonda Byrne flew from Australia to Colorado where the event was taking place; she just showed up at the resort because she wanted to tell us about her project. Jack and his little leadership team didn't know what to do with her, so they agreed to give her a few minutes.

She is giving us a presentation about her idea to make a show called “The Secret”. She was going on and on about “the secret, the secret, the secret”. Finally Bill Harris (RIP) yells out: “Rhonda! What the f*ck is the secret?” Rhonda: “it’s the law of attraction”.

I was sitting there, and I thought to myself: “that is the stupidest idea I ever heard! The Law of Attraction isn’t a secret. I’ve been studying it and teaching it for years.”

Anyway, not only did she fly to Colorado, she brought film crew with her! They filmed the documentary segments of the film that weekend. But here is the crazy part. They asked those of us who knew about the Law of Attraction to sign up to be filmed. I thought: “Ok, I will do it on the off chance it turns into something.” There was a schedule for the filming and I was the last one. I was at the makeup station when the film crew came out of the little room exasperated: “We just ran out of film!”

So, I didn’t get filmed, but I thought it was not really a big deal.

Hah! As you probably know that film became a cultural sensation. DANG! And as it turns out your thoughts really do attract and reject opportunities. LOL.

The Center for Coaching Mastery

When we started our education program shortly after launching CoachVille it was called the Graduate School of Coaching. Thomas was looking for a way to ease out of the non-compete agreement he signed when he sold Coach U. Thomas’ idea for the program was 1,000 hours of recorded content.

Basically, it was a classic Industrial Information Age theory: Humans are empty vessels and all you need to do is fill them up with information. Our version was: consume all these insightful recordings and you will become a great coach. Well, this theory of human development has proven to be wrong 100 zillion times but by now we are such bad learners we don’t even notice. ARGH!

My year with Marshall changed EVERYTHING. Marshall’s approach to Human Potential was to develop a method, practice, observe what happens and then improve the method... continuously. Whoa!!!! Just like Coach Manny, and Rene, and Tahuichi... and my Mom!

Our theory is that humans learn and grow by playing and practicing together.

So, we changed our whole approach from content focus to methods and practice. We reorganized the classes to focus on breakouts into dyads to practice coaching during each class. This was revolutionary in the Coach Education space and even to this day very few programs do it this way.

As part of this overhaul, we renamed and rebranded the program: The Center for Coaching Mastery.

Defining Moment

The defining moment actually happened thousands of times. It goes like this: In class we talk about how to do a step in a method. Then we go into dyads to practice. I go in and listen to the dyads to see how it is going. The results were a wild mix of experiences. Often it wouldn't go well but many times a pair would really groove together, practice the method and make some magic.

Marshall would say that if the practice didn't go well, it's NOT the players. It's either the method is not good enough or the method of teaching the method is not good enough. From these experiences I kept refining and refining and refining.

Hint: I am STILL refining. And that is partially why I have never put these methods into printed books because that will make them static. But... they are really good at this point so... it's time for books! Yeah!!!

The “Play” Tour

While coaching with Marshall I re-organized our CoachVille content – most of it created by Thomas – into Methods. As I used and taught the methods they continued to evolve. The Method that was essentially the core was called “Coach Two Win”. The idea of the “two” was a play on words in English meaning that as a coach you only win when your player wins.

A few years into this – around 2008 – I had a big flash of insight. I will share more about it later in the book. I was never comfortable with the notion that coaches should only ask questions; that did not align with the true nature of coaching. But the idea that coaches should load their players up with resources, how-to's and tasks didn't feel like coaching to me either. The flash was that both of these concepts were missing the most essential element of all: the spirit of play!

I doubled down on the Coach Two Win Method and decided to go on a whirlwind tour of USA cities to talk about the “Play Revolution” that needed to happen in the field of coaching.

Defining Moment:

This is more like an overall vibe from the tour. There was definitely excitement for those who agreed that there was something missing in how Transformation Coaching was being done. But there was a lot of push back as well; especially to the “win” part.

The Continuum Concept

I have one more important story to share with you. Important and amazing because it is a powerful experience of synchronicity. In 2014 I was on a little vacation at a B&B on Block Island, Rhode Island. As there often is at places like this, there was a common room with a bookshelf to take and leave books; mostly Daniel Steele novels.

I was standing there looking at the books and for some reason I pulled one off the shelf. The title was: “The Continuum Concept – Allowing Human Nature To Work Successfully” by Jean Liedloff. What on earth was a book like this – in the Child Development Category – doing on a B&B bookshelf?

The tagline caught my eye, so I started reading it and I did not put it down for two days. I have read some powerful books, but this book changed my life forever! It is a story of the author who got lost on a treasure hunting adventure in the Amazon and ended up living two and a half years with a Stone Age tribe. She describes it as smashing her “Western” preconceptions about how we should live; and especially how we treat children.

Defining Moment

I read this book, and everything came together for me. All of the struggles I had experienced through and with all of my players suddenly made sense. We had somehow developed an Industrial Culture and Oligarchy (rule by the wealthy over those without wealth) that absolutely squashes our Human Nature. This followed closely the Culture of Monarchy that dominated human life for a thousand years before. And this is the cause of almost all our suffering AND the struggle to live our dreams.

Pre-Industrial -and pre-Monarchy - Humans revealed the path that we need to co-create a post-industrial world: we need to restore the Superpowers of Human Nature.

Everything in our Transformation Coach Education is designed to accomplish this imperative. And I believe that this is how we can fulfill the vision we had for Transformation Coaching back in 1997.

And it also confirmed that our approach to learning by co-creating and practicing was in perfect alignment with Human Nature. Yeah us!!!!

An EPIC Human Debate

Remember in the welcome letter I referred to another epic human debate.

Here it is:

Are humans born good? Or are humans born evil?

There are two things I want to share with you here:

- 1) I believe that whichever you believe, you can become an amazing Transformation Coach.
- 2) And I also want you to know that I am on the humans are born good team.

Actually, I believe that humans are born AWESOME!

In this book, my agenda is NOT to attempt to change your belief. However, my beliefs about Human Nature will come through in quite a few places.

With that agenda clearly on the table. Let's go back to finish my story.

Reading the Continuum Concept led to the BIG Ah-Ha!

Every time I taught the Coach Two Win Method there was an overall appreciation for having a method, rather than showing up with some questions and hoping for the magic to happen. That part was good.

But often I had to invest significant amounts of time explaining what playing two win was all about. Many people would automatically associate with sports and for many this association was not positive.

The Continuum Concept opened up for me this obvious point: humans are born to Play Life!

Even though I had 10 years invested in branding the Coach Two Win Method it was clear to me that I needed to uplevel and rebrand the method as: Play Life! From that point, everything came together!

There was still often some hesitation or even pushback about play vs. work and life is serious. But that was easy to explain as an artifact of the Industrial Culture and the pervasive Industrial Mindset. Almost everyone can see and feel that play is our true nature.

Focusing on play allows us to connect the dots to the origins of coaching from athletics and performing arts. Play unleashes the best of our Human Potential. We can connect play to the adventure of a Human Journey Story.

With Play... Coaching is at home.

Quick Recap!

I have had such an amazing coaching life! When I think about the hours and joy of listening to Earl Nightingale, participating and coaching within Landmark Education where Transformation Coaching started, Being with Coach Manny for 14 years, being Thomas Leonards' "right hand man" and becoming friends with Jack Canfield and coaching Michael Port and 1,000 others... WOW! My life is all about coaching.

Now is my time to share ... and co-create... with YOU!

Let's play. Let's coach.

Chapter 3: Coaching Social Play

The Backstory

In 2006 I had a flash of insight. By this time, I had been a professional Transformation Coach for 9 years and had taught Transformation Coaching Education Programs to thousands of people entering our fast-growing field. In observing how I was coaching and how the thousands of people I was teaching were coaching, I came to a conclusion and a question:

Conclusion: Transformation Coaching had become a watered-down hybrid of project management and counselling; focused on the tasks and problems that were on the “clients” mind that day.

Question: Why didn’t Transformation Coaching have the same vibrancy – and public admiration - as the athletic and performance art coaching I had experienced and observed?

My insight was that the spirit of play was completely missing from Transformation Coaching!

I started wondering – and talking to everyone I knew – about how to PLAY... life so that we could coach life in a way that was more connected to our roots in athletics and performance arts..

It was an exciting time. It took a few years and lots of experimental coaching sessions with my clients who were gradually started referring to as my players. I am grateful to them for their generosity of spirit.

By 2008 I had formed a basic model and went on a massive speaking tour to talk about it. (Which partly explains the acknowledgment in the 2008 survey mentioned in Chapter 2).

On the tour I got a lot of excitement, curiosity, and pushback. Many people were agitated by the idea of playing life. At this time, I was coming into greater awareness of the profound impact that the Industrial Culture has on how we see life and even what we feel safe to do. Many people were literally FEARFUL their own playfulness.

I was energized by all of it! I knew I was on to something big for the field of coaching, but even bigger for the Human Family as a whole! I persisted.

Around this time another huge cultural phenomenon emerged: MILLIONS of people playing online role player games. Many millions more – of all ages - playing video games and games on their phones. I realized that humans are positively yearning to play. The only thing they don’t realize is that they can play their REAL life.

Over time I realized that the field of Transformation Coaching was the ONLY field that was focused on play and playing life better. Everything else was focused on fixing the “problems” of people. Even the self-help field was very much focused on fixing; on reducing “the pain”: “do my program to fix your problems”. AND most important... most of the

“problems” that humans experienced would almost instantly disappear if we restored our playfulness and especially our innate ability and desire to co-create by playing together.

And I want to highlight here a point that I will make in many different ways: when we play, we are self-determined! Self-determination is one of the essential qualities of playfulness. And this is a big reason why playfulness is shamed in compulsory education and every other aspect of the Industrial Control Culture. Playful self-determination is shamed because the object of the industrial culture is for all of us to become obedient and subservient, the opposite of playful.

In Chapter 8 I will share with you the profound possibilities we have with the Global Coaching Movement to uplift the Human Family by unleashing the spirit of play.

Connecting the dots

Let's get into the idea of playing and coaching life.

First, let's use the game of basketball as an example of what happens when you become a coach.

First you would LOVE the game of basketball and most likely have played it at a competitive level.

You would have experienced ways to do the physical training needed to play basketball; you would have studied additional ways to do it AND you might even innovate new ways to do this type of training.

You would have experienced ways to practice the physical techniques of playing basketball (dribbling, passing, shooting, defending). You would study additional ways to practice these techniques AND you might even innovate new ways to do this type of technical practice.

You would have experienced ways to practice the coordinated movement between the players that makes basketball such a beautiful game. You would have studied additional ways to guide players to practice coordinated movements. AND if you are like most basketball coaches... you literally DREAM of new ways to guide your players to practice these beautiful, coordinated movements.

You also think a lot about your individual players and how to guide each one to be the best player they can possibly be by maximizing their unique gifts.

This... is basketball coaching. It is a great passion (and a happy cause of sleepless nights) for many, many men and woman; it is the same for youth basketball coaches all the way up to the pros.

When I was a soccer coach, I would dream of new ways to practice soccer moves... ALL THE TIME.

Social Play

Transformation Coaching is just like this.

Since coaching life is all about guiding another person who desires to play life better in some way, the next thing we need to explore is how we PLAY life.

There are individual techniques and coordinated social activities that make playing life so beautiful, engaging and fun. Once you learn how to play and coach these activities, you will LITERALLY DREAM of ways to practice them with your players. I can tell you that I daydream and sleep dream about ways to practice social play with my individual players all the time.

Next, I am going to share with you the current version of the social play framework:

It is called the Four Pivotal Moments of Social Play.

Social play means that it involves co-creating an experience with one or more other people rather than completing a task in isolation as is the norm in the Industrial Culture of Control.

A Pivotal Moment is a coachable moment where the player has a choice about how and how BIG they are going to play; typically there is a choice between taking a risk or avoiding a risk.

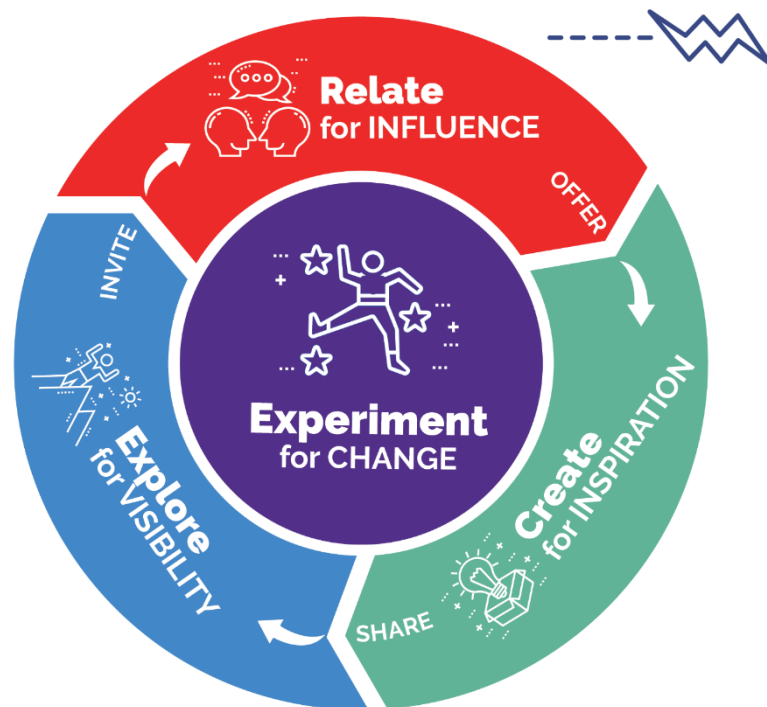
In the HOW Chapter I will share with you a few coaching techniques that I have developed to practice these social play activities. One is called: The Pivotal Moment Technique. (No surprise there 😊) AWWW Yeah! Super Fun!

A quick distinction about play

Before we get to the model here is quick distinction about play. In general,

- Play is an activity that you cannot control but you can influence.
- A player can express their self-determination and expand their influence through practice.
- Coaching is guided practice to further expand a player's ability to influence the outcome of an activity.

Four Moments of Social Play



//CoachVille.com

© CoachVille 2022

Relate for Influence (AKA Play for “Yes”)

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

Create for Inspiration (AKA to Share with others)

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 and comes from our desire to inspire. This is very much in line with the “Life is Performance Art” concept.

Explore for Visibility (AKA to See and Be Seen)

Exploring is when you go into a new territory; you 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. You explore to see and experience new people and new places; and also to BE SEEN by new people.

Experiment for Change (AKA to Try New Ways)

Experimenting is any time you do something that you have not done before OR you do something that you have done in a new way. Often when we experiment, we have an idea or a hope of what will happen, but we don’t actually know. A key to success is to start with

an intention, be open to new possibilities AND keep track of what happens; and most important is to not look at any outcome as a failure but as learning.

Hopefully you are getting energized about playing for your Dream!

So, I want you to wonder... to dream... of what you would do if you were able to increase your influence in the social world around you?

Also, I want you to wonder... to dream... of how valuable you will be as a Transformation Coach when you can guide other people to increase their influence in the social world around them?

The 4 “things” dreamers’ desire!

Entrepreneurs, leaders of teams and organizations, people with a cause, people with an idea... anyone who aims to move beyond the status quo of life wants these four things:

- Influence
- Inspiration
- Visibility
- Change.

That means your players. That means YOU too!

These are the four things EVERYONE playing big in the world wants more of; wants to do better or bigger in their own unique way to make a positive impact; to matter.

And here is another BIG point: Everyone has unique superpowers within them that can be unleashed to become AWESOME in each of these four types of social play. As a coach you help each player develop their own personal style for each type of activity.

All four of these types of social activity can be PRACTICED to develop confidence, personal style and the ability create more of the experiences that they desire. As a coach you guide your players toward the experiences they desire, the impact they desire and personal transformation AT THE SAME TIME!.

The FEAR of Social Play

Now you might be thinking: “Yes, these social play actions and results are exactly what I want!

“But when I think about it:

- Asking for what I want, or need is pretty hard for me.
- Sharing what I create can be a real struggle.
- I know I need to “get out there” and be more visible, but it’s not easy.
- Trying new things often feels too risky so I stick with what I always do.”

If it’s hard for me, how can I coach others?

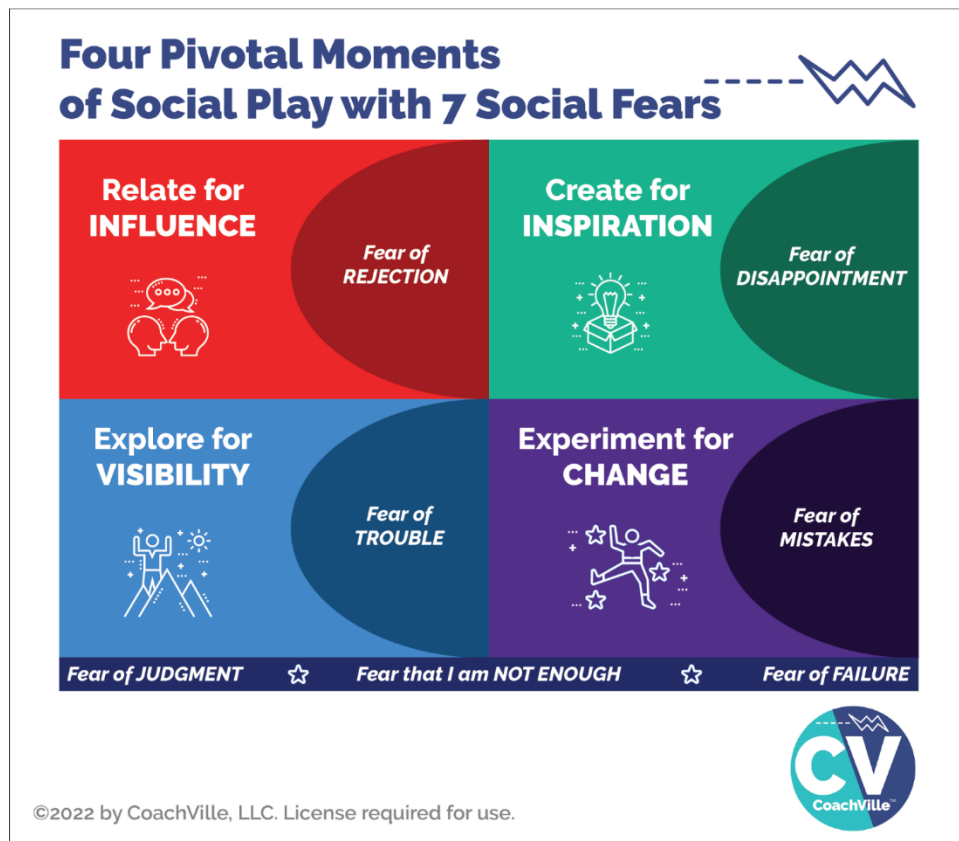
EXACTLY.

There are two things here.

- 1) You will need to fully embrace your own adventure WITH your coach to expand your abilities and confidence in these four areas.
- 2) You don't need to be perfect to be a coach. NOT AT ALL. You only need the willingness to play and the deep desire to guide others no matter what your own ability is.

As you explore these fears in your own life, you will become more capable as a guide for your players on their journey.

These four social play activities will bring up seven really intense FEARS!



While all of us with a BIG Dream to contribute our unique value and voice to others want these four experiences... we are all also navigating through these seven intense fears; mostly on a non-conscious level and mostly with a variety of not-so-effective methods! (Hah! That is an understatement).

- Fear of Rejection
- Fear of Trouble
- Fear of Disappointment
- Fear of Mistakes
- Fear of Judgment

- Fear of Failure
- Fear that I am NOT ENOUGH (The “BIG Kahuna” Fear)

Relate for Influence = Fear of Rejection

To play for impact in the world – even with just a few people - you need to cultivate a high level of ease with approaching people and talking with them. And then you need to invite them to a next step. This is where the fear of rejection comes in. BIG TIME.

Create for Inspiration = Fear of Disappointment

Playing BIG for your dream will include creating and sharing experiences (or content) in a variety of forms; all with the desire to inspire. Also, every time you have an opportunity to speak in front of people you are creating and sharing an experience. 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. (Hah! I am feeling that right now as I write this!!) Create for Inspiration is the essence of the idea that life can be played like performance art!

Explore for Visibility = Fear of Trouble

Exploring for visibility is often described as: “I need to get out there”. And for many people this is a BIG struggle; this is because the Fear of Trouble is VERY REAL.

In order to contribute your gifts to others you need to find people (customers, colleagues or partners) to participate in what you are creating. You need to “get out in the world” either physically or virtually.

The world of people 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 pursue your dream this way.

Experiment for Change = Fear of Mistakes

As coaches and entrepreneurs, we are change-makers! But at the same time, we are often crippled by the fear of mistakes.

This is a big artifact of the Industrial Age mindset that everything you need to do: a) there is a right way to do it b) you should be able to do it the right way every time and never make mistakes.

Of course, this is nonsense! But the residue of this mindset from school and jobs keeps us locked into a perfection trap. This makes it sooo hard to experiment and find our unique way to do everything our Dream needs us to do.

Fear of Judgment ~ Fear of Failure ~ Fear that I am not enough

These fears are basically accumulations of the four fears of playfulness. They are deep artifacts of the Industrial Culture of Control, and they impact our thoughts and feelings in a profound way.

Here is a BIG idea: these social FEARS – and the beliefs that form around them - are not inherent to us, we absorb them from the culture through our life experiences.

BIG POINT regarding the power of coaching: it is almost impossible to explore social fear by playing alone. But together we can do it!

So, as a Transformation Coach, you will become a very capable guide for your players... out in the social world... through these intense fears... you so your player can become very capable in expressing their Superpowers in Pivotal Moments of Social Play while in pursuit of their BIG Dreams.

YES!

That's why you are here with us.

Here is a really important transformation: to thrive as a Transformation Coach you will need to radically uplevel your approach to Social FEAR.

At CoachVille we have a saying:

Social Fear is a treasure map to your superpowers.

If you aim to play for your Dream at a high level, and coach others at a high level you will need to embrace and explore these social fears with profound curiosity. Fear is not a road map with step-by-step instructions. It is a treasure map with mysterious puzzles and clues. This is what I mean by explore your fears like a treasure map.

The idea that we have power within us that we don't know about until we go on a big adventure in pursuit of a dream is a recurring theme of the Hero's Journey – and Human Journey – stories. We will get into this in a moment.

The treasure is your playfulness and unique superpowers - for Influence, Inspiration, Visibility and Change - that are deep within you waiting to be activated.

By the end of this book, you have an understanding of what this means.

In the next section we will get you started.

A BIG question you might be wondering...

How / where did I get all of these fears?

How did I become so fearful of activities that seem so natural and essential?

This is the question of the century! (Quite literally)

Well, you can probably guess by now what I am going to say... YES, the Industrial Culture. We are not born with Social Fear! Quite the contrary, we are born with boldness and social superpowers. We ABSORB social fear from the culture and people around us. We will explore how this happened to all of us in Part 2.

Chapter 4: Coaching starts with a player with a dream

Let's go deeper into our definition of coaching.

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

Now that you get the idea of social play (and social fear) so that the player part makes sense, let's go deeper into the "self-determined Player" part. Then we will explore the idea of playing for Dreams.

The 5 BE's of Human Nature

Line 4: To become the next version of themselves; this is one of the most energizing aspects being a Transformation Coach. And... this is the toned-down language for this experience. What I really like to call it: Unleashing their Superpowers! That is the fun way to say it.

We will talk about Superpowers a lot in this book.

A Superpower is an ability that can be practiced and refined until it is capable of big impact on people or situations.

I believe that ALL of us are born with unique Superpowers.

At the same time, I believe that all of us are born with a few innate drives and abilities that I refer to as the Superpowers of Human Nature.

The subject of Human Nature is of epic importance to both the What and the Why of Transformation Coaching. I will share with you the basics here and then we will go deeper in Chapter **X**: Why Transformation Coaching – to get our Human Nature back!

I have made an intense study of Human Nature by coaching so many people. I have experienced a lot of life by going deeply into that many players lives and situations and dreams. I have invested a lot of time and study into the dynamic relationship between Human Nature and Human Cultures (AKA Nature vs. Nurture). It's a BIG topic. LOL.

I truly believe that Humans are born AWESOME. Then, our experiences with the cultures we are born into and move into often lead to "not so awesome" outcomes.

Superpowers of Human Nature

Drive to BE free

Choose your adventure!

Self-determination

Self-trust



Love to BEfriend

Choose your companions!

Care (give & receive)

Co-create



BELONG

BE FREE

BEFRIEND

BELIEVE

BECOME

BECOME

BEFRIEND

BELIEVE

BE FREE

BELONG

Your Dream

Choose your focus

Self-worth

Self-love



Urge to BEcome

Choose your playful practice!

Self-expression

Spirit of play



Ability to BELieve

Choose your beliefs and desires!

Self-preservation

Self-confidence



Need to BELong

Choose your environments!

Self-value

Social safety instinct



For this “What is Coaching” part, I will share a model for our Human Nature as players for our Dreams. In Chapter X I will get into WHY Transformation Coaching is so vital to uplifting the Human Family by re-kindling some of our “pre-culture” awesomeness; specifically, pre-Industrial Control Culture.

I call these the Superpowers of Human Nature: To Dream + Become – Belong – Believe - Be Free – Befriend. They all start with “BE” to make it easy to remember. You may remember these from the Welcome Letter. They contrast the Industrial Culture 5 C’s: Command – Control – Compliance – Conquer – Colonize.

1) The Drive to BE Free.

Within each of us is a drive to choose our own path in life; both in the big picture of our pursuits and the details of how we create our days.

2) The Love to Befriend.

The love of friendship and companionship are essential to who we are.

Sometimes the dynamic pull between the Drive to Be Free and the Love to Befriend creates interesting and challenging situations. (Hah! Greatest understatement of all time)

3) The Urge to Become.

All of us have an inner urge to become the next version of ourselves; to grow and expand. The urge to grow – our innate curiosity - calls us out into the unknown world around us. We become by playing. If we stop playing, we stop becoming and stay the way we are.

4) 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 for us – come from navigating between our urge to become and our need to belong. In other words, we get our beliefs from our interactions with the culture around us.

Some of our beliefs are conscious and we think and talk of them often. 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.

5) 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 of people that we are in.

With that very brief overview of Human Nature... let’s look at it through the lens of Transformation Coaching.

Transformation Coaching Starts Here

When a player signs on with a Transformation Coach there is a purpose behind it.

They want to:

- Accomplish something
- Experience something
- Get better at something
- Change something

They probably don't think: "Oh, I need help unleashing my Human Nature Superpowers!"

LOL

True. However, to get that "something" they want, that is exactly what we need to do.

And not only will it energize the path to the "something", but it will also open doors to amazing new possibilities!

To create change we need to unleash all five Human Nature Superpowers!

In this little diagram called: "Transformation Coaching Starts Here" you will recognize the structure, but the words have changed.

Self-Determination

The Drive to BE Free... Self-Determination

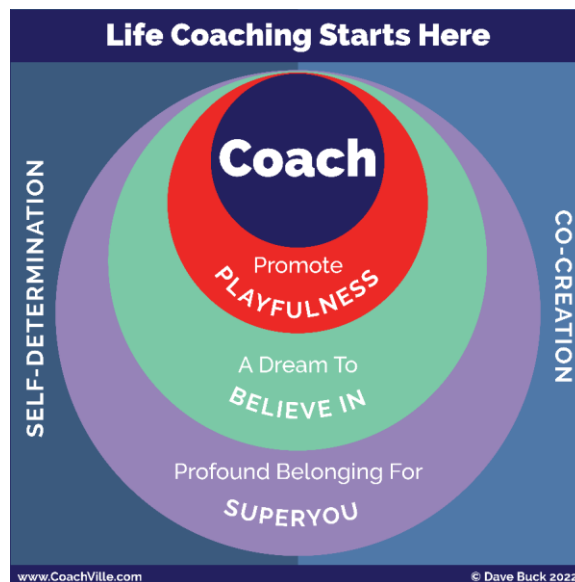
Transformation Coaching is based upon the self-determination of both the coach and the player. Self-determination is the ability to choose your actions, choose your approach to situations and choose your life direction. In a healthy egalitarian relationship, there is a dynamic balance between self-determination and co-creation. Transformation Coaching lives in this balance.

Maintaining our right to freedom and self-determination have been a deep human challenge for a few thousand years now. But just as more human cultures were moving toward greater freedom for all people it took a real setback in the Industrial Culture; starting with the compulsory education system where self-determination is forbidden to mold everyone into an obedient, compliant worker. We will get to that in Part 2.

For now, I want you to realize that Transformation Coaching requires that you continually boost the self-determination of your Self AND your players.

Co-creation

The Love to Befriend... Co-Creation.



Transformation Coaching is an egalitarian co-creative partnership. Remember in the definition I call it a profound personal relationship.

We humans are born to be brilliant co-creators. We love friends and companions and the joy of doing things together.

Because of our intense indoctrination into do-it-yourself Industrial Culture it often requires some awakening to our co-creative potential for a person to engage with a Transformation Coach. By creating a relationship where the player feels safe, they can then engage in co-creating an awesome life with others.

I truly believe that it is within our Human Nature to live as a self-determined individual, co-create with others and CARE about the wellbeing of entire Human Family at the same time. In other words, being self-determined is more complex than: “screw everybody else, I am going to do whatever I want to do”.

As a Transformation Coach by guiding your players to explore the dynamic balance between self-determination and co-creation you will open a gateway to transformation for yourself, everyone you coach and our shared dream of a truly Egalitarian World.

Promote Playfulness

The Urge to Become... Promote Playfulness... Self-Expression

We PLAY to become the next version of ourselves.

This is why coaching is so much about becoming because the purpose is to play better. So, one of your first endeavors with a new player is to co-create ways for them to PLAY life in pursuit of their dream.

This connects to my assertion that all coaching is Transformation Coaching. Truly any worthwhile pursuit to play better at anything can be a catalyst for personal growth. (AKA Becoming)

A Dream to Believe In

The Ability to Believe... Believe in your Dream... Self-Love

Transformation Coaching is about living our dreams! You start by encouraging your players to believe in their own dreams.

From there you will guide your player to explore their beliefs (about just about everything) and choose the ones that they need to uplevel in order to live the new dream.

Profound Belonging for Super YOU

The Need to Belong... Profound belonging for SUPERYOU... Self-Worth

This is where being a Transformation Coach is essential and fun! We are not meant to unleash our Superpowers alone.

You will start by creating a “safe space” – a judgment free space – for your player to express their dreams and practice being the next version of themselves. I refer to Transformation Coaching as a relationship of profound belonging.

As their confidence grows from your time together, you will encourage your player to be “Super YOU” out into the world. Then you will guide them to find and co-create the places and people where they BELONG, where the next version of themselves is not just accepted but desired by others.

A quick reference to the HOW Chapters later in the book:

The curriculum and methods in our coach education program are focused on uplifting these Superpowers of Human Nature.

Playing for Dreams

All coaching begins when a player has a Dream and chooses a coach to guide them on the adventure.

As a Transformation Coach you are the Champion of Dreams!

Talking with people about their dreams will become one of the most important and joyful activities you engage in as a Transformation Coach.



Another way to think about it is that having a Dream is the gateway to coaching.

Another point is that as a Transformation Coach, you will also have your Dream as a player.

Why Dream... rather than objectives or goals?

- Your Dream includes the spirit of play.
- Your Dream includes your imagination.
- Your Dream includes your vision.
- Your Dream includes your heart's desires.
- Your Dream includes how you want to contribute to life.
- Your Dream includes who you want to become.
- Your Dream includes the experiences you want to co-create.
- Your Dream includes a sense of wonder and mystery.
- Your Dream is the call to adventure.

Everybody has a Dream!

I believe that having a dream is a fundamental Human quality. However, our dreams were often roughed up or even squashed in the Industrial Culture. “It’s for your own good” is a common phrase used by someone with hierarchical control denying someone access to their Dream in some way.

Because Self-determination is punished in school - we are trained to sit down and be quiet and wait to be told what to do - when you ask someone about their Dream it might cause a bit of a shock for them. Because mostly no one asks them about their Dream. The good news is that this will make you memorable!

Another aspect of how we were trained to think in the Industrial Culture is to focus on only what we can control by working alone and to suppress our Playfulness. (We will get to this in Part 2) This approach tends to keep us really small. In a Transformation Coach Culture where we play to connect with others and share our Dream, life can be so much MORE.

Once a person feels safe with you as a Transformation Coach, talking about their Dream will make them feel more alive in amazing ways. I have experienced this so many times. Once you get them talking, most players will have a vision of themselves having experiences beyond what they are doing today. They will express a desire to become the next version of themselves!

Some folks may be very clear about their Dream. Typically, these are the people that seek out a Transformation Coach in the first place. However, for most people, the dream starts out a bit “fuzzy”. This is OK! We don’t let this stop us. We start with whatever clarity they have and trust that the dream will come into clarity as they play for it.

AND it is absolutely OK to change or revise the Dream at any point on the adventure. We are not stuck with the Industrial Culture concept that once you have a plan you must stick with it to the bitter end.

As a Transformation Coach you will do two things:

- 1) Focus on the folks who have enough of their Dream, Self-Determination, and Playfulness intact to get started with you as a Transformation Coach.
- 2) Become a renowned encourager and champion of Dreams so that when someone you know has a glimpse of their dream, they seek you out!

A Coachable Dream

Here are a few thoughts to help you hone in on your own dream right now. And you can share these thoughts with your Players as well.

Focus on something that you CAN do right now. It is great if you also have a “someday” dream, and you start where you are.

If you have a “someday” dream that is not possible now, choose a “steppingstone” dream that will develop you in a way that moves you toward your “someday”.

Choose something that will pull you out into the social world of other people. It can be virtually or face-to-face. Something that you can do by working in isolation is not a BIG enough dream for playing with a coach.

Choose something that will ask you to GROW; something that will “ask” you to become the next version of YOU.

Also... ALWAYS remember that BIG means big for the player; be careful about comparing yourself to other people. If the dream feels big for the player... then it's a BIG DREAM!

The “Play Life station”

I will often refer to the Dream as if it has a life of its own. I will say things like: what is your Dream asking you to do? This is why I use a Capital D when I refer to the Dream... to animate it... to make it a character in the adventure. I hope you enjoy this quirky perspective.

A metaphor that I love for playing for your Dream is this: Imagine that this amazing world of ours is like a big real life “playstation”. When you choose a dream is it like putting a game into the “Play Life Station”. Every experience that happens in your life is part of playing the dream. New events come into your view as you choose your own path in the Dream.

Possibilities for the Dreams You Can Coach

As a professional coach, over time you will often focus in on the types of life Dreams that you specialize in coaching; as a Transformation Coach there are so many possibilities!

Our mantra is: Our world is a playground. Let's Play Together.

Here is a “starter” list of the endeavors that people dream of playing better. This will spark your imagination for the many possibilities you have as both a life player and Transformation Coach.

Aspects of Life we can play better with a Transformation Coach

- small business ownership,
- career development & transition into something joyful & meaningful
- business growth through team play,
- leading a worthy cause
- growing a vibrant community or tribe
- spiritual quest through community participation,
- financial freedom through value creation,
- corporate management and/or leadership of a great team
- artistic expression and performance
- health and wellness through engagement
- personal growth through self-expression and participation (this includes co-creating relationships and partnerships)

How your players will grow as they play for your dreams...

- Your players will express their superpowers, energy and creativity
- Your players will enjoy the company of people on their growing Dream Team
- Your players will grow their skills and capabilities
- Your players will experience personal transformation; to become, believe and belong
- Your players will grow in status within their community
- Your players will change their world or THE world in a positive way

You will LOVE coaching the pursuit of Dreams that are engaging, supportive, challenging, purposeful and fulfilling.

Chapter 5: The Human Journey with a Coach

Remember from the coaching definition:

1. A profound personal relationship
2. Where the coach guides the self-determined player

A guide is an egalitarian co-creative partner on the journey. Not greater than, not less than; not the boss, not a servant.

It used to be called the Hero's Journey. But we believe that EVERY human can choose to live a hero's life by playing for their BIG Dream to contribute to others by expressing their unique superpowers! So, we call it the Human Journey.

This model describes a few key elements of what it means to be a Guide on the Human journey.



The idea is that when most players start the adventure, they are in the Self-Preservation Zone and their Dream calls them out into the world. Two points I want to share with you here:

1) **It's 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. The adventure will have many side trails and speed bumps.



2) You will also notice the arrow that shows that once your player becomes comfortable and capable in their BIG Dream it becomes the new Preservation Zone. Then a new dream will come to their heart and a new adventure will begin! With you as their Transformation Coach, they don't stay in one place very long!

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

There is a “stay safe” version of our lives that is available to us now. In this life we preserve who we are and where we are. We avoid any social risks. This is how most people live. But this is NOT how we live when we have a Transformation Coach! As a Transformation Coach you will often find yourself encouraging your player to take steps into the unknown.

BIG DREAM

The outer ring is the BIG Dream that we talked about in the last section! The adventure is to get your players heart's desire out into the world. It is their heart calling to them! (*Yoo Hooo... I'm out here*) Often you will be the amplifier of this voice.

Living the Dream is where the peak experiences and imagined results happen with regularity. We are in the flow of life contributing our unique value to the world in a way that is fulfilling for us. The BIG Dream is the equivalent of the “call to adventure” in the Hero's Journey stories. To pursue our BIG Dream, we will need to leave the safety of the Preservation Zone and pass through the FEAR/GROWTH zone and discover and develop our Superpowers that will be needed to fulfill the dream.

The Social Safety Instinct and the Preservation Zone

Next notice the Social Safety Instinct 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 quo 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 Safety Instinct – 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 an honorable force to be reckoned with!

Often life in the Industrial Culture Preservation Zone gets so routine that we don't even notice that we are stuck. It's a blind spot. As a Transformation Coach it is your role to shine a light on these spots with judgment-free awareness.

The Performance-Possibility Gap

Notice the Performance Possibility Gap (in the upper right). This is the gap between the sum total of who we are and what we can do now AND who we must become to fulfill our dream. We have a vision of ourselves playing life at a higher level of impact. This is a good thing!

This is the essential coaching element. When a player 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. After we guide our player across this gap, a new dream emerges, and we start the next adventure into the new gap.

The FEAR/GROWTH Zone

The Fear/Growth Zone is the unknown. This is when we are in a situation that is a little – or a lot – beyond our current capabilities. It is when we face a challenge that we cannot overcome as the current version of ourselves.

Fear is a fundamental Human experience. Its 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 we pursue a course of action that is beyond what we are doing now, we will experience fear on a regular basis.

The BIG insight is to realize that all our social fears were absorbed from our environments. And most of our fears are social fears about expressing our playfulness and unique power. So, if we explore the fears – rather than attempt to overcome them - they can lead us back to our playful powers.

We call these social fears the treasure map that leads to our Superpowers. As a Transformation Coach you will become masterful at reading these maps!

A BIG key to Transformation Coaching is this: since most of our fears were absorbed in Industrial Culture 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. This is why all Hero's journey stories include a guide... and why all modern-day hero's need a Transformation Coach!

This is where you face social risks in pursuit of social rewards. In the Fear/Growth Zone you see the 3 BE's of Human Nature: Become, Believe, Belong.

- Your player may need to Become the next version of themselves by upleveling their skills or strategy by expressing your Superpowers.

- They may need to Believe in themselves or in new possibilities; or let go of Beliefs that don't support their new dream.
- They may need to find a place of Belonging for this new version of themselves.

The Superpower Zone

I like using the term superpowers to express the notion that we all have unique qualities within us. "Strengths" is another term that is often used. I like Superpowers because it pulls in the theme of the Hero's Journey and its way more playful. Yeah!!

A Superpower = A unique ability that you can practice until it is capable of making a BIG IMPACT on people or situations.

As I mentioned before, in almost every Hero's Journey story there is a plot line where the Hero discovers powers within themselves that they were unaware of before.

The Superpower Zone is where we discover the powers and playfulness within us that have been hidden in the shadows that we will NEED to live our dream. We have Superpowers for the social play activities of influence, inspiration, visibility and change that we have not yet tapped into. OR we may be using them, but now we are being called to raise our level of mastery.

As a Transformation Coach you will Guide your player to practice and use their rediscovered Superpowers. This is a highly co-creative process that you will love.

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 Safety Instinct pulls us in. In the Hero's 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 EVERYDAY EXPERIENCE! Hah! It is often a "many times every day" experience.

By walking with your player through the zone of fear/growth you will obtain many clues about their unique powers that have become hidden over time. Any time they contemplate a new action their body will buzz if the action resembles a troubling experience from earlier in life. I am sure that you can relate to this experience in your own life!

Exploring these moments like clues on a Treasure Map will often reveal the expression of power that is connected to earlier, troublesome event in your player's life. BAM! They now have awareness of a lost Superpower!! AWESOME!

We have a technique for coaching these moments called the Pivotal Moment Technique. I will share it with you in [Part 3](#).

Treasure Map Mindset

This is a big one. Here is the memorable quote:

“There is no roadmap to our Dreams. But there is a Treasure Map.”

Treasure Map Mindset is essential to Transformation Coaching.

The path to our dreams and restoring our Human Nature Superpowers is not a straight line and there are no directions.

It is a path of mysterious clues, confusing puzzles, strange events, thoughts that make no sense at a logical level but make perfect sense at a non-conscious level.

As a Transformation Coach, YOU are the insightful and intuitive Guide who has refined abilities in reading these “maps”.

Peak Experiences

This is a powerful perspective that I invite you to consider. My mentor for 14 years when I was an assistant coach for the Seton Hall University Men’s Soccer Team, Hall-Of-Fame soccer coach Manny Schellscheidt, used to describe it this way:

“The purpose of all the planning and all the practicing and all the training and all the hard work is NOT winning the championship, or even winning games. The purpose is that moment when you are playing, and you experience yourself playing well. That MOMENT, is what it is all about.”

This is known as the “Peak Experience”. It is also known as a moment of being “in the flow” or “in the zone”. These are moments when we feel the thrill of playing combined with the thrill of being alive. These are moments when our practiced abilities allow us to rise up to a challenge in a way that we were not capable of at some point in the past.

These moments of peak experience are available to us and within our grasp when we truly play for something we care about. They can happen on any given day when we play. Yet, they are rare enough to maintain their value.

These magical moments – just as much or even more than reaching objectives - are what coaching and playing for Dreams are all about.

SEEING and sharing what you see in your player

One of the essential activities of coaching is observing your player and sharing with them what you see. Thomas Leonard referred to this as: “Reveal the Client/Player to Themselves”. This is a true artform that can become one of your most valued gifts to the Human Family: the ability to deeply SEE another person and sharing in a way that launches them into new realms of self-expression and contribution. (whew!)

In the coaching definition you see this line:

3. To play better in pursuit of thir Dreams

4. To become the next version of themselves

Coaching always moves down parallel tracks

A) The Outer Experience – the Doing - this is the dream to accomplish or experience something out in the world.

B) The Inner Experience – the Becoming - this is the growth and transformation of abilities, beliefs, perspectives, wisdom and so much more.

Your opportunities to SEE and SHARE with your player will happen quite often; in these two typical scenarios:

A) When you are reflecting together on recent experiences, often you will notice a pattern in what the player is doing or a blind spot in their awareness. These patterns can be positive qualities that they could express more fully or qualities that may be holding them back.

B) When you are practicing something together you will notice them say or do something that is new and remarkable. This is something you can share because they may not have noticed it; especially something of unique value.

To help someone become, you co-create a safe space of practice where they can explore and experiment with new ways of being.

Also, you share what you see in the player and if they resonate with it, they can practice expressing this quality with you.

This aspect of coaching reflects a few profound aspects of our Human Nature:

1) We are all capable of becoming the next version of ourselves in any moment. We are not fixed entities!! We are growing and evolving beings. We can choose to grow by playing.

2) We are all yearning to be seen and valued for who we are and what we contribute to others and to life itself.

3) We are social creatures and one of the main ways we come to know ourselves is through interactions with others and the reflections of others.

These aspects of human nature are WHY coaching is so powerful and profound and full of possibilities

Reality check

There is a lot more to each of us than we are aware of right now.

Most people that I have coached have had some awareness of a few things that they were good at. And some had an idea about their “strengths” or something similar from doing a self-assessment test. These inklings and readouts can be valuable.

But most had no idea about their Superpowers!

As you observe your player, especially when you are practicing with them, you will see qualities in them that they don't see in themselves.



This is because we don't actually see ourselves very clearly at all. AND the big point is that we are not supposed to!

We are meant to play together and to see ourselves through the eyes and observations of others. We are meant to travel through life with others. However, since most people are not especially good at observing and sharing what they see with judgment free awareness, feedback from others can seem like a distorted funhouse mirror most times.

As a coach, this will be one of your greatest contributions to every person you coach: SEEING THEM and sharing what you see with judgment-free awareness.

My awareness of my unique qualities mostly came from things Thomas (my coach and friend Thomas Leonard) told me over the years. And from other coaches and colleagues that I have had meaningful time with.

For example, the way I got into Transformation Coaching in the first place what when a good friend from the Landmark Community – Rocco Fiore – mentioned to me that he had just learned about this “thing” called Transformation Coaching and that I should check it out because I would be awesome at it. I had not noticed this about myself.

WOW. That one moment changed my life forever.

So, for your players... it's up to YOU to really SEE them. Trust that you will bring better clarity than the “funhouse” mirror!

You can do it... and it can be life changing for your players.

A little preview

Here is a quick preview of how you coach the player to become the next version of themselves!

1. As your player plays for their Dream in the Social world, they notice situations where they want to express their power more fully.
2. As you practice these moments with them you see their Superpowers more clearly.
3. You share what you see and encourage them to explore it with you.
4. You co-create the safe space of practice and help them find ways to use these Superpowers.
5. You encourage them to use these Superpowers playfully out in the world.
6. You debrief with them about what happened (or didn't happen) when they used their Superpowers in the Social World.
7. You figure out together what is the next level for them and co-create a situation to practice.
8. Repeat!

Voila! Transformation Coaching. ;-)

Chapter 6: Coaching Conversations

Understand the 5 types of conversation

In the coaching definition we have:

5. Through proactive co-creation

6. And guided practice

Let's explore this further.

This may be one of the most important distinctions in the field of coaching.

There are five kinds of conversation and 4 that apply to Transformation Coaching Sessions:

- 1) **Passive conversation** – this is talking about whatever to experience belonging; “chatting”; this is a lot of Human conversation. It is very important for relating but not strong enough for Transformation Coaching.
- 2) **Reporting conversation** – this talking about events that happened for the purpose of sharing information and co-creating belonging. This is probably the most common form of Human conversation. It is very important for Human connection and cooperation; but we keep it to a minimum for great Transformation Coaching because #3 is more powerful.
- 3) **Reflective conversation** – this is talking about events from different perspectives with the specific purpose to gain awareness. It co-creates cooperation, belonging AND growth. This is a staple of Transformation Coaching Conversations
- 4) **Proactive Co-Creation** - this is talking about how to do something; how to do something better; a plan to do something; a strategy; brainstorming. It builds deeper belonging and starts a shared experience. This is essential to a great Transformation Coaching Conversation.
- 5) **ACTIVE conversation** – This is when you actively do something or practice an activity or situation in the conversation. Examples include doing a Role Play or a shared visualization; this creates a powerful shared experience and promotes profound belonging, enhanced co-creation and rapid growth. When we play together, we grow together. This is how coaching works.

This progression of conversations is similar to a typical athletic coaching session. The big difference is that in the athletic scenario the ACTIVE portion is physical practice rather than ACTIVE conversation.

Here is a comparison chart using basketball as an example. Even if you don't understand basketball language you will get the idea.

<i>Level</i>	<i>Basketball</i>	<i>Life</i>
1) Passive	Player: Did you see how xy beat zA in overtime? Wow, that was some game.	Player: I watched XYZ movie this weekend. Have you seen it?
2) Reporting	<p>Coach: Practice time on Friday is 2 PM instead of 3 PM because of an evening event in the gym.</p> <p>Coach: Everyone planned to practice 50 free throws yesterday. How did it go?</p> <p><i>{Players share}</i></p>	<p>Coach Can we move our next session from Thursday to Wednesday at 3 PM?</p> <p>Coach: You planned to reach out to 5 people to share your dream. How did it go?</p> <p><i>{the player shares}</i></p>
3) Reflective	<p>Coach: Our last game was a tough loss. Let's share some examples of plays that went well and places we can improve...</p> <p><i>{players share}</i></p>	<p>Coach: What do you want to celebrate from your last week of playing for your Dream?</p> <p>Coach: What challenges did you experience and what did you learn?</p> <p><i>{the player shares}</i></p>
4) Pro-active co-creation	<p>Coach: One challenge we had was running our elbow pick and roll. The defense pushed their BIG up the lane to block the pass. How can we approach this situation?</p> <p><i>{players and coach share ideas – and discuss their efficacy}</i></p>	<p>Coach: One challenge was that several people I shared my dream with didn't seem very enthusiastic about supporting you. How can we approach this situation?</p> <p><i>{players and coach share ideas – and discuss their efficacy}</i></p>
5) ACTIVE	<p>Coach: OK let's practice the scenario where the weak side wing cuts into the lane when the BIG moves up.</p> <p><i>{players get on the court and practice this situation and approach}</i></p>	<p>Coach: OK let's practice the scenario where you share your dream; and you can practice expressing your superpower for tenacity when you share.</p> <p><i>{player and coach get into a role play to practice this situation and approach}</i></p>

Most Transformation Coaches do mostly type #2 and #3 with a little spritz of #4. This is somewhat tame Transformation Coaching because there is no practice.

Can you imagine a basketball practice where they never get on the court? Where they only talk about basketball? No. that would not be very effective basketball coaching.

As a CoachVille Coach you will co-create ACTIVE conversations where you practice scenarios with your player! You will provide a hearty mix of types #3, #4 AND #5 in most coaching sessions. This will be growth oriented and can be transformational for your player and sometimes for YOU as well. When you have a healthy dose of ACTIVE conversation, the Pro-Active part will be full of imagination, energy and bold moves.

ACTIVE conversation changes everything; figuratively AND literally.

It will feel really strange at first and **it might freak you out**. (Actually, it's more likely than a might. LOL). Soon, you are going to love it; you will realize that you are doing something special.

Again, I will share more with you about how to actively practice scenarios in the HOW Chapters. There is a way to practice all four types of Social Play.

Proactive Co-Creation

Proactive Co-creation is a truly beautiful art form! It is something that we are all inherently capable of, but it was smashed out of us by the authoritarian compulsory education system. As in: "Do your own work! If you help your neighbor, you are a cheater!"

As Transformation Coaches, we aim to bring this beautiful part of our natural ability back to everyday experience. AND as Transformation Coaches we aim to do it with stylish mastery.

Recall from the last section: proactive co-creation is talking about how to do something; how to do something better; a plan to do something; a strategy; brainstorming. It builds deeper belonging and starts a shared experience.

As a coach – who is passionate about life – you have a lot of wisdom, knowledge, and experience about life to share; just like a basketball coach has passion for basketball. BUT you need to share it in a co-creative way. You do this by getting to know your player really well. You assess their experience, abilities, and awareness. Then, when you share something with them, you do it in a way that is "just a little bit ahead" of where they are.

This way they can relate to it and grasp it and feel that you are WITH them rather than overwhelming them with your expertise. You want your player to feel that they are your equal partner while you are guiding them.

This requires some finesse.

However, if you were fortunate to grow up playing with a wide variety of other children, some who were a little younger than you, you did this quite naturally all the time.

This is the natural way humans play together and grow together. It's just that as coaches we master it and make it seem totally natural for the player.

A Few Thoughts About Guided Practice

Guided practice requires the same level of finesse as proactive co-creation. But instead of talking about ways to approach an activity or situation, you actually DO IT.

To provide guided practice with someone you use your abilities and playfulness to provide a practice situation with your player that is within their abilities most of the time and just beyond their comfort zone once in a while.

I like to use the analogy of a tennis coach hitting the ball back and forth with their player. The coach uses their advanced ability to provide just the right amount of challenge for the player to gradually improve their abilities.

One of the main ways to provide guided practice with our players is role playing conversations and situations. We will get to this in the Part 3.

Here are a few general points about practice:

- Play and practice go together. Practice is the pursuit of playing better.
- Play is something that you cannot control but you can influence. Practice is about gaining more influence in a recurring social activity or situation; or the ability to co-create the desired social result more often.
- Adults often absorbed an Industrial Culture belief that they SHOULD know how to do everything already and as a result resist practice.
- Adults often feel vulnerable when they don't know how to do something. So, they just try to avoid it or fake it rather than seeking a way to practice.
- Practice is the pathway to mastery; there are so many activities that are fun and useful to master.
- With practice essential actions become "natural"
- To practice, you have to allow yourself to "NOT KNOW" how to do it; or allow yourself to not be perfect.
- Practice is a way of getting feedback. Because of Industrial Culture environments where feedback meant that you screwed up, most adults have learned to avoid feedback. To become awesome at Social Play in the Connected Culture you must become fluid with feedback experiences. Keep growing.
- For people who have the desire to play better, feedback is the "Breakfast of Champions!"

Pivotal Moments

The Pivotal Moment is one of THE most important concepts in playing and coaching life.

Pivotal moments are coach-able moments.

A pivotal moment is a moment that has the potential to make big impact on the fulfillment of your player's dream.

Here is the interesting thing: in athletic and arts coaching the event is short in duration, so it is relatively easy to hone in on the pivotal moments to explore and practice.

In life, however, there are so many moments! Which moments are the pivotal ones?

And on top of that, the athletic coach is observing the event so they can assess the situation firsthand. In Transformation Coaching, you are not observing as your player is playing for their dream out in the social world.

Two things:

- 1) You need to become very perceptive so that as you listen to your player you can help them identify the pivotal moments to practice.
- 2) You need to elevate your player's awareness so that they become very perceptive in identifying their pivotal moments.

Side Note: We have an approach called "Team Play for Transformation" that makes this much easier! It is one of our specialties. I will share this with you in the HOW Chapter.

To purpose of this section is to share with you the types of situations you will practice with your players as a Transformation Coach.

Here are a few typical examples:

- 1) A BIG choice that your player wants/needs to make.
- 2) A BIG opportunity that they have in front of them.
- 3) A recurring action that – if they got better at it – would accelerate their progress.
- 4) Any moment when they have an urge to do something for their dream AND at the same time a resistance to doing it. (this happens a lot!)



1) The BIG Choice

There are some big choices in life that can change the trajectory of your life. Should you go for the new job? Should you leave your job and start a business? Should you stay in the partnership or move on / let it go?

You may have heard the classic song by "the Clash: "Should I stay, or should I go?"

The lyrics are: "Should I stay or should I go now. If I go, there will be trouble and if I stay it will be double." Classic.

As the coach you will help them play with the scenarios to expand their inner awareness about each choice. Then they can choose with confidence and clarity.

2) The BIG Opportunity

Sometimes you are aware of these moments, and you are in an inner debate about if /when to make the move. Example: calling an influential friend to ask them to support / promote you. As the coach you will guide them in practice of this moment to uplevel their actions and their energy alignment.

Sometimes these moments just happen. And the question is: will you seize the moment or not? Like the time I found myself sitting on a plane next to one of the BIGGEST icons in the history of Coaching: Timothy Galway. Note: I sat there in a daze for 5 hours! I still remember that flight as clear as day 15 years later. DANG!!!!

After the experience you can replay the moment with your player to help them reclaim their power and be more prepared for the next spontaneous opportunity.

3) The Recurring Action

This is an action that is vital for playing for your dream. For example, if you have a business, you talk to potential clients often. And how well you play in these conversations has a big impact on your business dream. If you are playing in a career, you have opportunities to introduce yourself or speak up with influencers in the organization on a regular basis. What do you do in these moments?

As the coach you can guide practice of these moments so that your player gains confidence in expressing their Superpowers in these situations.

Playing these moments with clear intention, positive energy and familiar words can really impact your players results. And if your player gets positive results more often, they accumulate into the dream becoming reality! And you become known as an AWESOME Coach!

4) The Pull between Play BIG and Stay Safe

This is the main type of pivotal moment that I want to bring to your attention because it is the heart and soul of Transformation Coaching



This is when the player has an urge to take action for their dream. It can be a planned action OR it can be a spontaneous opportunity that pops into their life.

Remember in the Human Journey With a Coach Model there was a section called “the pull”; where the BIG Dream pulls the player out and the Social Safety Instinct pulls the player in to preserve the status quo.

The Dream will take on a life of its own and it ask the player to do things. But then, something else happens within the body and inner being that brings up an uncomfortable feeling. This usually leads to thoughts about why it is NOT a good idea to do this now; maybe tomorrow!

This is known as inner resistance. Often the time between the urge to act and the resistance is so FAST that we don’t even notice that our Dream was calling us.

When we start playing for your dream these kinds of moments will happen A LOT... every day.... To all of us.

Remember!!! We are talking about social play and social fear. Relating for influence contains big opportunities but the fear of rejection is also very strong. Creating for

Inspiration contains big opportunities, but the fear of disappointment is also very strong (That is an understatement; I am feeling it right now!)

The spontaneous urges to act are very similar to the spontaneous BIG opportunities that I mentioned before; will you go for it? Or will you hold back?

These are the moments that make playing for a dream so dynamic and fun. But when we are resisting an action, it doesn't always feel fun. (Hah! Understatement)

In the Part 3 I will share with you a really powerful and profound coaching technique called: The Pivotal Moment of Choice (Pivotal Moment for short). This is a mainstay of our Coach Education Curriculum. I use this technique in almost every coaching session. My players LOVE it.

Chapter 7: The Energy Alignment Game

There is more to playing life than taking action

In most athletics there are skills to practice and strategies to understand. And then beyond this, players who aim to be great pursue the inner development required to get into “the zone”.

In performance arts there are techniques to practice and repertoire to master. But beyond this there is the essential process of developing a personal style.

In life there are social actions to practice and approaches to understand. But beyond this there is the wondrous pursuit of energy alignment!

In all forms of coaching, it is these latter pursuits that empower players to become extraordinary; to go beyond where action alone can take them. This aspect of coaching is deep and co-creative.

This is a BIG idea that I want to share with you to give you the bigger picture of Transformation Coaching and playing for dreams.

We call it Energy Alignment.

In our coaching definition, Energy Alignment will take

3) Play better in pursuit of their Dream and

4) Become the next version of themselves

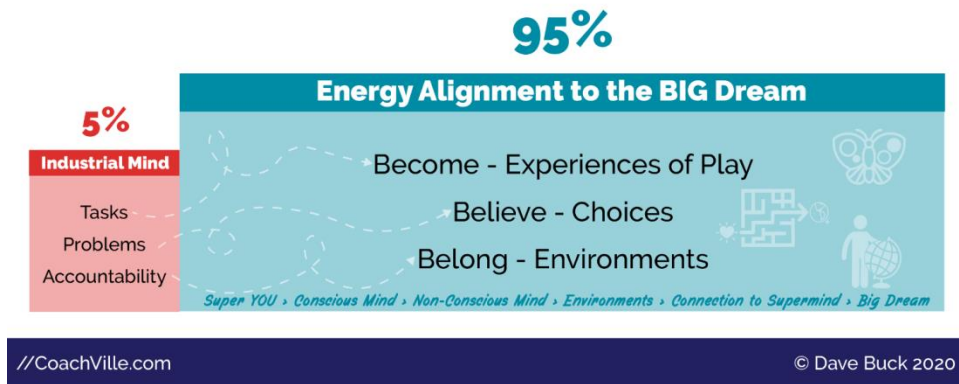
to a whole new level of awesome!

Another way of saying this is: there is more to life than what we can control.

A LOT MORE!

Here is a little diagram to show the elevation of Transformation Coaching from the Industrial Culture Mindset focus on Control to the Transformation Coach Culture Mindset focus on playing with energy.

What are you coaching? The 5% or the 95%?



Transformation Coaching has come a LONG way in the past 25 years... and at CoachVille we have been a really big part of that evolution.

In the early days of Transformation Coaching – in the 1990's – we were heavily influenced by the Industrial Culture of control. So as a result, Transformation Coaching got tangled up in concepts like tasks, problems and accountability.

But in the grand scheme of life, completing tasks, fixing problems, and holding accountability is only a small fraction of what it takes to live a joyful life of freedom and co-creation!

You may have wondered:

Why is the life I imagine so difficult to realize?

Or

Why is it so hard for my players to live their dreams even though they are taking action?

The answer is: The energy is not aligned!

And most Industrial Culture “success” training ignores Energy Alignment.

One way of thinking about this is in concepts you already recognize: mindset, attitude, intuition, attraction and synchronicity.

Energy Alignment makes these ideas very practical while adding the sense of mystery and wonder.

As a Transformation Coach you will be focused on guiding your player to align every part of their Energy with their BIG Dream. They will do this through:

- Becoming the next version of themselves through playful practice and the freedom to BE their powerful self,
- Upleveling their non-conscious beliefs and choices and exploring their fears like a treasure map leading to their lost unique power

- Leveraging their need to belong by upgrading their environments to find people who embrace their power.

When you develop your players in these areas, they seem to make the right moves at the right time without a lot of wasted effort. They get “in the flow” and good things and opportunities just seem to come to you.

Yes, here we see yet another variation on the Become – Believe – Belong theme. It’s everywhere because our awesome Human Nature Superpowers are everywhere!

The idea is to play for their dream and live in the flow of energy RATHER than holding them accountable for an endless list of tasks and problems.

WOOO HOOOOO!

The Energy Alignment Game Model

Let’s explore Energy Alignment a little deeper because it is woven throughout the Transformation Coaching Experience.

I am going to share with you the picture and a brief overview to energize you and spark your curiosity. We will go into each of the elements as we move along on our adventure together. (Something to look forward to ;-)

You don’t need to “worry” about understanding this; when you start coaching you will experience it.

The “Game” is to align all aspects of YOU (the player) with their BIG Dream to create a state of flow.

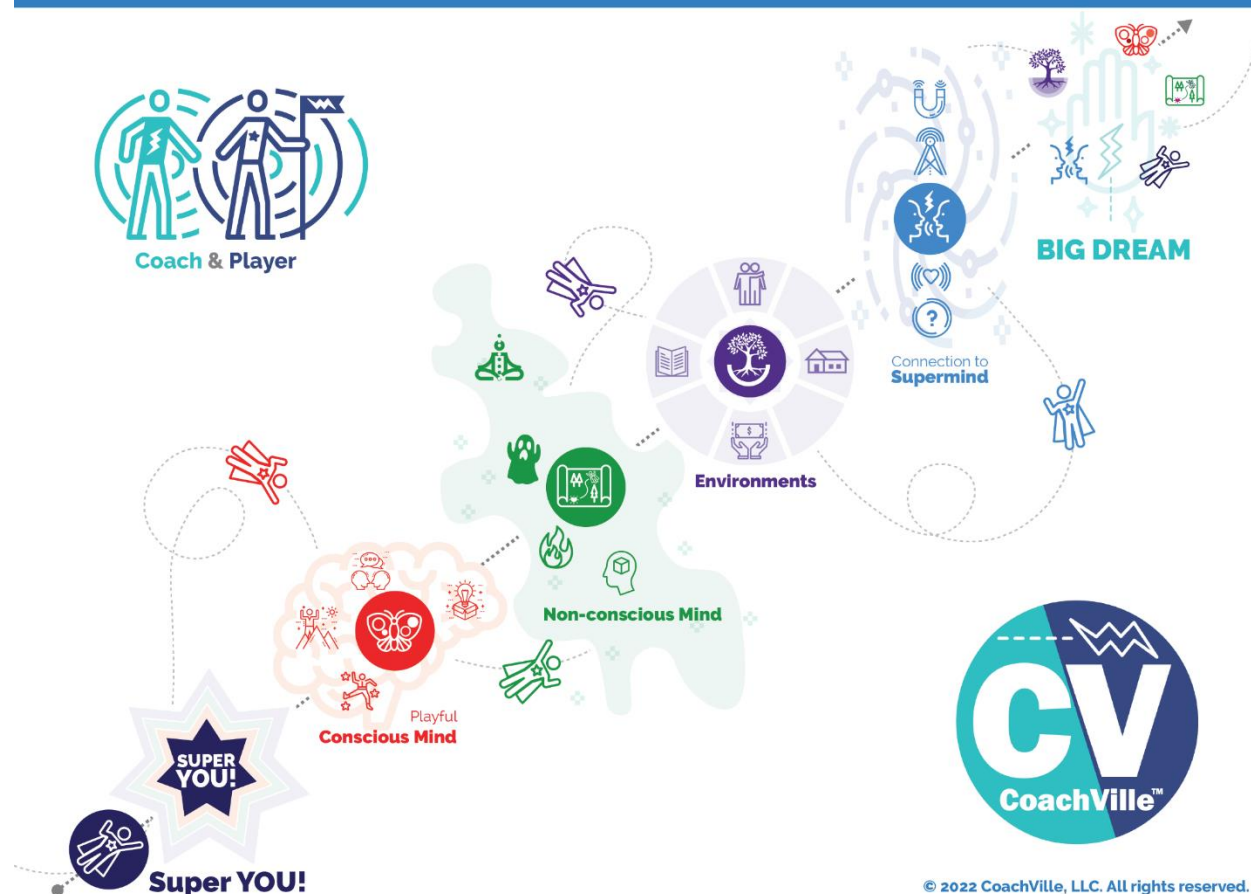
Energy Alignment Game

SO MUCH FUN!! Learning about this concept over a period of many years was one of the extraordinary discoveries of my life.

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

One little note: There are MANY MANY ways to play with “Energy”. This is not intended to be a definitive guide.

The Energy Alignment Game



This description is written from the players perspective.

Your BIG Dream

This is your vision of what you aim to accomplish, experience, express or co-create in the world. Your Dream comes from your hearts desires but is often sparked by what you see – or don't see – in the world around you.

Often our hearts dreams are a little mysterious; even to the one who has the dream.

Most BIG Dreams include an essence of contribution.

Next, we will go to the lower left to explore all of the energies that we can align with your dream.

Super YOU

There is a next-level version of YOU that you must express fully and become in order to fulfill this big dream. One of the reasons your Heart has dreams is so that you can discover and express more of your abilities.

Playful 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. Your playful conscious mind responds to the urge to become the next version YOU. Play is all about becoming. In the model hopefully you recognize the four symbols for the Pivotal Moments of Social Play that we explored earlier.

Non-Conscious Mind

Whoa, this is a big one. Your non-conscious mind is the power source of belief and desire within you. It is like an energetic bridge between the urge to become in your playful conscious mind and the need to belong in the environment around you. You will need to expand your body awareness, where your intuition and inner knowing live.

You will need to uplevel your relationship with fear from enemy to friend and a treasure map to your Superpowers. Your dream will need you to tap into your heart's desires for focus and fuel. You will need to cultivate belief in a whole new set of possibilities to align with your dream.

The non-conscious Mind is the focus of the Pivotal Moment Coaching Technique that we will explore in the HOW Chapters... whew! We need it.

Environment

Your non-conscious mind - which is super focused on belonging - is in constant connection with your environment, especially the people and your social status with each person. You will need to uplevel many aspects of the world around you so that the powers of belonging, believing and becoming align with your dream. And as you unleash your Superpowers, you will need to find or cultivate an environment where it is safe for you to express them. The experience of belonging between the coach and player builds the courage to make those changes.

Connection to the Super Mind

There is a timeless web of human consciousness that we are all connected to. Through big questions, gratitude and intentional thoughts your dream can become a magnet for the insights, inklings, spontaneous awareness, opportunities and synchronicities that you need to live your dream. But be prepared, the Super Mind plays rough, so you need to expect a tumble or two.

The pursuit of Flow

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 the ultra-safe under control routine. It is engaging, yet safe enough that the potential rewards seem worthy of the potential risks. This is when pursuing your BIG Dream feels less and less stressful and more and more fun!

Invitations

If you LOVE the idea of becoming a champion of Dreams and dreamers

If you LOVE the idea of becoming a guide on the Human Journey

If you LOVE the idea of becoming a creative practice partner for Social Play in pursuit of the social rewards of influence, inspiration, visibility, and change

If you LOVE the idea of becoming a capable interpreter

of the treasure map of fear and the discoverer of lost Superpowers

If you LOVE the idea of becoming masterful at the fine art of proactive co-creation

If you LOVE the idea of celebrating Peak Experiences with a player that you are coaching

If you LOVE the idea of developing the profound ability to align energy with your players...

THEN

You have the makings of an Awesome Transformation Coach.

And we would LOVE for you to join us in our Center for Coaching Mastery and become a Certified Transformation Coach.

In our Program we have in depth coaching methods, techniques and resources for each aspect of the Energy Alignment Game.

Thanks for reading!

MORE TO COME!!...