

TRANSFORMATION COACHING



Player Playbook
by Dave Buck, MCC

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

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Transformation Coaching

What to do
when LIFE sends you a
wake-up call
(Or you choose one for yourself)

Playbook for Players
2023 Edition

By Coach Dave Buck, MCC

The Lightning Bolt Moment



The Lightning Bolt is a symbol of transformation.

The FLASH of electricity comes out of the sky to shake things up and cause a transformation.

In the mystic symbol of the lightning bolt, it is striking a tower and the people in the tower are tossed out. SET FREE! Out of their isolation and back out into the social world of other people and new possibilities... and new challenges.

Were they held captive by some form of outside control? Or did they put themselves under control to get away from the risks of the world? We don't know. But either way, the control is gone and now they are free to play – and risk – and GROW – again.

Scenario 1:

In real life terms this is some kind of event. Often the end of a situation: a job, a relationship, a time in a place, or a state of health... and at the exact same time, the beginning of something... your next adventure, your NEXT Dream.

You may be in a lightning bolt moment in your life and now you are connected to a Transformation Coach. Good!

Scenario 2:

You are connected to a Transformation Coach and now you are going to co-create your own lightning bolt moment (Yes, you can do that). In real life terms this is some kind of choice. A choice to let go of some status quo in your life and LIVE YOUR NEXT DREAM NOW!

Whichever scenario you are in... it is good!

Sometimes we choose our next Dream.

Sometimes our next Dream chooses us!

The Transformation:

From: under control... staying safe

To: set free... into the social world

There is some part of you - Super YOU - that needs to be set free... back into the social world for expression, growth, risk, and opportunity; so that you can live your next Dream, NOW!

Together we will discover what part of YOU (or parts) is being SET FREE... and ready or not.. look at world, here you come.

Here is a BIG point about Transformation Coaching: whatever problems you were focused on before the spark... are probably no longer relevant; most likely they are not worth your attention. We leave them behind with the crumbled tower. AND it is likely that the cause of those “problems” was trying to keep your Self, or something, under control.

On adventure in the social world, we don't focus on problems. We focus on the peak experiences of the Dream we are playing. Sure, problems happen, but we solve them like fun puzzles.

The Lightning Bolt between the two faces talking represents the transformative power of human connections and coaching conversations.

FLASH... a new adventure!

FLASH... a new possibility

FLASH... a new awareness

FLASH... a revealed desire

FLASH... a new ability

FLASH... a new becoming

FLASH... a peak experience! (this is what its all about!)

FLASH... a new understanding

FLASH... your next DREAM

The Lightning Bolt – the Transformation Coach – is the messenger, the catalyst, the companion, the guide...the FLASH!

The only choice now is to play the new Dream....Or stay under control.

FLASH!

Let's Play

Welcome!

Hello there! Coach Dave here with you.

It takes a village to live our Dreams!

On behalf of the CoachVille Community, I welcome you to the Personal Transformation program with your CoachVille Coach.

I am the co-creator – with our amazing team of coaches – of the Personal Transformation program that your coach is using to guide you in your new adventure. While your coach is your Guide on the adventure, I will be your “Bonus Companion” with this playbook and a series of audios that I recorded to help you make the most of every session with your coach.



Our BIG Dream at CoachVille...

Everyone, everywhere with the courage to play life, has a GREAT Coach! YOU are making our dream come true!! Thank YOU!

Your Transformation Coach is...

- The champion of your dreams
- The promoter of your playfulness
- The uplifter of your Human Nature Superpowers

The true heart of coaching is practicing together to play better. So, just as a basketball coach will help you play basketball better or a violin coach will help you play violin better, a Transformation Coach will help you play Life better. You might be wondering: how do we practice life? We will get to that I promise. Oh, and it's AWESOME!

Your **Dream** is the call to adventure... out in the world... to create new experiences that enhance your life and the lives of others.

Your **Playfulness** will empower you to explore for visibility, relate for influence, create for inspiration, and experiment for discovery... the 4 things your Dream needs you to do.

Your **Human Nature Superpowers** are core abilities that we all have within us that we can express to co-create a beautiful life of Egalitarian Freedom. As you play Life you will discover, unleash and develop your Superpowers of Human Nature!

Are you READY TO accept the call to adventure, AND create a ripple effect of good that deeply touches others? And amplify the goodness of your Human Nature? I know the answer is YES! The good news is that it happens naturally when you play with a Transformation Coach. Enjoy the adventure...

Coach Dave Buck and the CoachVille Community...

We are the Champions of Dreams!

Session #01 – Exploratory

(Exploring the possibility of having a Transformation Coach)

01-01) Prepare for Session #01 – the Exploratory Session

You may be reading this playbook before or after your exploratory session with your coach. Either way is OK!

If it is before, then consider these first few pages or so as motivation to say: “YES”!

If it is after, then these pages are here to get you prepped and ready to play.

Even if you already had the exploratory conversation and said: “Yes”, I still recommend that you listen to the prep audio. A few of the ideas will energize your experience with your coach.



The First Step in Coaching

The first step in a coaching relationship is what we call an “Exploratory Conversation”. The main purposes are to:

- A) Get you excited about having a Transformation Coach
- B) Make sure that you and the coach are a good fit for each other.

[Listening to this audio will help you prepare for the session.](#)

Reading this playbook introduction will also help you prepare to get the most out of it AND to make a good choice for yourself.

Prepare for your Exploratory Session

Well, you don’t really need to “prepare” in the traditional sense.

But your potential coach is going to bring up a few topics that you may never have been asked about before. So, if you want to give them a moment of thought before the session you can.

If your coach has sent you the Playsheet Pack then you can print a page that looks like the one on the right. If not, no worries.

Transformation Coaching #1 (Exploratory)		Date: _____
SESSION FOCUS: EXPLORATORY SESSION		
Peak experiences:		Self-expression:
3. _____ 		4. _____ 
3-month focus:		
2. _____ 	1. Your Dream 	Contribution:
		5. _____ 
Growth-oriented challenges:		Play better:
7. _____ 		6. _____ 

1) Your Dream

Your coach is going to ask you if you to share your current version of your Dream. Your Dream can be an elaborate vision or **it can be a simple statement of desire.**

2) 3-Month Focus

Is there something that you are focused on for the next 3 months.

3) Peak Experiences

Are there any peak experiences you would love to have over the next 3 months?

A Peak Experience is where you do something awesome and feel yourself coming alive!

4) Self-Expression

How would you love to expand your self-expression?

5) Expand Your Contribution in the world

How would you love to expand your contribution?

This could be to your family, a community, a company, a cause

6) Play Better?

Are there some activities that you would love to “play better”?

7) Growth-oriented Challenges

Are there any growth-oriented challenges you would love to step into?

This can be a really fun conversation!!!

Enjoy your exploratory session with your – potential – coach.

It could be the start of something BIG!

Free people. FREE PEOPLE!

01-02) The Practical... The Problems ... The Purposeful... The Playful

YES!

As your bonus companion on your adventure with your Transformation Coach, my role is to prepare you for each leg of the journey so that you can really LOVE it and thrive.

In this exploratory chapter, I have a few provocative ideas to share with you... that will shift how you see yourself, the world around you and your opportunity to thrive in a joyful way. AWWW Yeah.



The first thing I want to do is share with you a few of the “real world” benefits of playing with a Transformation Coach in the form of practical benefits, “problems” solved and bigger purpose and aspirations.

The Practical

- If your Dream or purpose feels fuzzy or lost, it will come into focus and gain energy.
- Positive actions that used to seem hard will start to feel easy.
- You will have more fulfilling experiences with people you enjoy, in ALL aspects of your life!
- You will gain awareness of where your doubts and fears are coming from... and you will feel more and more FREE!
- You will greatly expand your “body awareness” and “emotional awareness” which will increase your intuition, inner knowing and self-trust. << ***THIS IS A BIG ONE!***
- You will feel more ALIVE... and feel like your life is more vibrant than it used to be!

The Problems

Something happened in your life to spark this new adventure, or some situation has led you to the conclusion that NOW is your time. It is possible, even likely, that whatever happened seems like a problem to you now. This is normal in our culture.

But it is important to know that Coaching is NOT an intervention for problems! It is about playing life better.

However,... as you play better with your Transformation Coach, many of life’s situations that are commonly perceived as problems will gradually lessen or disappear completely.

- You will experience LESS stress... and depression.
- You will experience LESS procrastination... and self-doubt.
- You will experience LESS loneliness... and isolation.
- You will experience LESS “self-absorbed Ego” ... and frustration.
- You will experience LESS “self-sabotage” ... and disharmony.
- You will experience LESS limiting self-talk... and anxiety.

While we won't focus on any of these problems, they will lesson on their own. You have to admit... this will be awesome!

The Purposeful... and Aspirational

- You will gain influence. You will begin to see yourself as powerful and capable of having a profound positive impact on the lives of others and in the world!
- You will gain creativity. You will gain clarity on the YOUnique qualities that you have within you that you can use to co-create the results and experiences you desire.
- You will make discoveries. You will feel more confident in taking risks that can bring about positive rewards for your dream.
- You will gain visibility. You will feel more courage in being seen and owning your value.
- You will develop the ability to tap into your body wisdom to make bold choices.
- You will develop the ability to tap into your AWESOME Human Nature for needed insights and possibilities... and then ACT on them.

The Playful

A BIG difference between playing with a coach and working in isolation is well... a focus on play... specifically Social Play, and practice.

We have a little model to help you shift your mindset from worker to player: Relate, Create, Explore, Experiment. (It has a ring to it!)

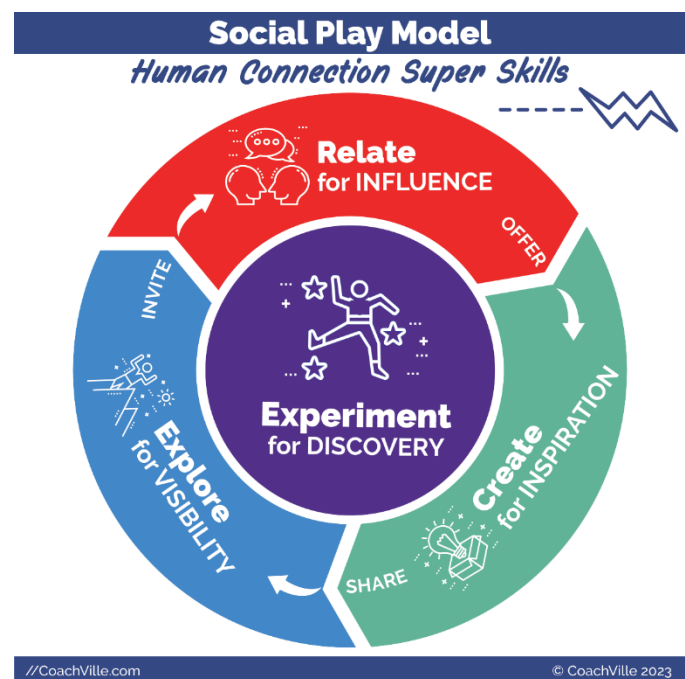
Your coach will encourage you to add activities in these four areas into your plan each week; this will guide you toward the experiences you desire, the impact you desire and personal transformation **AT THE SAME TIME!**

Here is an important insight to consider:
Anything that you cannot control but you can influence is an opportunity to play and play better with a coach!

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

These are the four types of activities:
Moments of Social Play.

- A play-able moment is a coach-able moment that you can improve through practice.



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

And here is another BIG point: As you unleash your Superpowers of Human Nature, you naturally get better and better at Social Play because Human Nature is Playful!!!

The BIG Picture...

Playing life with a Transformation Coach means you will practice pivotal moments of social play that lead to visibility, influence, inspiration, and discovery!

You will experience this fully throughout this coaching engagement and you just might be inspired to take a “coach and play” approach to many of your future pursuits in life! **I HOPE SO!!!**

Now you might be thinking: “Yes, the social play actions and results are exactly what I want! The Power of Playfulness sounds amazing.

“But when I think about it:

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

EXACTLY.

Somehow, we have all become fearful of our playfulness and social play actions in the Industrial Culture.

This is a BIG reason why Transformation Coaching was invented!!

01-03) Transformation: From Control to Co-Create

Each week we will focus on at least one transformation.

To get us started we will explore one of the biggest...

From: Control

TO: Co-Create

OR the deeper version:



From: Hierarchical Control

TO: Egalitarian Co-Creation

Juicy.

Control

Notice areas of life where you are attempting to control OR you feel that you are “supposed” to be in control.

- Of a person
- Of a situation
- Your SELF

And notice the areas of life where you are being controlled.

- By a person
- By a situation

Co-Create

Notice moments when you feel the urge to co-create with another person.

Usually this will be the urge to do something WITH another person to co-create an experience together.

And sometimes you will co-create a “thing” that you want other people to experience.

The big idea is to notice that we can – and really enjoy – co-creating experiences with others.

This is important right at the start because coaching is a co-created experience.

Coaching is a form of Egalitarian Co-Creation.

Also known as Playful Co-Creation. In free play we are all equal in co-creating the experience. This is a highly advanced and effective form of co-creation, like we all did naturally as children.

It is different to how most human relations are organized by our current culture.

Your coach is not going to control you as if they are “the authority.”

YOU are not going to control your coach because they are supposed “to serve” you as a customer or client and the “customer is always right”.

Let’s go DEEPER because this is BIG!

In this program we will deeply explore our Human Nature. It will be illuminating and fun.

The essence of our Human Nature is Freedom and Love!

We all yearn to be self-determined and also co-create with others and experience collective care. We want to do our own thing and express ourselves, BUT, not alone!

Meanwhile, our Industrial Culture is based on control and neglect of our Human Nature.

In this culture, it’s “normal” to be controlled and neglected and then to control and neglect others. Each experience of control and neglect is a small trauma to our Human Nature of freedom and love. These normalized traumas – the trauma of everyday life – stack up.

Over time our Human Nature is squashed and our Human Connection Skills are diminished and we feel less and less vibrant and alive.

The is “the cause” of most of our problems.

I want you to consider a provocative idea regarding “the problems” I described in the last section. (eg. Stress ... and Depression etc.)

If you have a group of 1,000 people and one person is stressed, then the stress has something to do with the person. But if you have a group of 1,000 people and 5, 50, or 500 are stressed, then the cause of the stress is in the culture!

This is big.

As an example, you can do things as an individual to address the stress you experience, but WE, as a culture, also have to do things to eliminate the CAUSES of the stress.

In our Industrial Culture we are obsessed with “individual responsibility” for problems and we ignore the culture of control and neglect which is the CAUSE!

My theory, that I have developed in 25 years as a Life Coach, is that almost all of the “personal problems” we experience are actually caused by our culture of control and neglect of Human Nature.

But all is not lost! We have Transformation Coaching!

The big picture focus of Transformation Coaching is to:

1) Restore and unleash your Human Nature Superpowers, starting with Freedom and Love!

- 2) Expand and practice your Human Connection Super skills: relate, co-create, explore and experiment.
- 3) So that you can play your Dream AND be a light of joy and aliveness for the people you know.
- 4) Playing your Dream will gradually disappear the problems you were experiencing with the magic of post traumatic growth! Yeah team!

Then...

- 5) Uplift the cultures that you are in; your family, community, company, neighborhood, town so that it ripples out from there to states, provinces, countries and EVERYONE.

Together, we can co-create a better world.

AWWWW Yeah!

01-04) Transformation Coaching... the quick definition

Here is a quick definition of Transformation Coaching, with more to come later.

Let's do the coaching part first.

The super straightforward definition of



Coaching is...

Guided Practice and Playful Co-Creation

For the player...

To become the next version of themselves

In pursuit of playing their Dream better

NOT... solving problems and organizing tasks.

The purpose of coaching is to play your life better. Or as we also say, play your Dream better.

A tennis coach co-creates approaches to tennis with you and then practices tennis with you so you can play tennis better.

A vocal coach co-creates approaches to singing with you and then practices singing with you so you can sing (play your voice) better.

YES! It is possible to practice playing your life and play your Dream, and it's really fun! We will get to that a bit later.

Important pattern language:

Lawyers have clients.

Doctors have patients.

Coaches have players!

All through this book (and audio) we will refer to coaches and players!

Being a coach is awesome.

Being a player is awesome!

Becoming and Transformation

There is an element of coaching that includes becoming the next version of you, WHILE you co-create and practice playing. When you co-create and practice you EMBODY new abilities and awareness. This gradually leads to becoming the next version of you.

Practicing any activity with vision and desire will have a ripple effect on the rest of your life.

Such as becoming a more confident person.

Or becoming a more fulfilled person because your passion and playfulness have a healthy focus or “outlet”.

By calling what we do “Transformation Coaching” we emphasize the becoming part.

As we play our Dreams in life there are almost infinite possibilities for becoming the next best version of ourselves.

Transformation has a simple structure:

FROM: something NOW (that served its purpose)

TO: something NEXT (that we desire to become or experience)

Our big example at CoachVille is:

FROM: under control

TO: set free

The “Lightning Bolt Moment”!

There are sooooo many possibilities here. So many aspects of our SELVES that we can “unleash” or set free and express ourselves in the world in a bigger way.

Another good way to understand coaching is the Guide on the Heroes Journey – or as we call it “The Human Journey”. The idea here is the Transformation Coach is your Guide / Companion on the adventure of life providing observations, ideas and new perspectives so that you grow much faster than if you were adventuring alone.

One essential benefit of coaching is that your coach will grow and become along with you. Playing your Dream is growth-enhancing. Coaching others to play better is ALSO growth-enhancing. The whole experience is powerfully and mutually beneficial.

This is just the start of understanding what transformation coaching is and the value it can have in your life. As we move along, the clarity will grow.

Let’s play.

01-05) Play your Dream

PLAY YOUR DREAM – what does it mean?

One of the BIG ideas of Transformation Coaching is to live a Dream-Centered Life.

This is a BIG Transformation

From: Work toward a goal (like it is an objective for some day)

TO: PLAY your Dream (like a game you plug in to the “Play Life Station” every day)

Working toward a goal is a common notion. Your goal is something that is off into the future; something you accomplish someday by completing tasks every day.

Your Dream is a “game” in the Play Life Station

PLAY YOUR DREAM is a totally new idea. The best way to explain it is with a metaphor.

You are most likely familiar with the various game consoles where you plug a game into the console and the screen comes alive with a new world that you explore, face fun challenges and develop new abilities.

Imagine that this amazing world that we live in is a fully alive “Play Life Station”!

Your Dream is like a game that you plug into the game console.

After you activate your Dream by sharing it with your coach, the world around you comes alive in a new way. Everything that happens is connected to your Dream. You PLAY your Dream every day.

And yes, you can pop the game out of the Play Life Station any time if you need a rest. 😊

THIS IS SUPER IMPORTANT...

You will LOVE playing for a Dream that is engaging, supportive, challenging, purposeful and fulfilling... **even if right now in your life you only have 20 minutes per day** to play your Dream, it will light up the rest of your life. And hopefully soon more and more of your day can be playing your Dream time. AWWWW Yeah!

Possibilities for your Dream

Your Dream can be an elaborate vision. OR it can be a simple statement of desire. Either is an awesome way to start our adventure together.

Elaborate: I want to host a podcast where people share their defining moments in life.”

Simple: I want to feel more energy when I am at work.

Simple: I want to have a closer relationship with my friends and neighbors.

At CoachVille, we use the symbol of the lightning bolt to represent your Dream. And sometimes we put the lightning bolt in a sunshiny heart to symbolize that your Dream comes from your heart and radiates out to the world around you. LOVE THAT!

We also typically capitalize the D to represent that your Dream takes on a life of its own, almost like a character in your adventure.

The first thing your coach is going to talk with you about is your Dream; because playing your Dreams is what coaching is all about. An important point here is that playing life



with a Transformation Coach is MUCH different than going it alone. So, I am encouraging you to think bigger than you might normally allow yourself to think.

Why Dream... rather than objectives or goals?

- 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 peak experiences you want to co-create.
- Your Dream includes the spirit of play.
- Your Dream includes a sense of wonder and mystery.

Often, we don't think too much about our dreams, we just focus on what we can control by ourselves. This is how we were trained to think in the Industrial Culture. (We will get to this later) This approach tends to keep us pretty small, which is OK sometimes. But truly life can be MORE.

Our mantra is: The world is a playground... A Play Life Station... 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 with your Transformation Coach!

Aspects of Life you can play better with a Coach.

- small business ownership,
- career development & transition into something joyful & meaningful
- business growth through team play
- leading a worthy cause or movement
- growing a vibrant community
- 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 you will grow as you PLAY YOUR DREAM...

- You will express your superpowers, energy and creativity.

- You will enjoy the company of people by growing your Dream Team.
- You will grow your skills and capabilities, especially your Human Connection Super Skills.
- You will experience flow with your Human Nature Superpowers: to dream, be free, befriend, become, believe and belong.
- You will grow in status within your community.
- You will co-create your world - and THE world - in a positive way.

Peak Experiences (and objectives)

Peak Experiences are essential to playing your Dream every day. A peak experience is when you rise up to a challenge and something awesome happens. Usually, you then feel the urge to put your hands in the air for a high five or a fist pump. LOVE THOSE!

When you play your Dream every day, every day there is a possibility for a peak experience; sometimes more than one! It doesn't mean that one will happen... just that there is the opportunity for it to happen.

A peak experience often includes using a new skill or expressing a personal superpower in a new way. It is often the result of lots of practice doing something to develop a new ability or approach.

The feeling is: **WOW! I (We) just did that. And it was awesome.**

Growth-oriented Challenges

If you put a new game into your game console and everything that happened was something you have seen before and knew exactly what to do (like, the way we were taught to live in the Industrial Culture!) you would quickly become bored with the game and stop playing.

When you play your Dream, rather than go through the motions of another day of habits and tasks, you WILL experience challenges. You will face the unknown and opportunities to fail.

It is growth-oriented challenges that make playing your Dream fun every day.

The key is to embrace this truth and enjoy the challenges that come your way.

Here is the approach:

When you play your Dream, you look at EVERY situation in your life as if it is somehow part of the adventure. Everything is happening for YOU to grow as a player in this Dream.

Even events or situations that happen and seem to have nothing to do with your Dream, you assume that they do, and you look at them from this perspective.

Even recurring issues from BEFORE you were playing this Dream, most likely the ones that led up to your wake up call, you can look at them in a new way once you start playing your Dream.

The way to do it is simply to wonder: mmm.

I wonder how this situation is part of my Dream?

I wonder how this event is asking me to grow so that I can play my Dream better.

I wonder how this situation is trying to show me something that I didn't see before?

It's a powerful, fun and dynamic way to live.

You will LOVE playing a Dream that is engaging, supportive, challenging, purposeful and fulfilling... even if right now in your life you only have 20 minutes per day to play your Dream, it will light up the rest of your life. And hopefully soon more and more of your day can be playing your Dream time. AWWWW Yeah!

01-06) Overview of the Personal Transformation Coaching Program

Overview

Your coach will be guiding your adventure using a sequence of Transformation Coaching Techniques from CoachVille.

The sequence is designed so that YOU can discover the powerful ways a coach can co-create and practice with you while you play life / play your Dream.



As I mentioned before, when you are prepared with an overview of each coaching session, you can be a more powerful co-creator with your coach.

Before each session, you will learn about the practice technique that you will do together as well as concepts and ideas that will help you make the most of each session.

Here is a quick outline of the Exploratory Conversation and the 10 Sessions:

Part 1 – Experience Transformation Coaching Techniques

#1 Exploratory Conversation – Is now your time to have a coach?... YES!

#2 Dream Activation – Activate Your Dream Technique

#3 Social Play – Peak Experience Technique

#4 Play Better - Role Play Technique

#5 Pivotal Moments – Pivotal Moment Technique

#6 Practice – Plan-Play-Grow Technique

Part 2 – Play BIGGER

#7 Dream Refresh – Co-Create Awareness Technique

#8 Play for “Yes” – Transformational Play

#9 Embody the Dream Technique

#10 More Practice!

#11 Celebration!

NOTE: If you and your coach are doing a 13 Session series, an Exploratory + 12 Sessions, then you simply repeat session #10 two more times; because... **WE LOVE PRACTICE!!!!**

#11 More Practice; #12 More Practice; #13 Celebration!

The purpose of the coaching program:

1) For you to experience the essential techniques of Transformation Coaching as a player so that you will know how to benefit from having a Transformation Coach as a companion for all your big adventures in life.

2) For you to... well... play your Dream NOW - and activate your Human Nature superpowers and uplevel your Human Connection Super Skills! To realize that you have more power than you think you do to play your dreams and create a ripple effect of goodness in the world around you. AND to lessen or disappear the “problems” that led to your wake-up call.

3) HAVE FUN!

01-07) Team Play for Transformation

Your coach and I are co-creating “Team Play for Transformation” for YOU and your dream!!

In each chapter I will share with you a few ideas about playing your Dream. And I will give you a preview of any coaching techniques your coach will practice with you.



Why this is awesome...!

You probably have never had a CoachVille Transformation Coach before, and probably never any kind of Personal Coach. The more you know about what to expect in the session, the more you can be a co-creator rather than a passenger. This is super important because Transformation Coaching is a co-created experience, it is NOT a service.



It takes a village to raise the world.

It takes a village to play your dream.

A Coach Village! Hah. (Couldn't resist)

It takes a village to co-create the next version of YOU!

There is a saying, often attributed as an Ethiopian or African Proverb, that says: It takes a village to raise a child.

This is profound wisdom about the power of culture.

In this program we will learn about the enormous influence that culture has on us and our ability to play our Dreams and transform into the next version of ourselves.

Your coach is part of a team (a village!) of coaches who are co-creating team play for transformation. For YOU and your Dream!!

At CoachVille we have co-created a culture for Dreams and Transformation that you can be a part of.

Our culture includes Coaching, Concepts and Community.

Coaching

Coaching is guided practice and playful co-creation. You are about to experience this with your coach.

The practice techniques that you will use with your coach have some life-expanding ideas built into them.

Concepts

Concepts are life expanding ideas that can shift your mindset and expand your awareness. When you know the concepts, your coach doesn't need to spend precious time explaining them. This way you can dedicate your time together to PRACTICE!

When you share unique experiences with others you build a strong bond of community.

Community

Community is a place of profound belonging where your growth is nurtured and encouraged. For this we have a CoachVille App with a group for players with a Transformation Coach! Here you can access all of the resources and also connect with other amazing humans who are also participating in the Transformation Coaching Program.

The community part is vital because you will feel that you are a part of something bigger, rather than just being the only person that you know with a Transformation Coach. Experiencing a positive culture will empower you to “ripple” your experience out to other communities that you are part of!

When you feel that you are being championed as an individual within a group it expands your energy to step into the next challenge in your Dream. Your coach is ready to explore this challenge with you.

CoachVille App and Player Membership

Here you can access all of the concept in articles on any device. In addition there are a series of audios, so you can immerse in ideas that will make living your Dream easier and more fun!

Player Resources available in the CoachVille Player Community & App:

- Player prep audio to prepare for each session.
- Player playbook explaining the key concepts for each session.
- Playsheets for Coaching Notes for each session.
- Coaching Demo Audio for each session so they can observe and feel more comfortable with the techniques in action.
- Technique Sheets so they can co-create practice with you.
- Zoom events for all the players around the world. Engage in powerful conversations and connect with amazing players like YOU.

90 Day Free Trial to the Player Membership Community and CoachVille App

The CoachVille Player Membership is just \$20 / month.

AND... if you are new to CoachVille, your coach can give you a link for a **90 Day Free Trial** that you can use for your first coaching engagement!

You can access the community on CoachVille.net AND... most importantly... on the CoachVille App. The App makes it especially easy to access the audio content.

\$20 / month can save you \$\$HUNDREDS!

Here is the BIG IDEA... When you play your Dream everyday you consume a lot less entertainment and other stuff!

Seriously you do. When you start playing – and living – your Dream everyday, you can unsubscribe from most of the entertainment services you are currently paying for.

You don't have time to watch too many shows when you play your own life Dream

And... when you play, you are not stressed at the end of the day needing to unwind with some entertainment... or worse.

When you experience belonging with other players and your coach, you won't need to buy "stuff" to fill the void.

Seriously, hiring a coach, joining CoachVille and playing your Dream will save you a ton of money and uplift your life at the same time!

Try it for 90 Days Free... and you will see.

SEE YOU THERE!

If you are a little hesitant to join at first...

If you are hesitant to sign up for the 90-Day Free Trial of the CoachVille Player Membership, we provide you with a PDF of the playbook that includes the Introduction and the first 3 sessions. (You are reading that now!) Hopefully after four sessions you will feel comfortable enough with us to take the leap to join the free trial of the CV Player Membership.

01-08) A Coaching Session: Before - During - After **The CoachVille App & Player Membership**

There are several aspects of this approach that make use of the CoachVille App and Player Membership. These parts are optional but highly recommended.

BEFORE the Session

This playbook, plus a set of playsheets, audio, and an online community and APP are designed to help you become a powerful co-creator with your coach. All of the key ideas are explained here, so you and your coach can dive right into co-creating and practicing together; rather than your coach using precious time explaining these concepts to you.



- 1) Print the Coaching Notes sheet.
- 2) Read – or scan - the chapter.
- 3) Listen to the Player Prep Audio.
(available on the CoachVille.net site in the player membership)
- 4) BONUS: Listen to a recorded coaching session.
(available on the CoachVille.net site in the player membership)

1) Coaching Session Notes

An example of the Coaching Notes for Session 3 is on the next page. I am using Session 3 as the example because it is the one that is most similar to the others.

Use these sheets to write a few key word notes during each coaching session. The sheets are set up with words and symbols to follow the flow of the session; like creating a mind map. Writing a few notes will help you remember different parts of the experience and then capture your growth from the session.

Remember, a coaching session is not school! There won't be a test. You don't need copious notes. Write a few key words for each segment; again, like a mind map.

2) Read the Playbook

This item is optional based on if you are a comfortable reader or not. If you are not a comfortable reader, then you can listen to the player prep audio. If you are a comfortable reader then a quick scan of the chapter will prepare you with a few concepts, a technique and an overview of the session.

You can either read the PDF or you can read it in small segments on the web on the CoachVille Social Site (CoachVille.net) or on your phone on the CoachVille APP.








3) Listen to the Player Prep Audio.

You can either listen to the entire prep audio OR you can listen to it in small chunks on the CoachVille Social Site or App.

Listening to the “player prep” audio will help to create an “immersion experience” for your Dream. We have all had thousands of “repetitions” about working on tasks in isolation... so it will take quite a few reps before you can fluidly PLAY Together for your dream. But together... we will do it.

4) BONUS Recording of the Coaching Session

I have a recording for each session in the series that I made with the amazing Player Mary McClements. Listening to these audios – each about an hour – will expand your comfort level with being coached and expand your understanding what Transformation Coaching is all about.

Transformation Coaching Session #3 Notes		Date:
1. WARM-UP and Dream sharing: 		
2. CELEBRATE 	3. GROW (from Play) 	
4. (Practice) PLAN: <i>Co-create Awareness of Social Play and Peak Experience Technique</i>		
5. PRACTICE    <i>Co-create Awareness of Social Play</i>	Relate	for INFLUENCE
	Create	for INSPIRATION
	Explore	for VISIBILITY
	Peak Experience Technique	
Do:	Feel:	Do:
Thoughts:	Body:	Thoughts:
6. Desires: 		
6. GROW (from Practice)		
What did you learn about playing for your dream?	What did you learn about yourself and your superpowers?	
7. PLAY PLAN: What is your transformation for this week? What social actions?		
FROM:		
TO:		

Think about it, before you wanted to be coached in any athletic activity or performance art activity, you saw it played MANY times. So, you had a comfort level going into the coaching experience. These recordings are our attempt to give you that comfort with playing and coaching social play in life / business / leaderships etc.

AND, listening to Mary play for her Dream is SUPER inspiring. It's like a serial podcast where the story unfolds with each episode. I think you will really enjoy it.

DURING the Session

The most important thing is to be in a place where you can be fully present with your coach.

Come prepared to share your celebrations and challenges.

Your coach will guide the session, so all you have to do is engage fully and playfully.

Speak from the heart... there are no right or wrong answers to coaching questions.

NOTES

Use the Coaching Notes Playsheet to write just a FEW notes during the session.

OR you can fill in a few notes after the session.

Use whatever method helps you focus on the session with your coach.


AFTER the session

1) Fill in your Transformation Coaching Adventure Log

Write the date and a few high-level key word notes to capture the essence of the session for you on the Transformation Coaching Adventure Log.

Use these two pages to create a visual display of your progress through the program.

Just a few key words for each session will allow your amazing mind to store and recall the important moments of your adventure.

Transformation Coaching Adventure Log (Part I)		
<div>The Dream</div> <div></div>		
<div>1. Exploratory Session</div> <div>Date: / /</div>	<div>2. Dream Activation</div> <div>Date: / /</div>	<div>3. Social Play</div> <div>Date: / /</div>
<div>4. Play Better</div> <div>Date: / /</div>	<div>5. Pivotal Moments</div> <div>Date: / /</div>	<div>6. Co-Create Practice</div> <div>Date: / /</div>
<div>//CoachVille.com</div> <div>© CoachVille LLC 2022</div>		

2) Use the Transformation Coaching Play Plan














Write out your play plan for the week on the Transformation Coaching Play Sheet. This sheet is organized for transformation and social play. Keep the sheet in view in between coaching sessions so you remember to play!

3) PLAY!

Do the actions you intended to do PLUS any social actions you feel inspired to do. Notice new events and situations that come into your life.

Keep your play plan near you as you play for your dream in between coaching sessions to remind yourself to play.

Use it like a journal to make a few notes about your experiences of playing with each item. Note your thoughts, feelings, experiences and even resistance; if you find yourself looking at the item every day and thinking: “oh, I will do that tomorrow”.

Transformation Coaching Play Plan # _____		Date: _____	
Your BIG Dream:		Your Transformation: FROM: TO:	Your Superpowers:
ACTIONS with the Spirit of Play Relate for INFLUENCE > Risk Rejection		Challenges / Superpowers / Results:	
			
Create for INSPIRATION > Risk Disappointment			
			
Explore for VISIBILITY > Risk Trouble			
			
Experiment for DISCOVERY > Risk Mistakes			
			
Celebrations:		Growth:	
			

This will help you prepare for your next coaching session.

4) Participate and share

Participate in the online community via the web or use the CoachVille App to share about your experiences and connect with Transformation Players around the world!

SUPER FUN.

Share about...

- 1) Your insights from any of the content
- 2) Your highlights from your coaching session

3) Your experiences playing your dream in the world!

We are so excited to read about your adventure as it unfolds!!!

Read, Comment, Co-Create Belonging

Read about what your fellow adventurers are doing and share your encouraging words.

Profound belonging is something we can co-create together by using our amazing Superpowers: The Need to Belong and the Love to Befriend.