

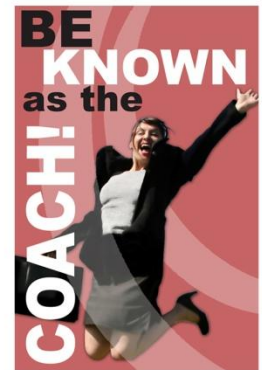
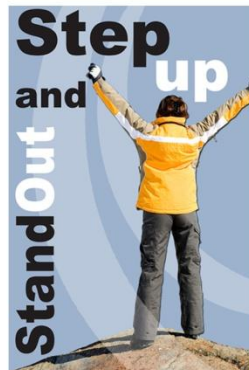
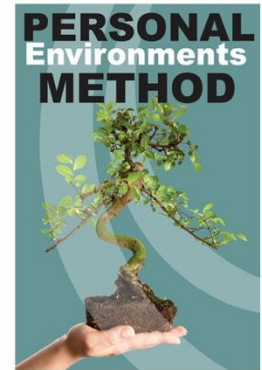


A Global Coaching Company

CoachVille

Everyone - Everywhere - With the courage to play BIG - Has a Great coach!

OPEN HOUSE



Welcome to our Open House!



Hey there! Coach Dave here. We are very excited to open our virtual classroom doors for two days so that you can experience our terrific trio:

Compelling Content - Inspiring Instructors - Stupendous Students

By signing up for the Open House you will have two-day "observer access" pass to the programs in the Center for Coaching Mastery. You can listen in on 1,2,3 or 4 programs. You can also pop in and out to sample all of them if you prefer to do that.

Our Vision

Everyone, Everywhere with the courage to play BIG in the world
Has a GREAT Coach.

To Play BIG in the world is to actively express your talents in a way that adds value to the lives of others while bringing joy and true wealth to your own life.

This is what coaching is all about. Helping others play better in the games of life that matter most like business, career, health and relationships.

We believe that the Human Spirit of Play is a major untapped global resource that has the potential to transform lives, communities and organizations. During the Industrial Age work was glorified and play was seen as frivolous and used as a derogatory term. In the dawning Inspiration Age the Spirit of Play has awakened! You can PLAY in any area of life with renewed energy, creativity and resilience; get better results and have a LOT more fun.

The purpose of this Play Book

is to prepare you for what you will experience in class. It includes:

- 1) Instructions on where to find the bridge #'s that you will need to dial in to class
- 2) The Open House schedule of classes and "Orientation Calls"
- 3) The Open House game! Earn valuable points that you can trade in for a discount on our coach training programs. FUN!
- 4) A general outline of how we conduct a coach training class using our DTMOPP learning method
- 5) Details of what will be covered in each of the classes that you can observe

Instructions

To attend our virtual open house you will need the telephone bridge #'s and pin codes so that you can dial into class. When you dial in the Instructor will see that you and the other observers have arrived on the web-based Instructor Control Panel. Your line will be automatically muted so do not worry about any noise on your end. You will be able to hear everything happening in the class but no one will hear you.

ACCEPT... at one point during the program the instructor will bring all of the observers into a private room for a brief Q&A. At that point you will be able to ask questions and share your thoughts.

1) Register for the Open House.

If you are a CV member you will log in with your member ID and password and find the Open House in the registration center.

If you are NOT a CV member (which is free and includes a great collection of resources) you will become one during the registration process. Click on the registration link on the Open House page.

2) My Programs Tab:

After you register, in the members-only area of the CoachVille site click on the My Programs tab under the CoachVille banner at the top of the page.

3) Click on the Open House link:

There you will see a link for the Open House titled:

[Center for Coaching Mastery Open House 032211-2p;](#)
click on this link

4) Land on the Open House "Home Page"

On this page you will find the bridge and pin #'s for each class on the schedule

5) You will find the Open House game by clicking on the Game Card tab. The game card will be accessible starting on Monday 03/21/2011

The Schedule...

Monday March 21 2011

Any Time

- The Open House “Game” Opens!
It’s optional AND you can earn valuable points for playing. Get started by updating your CoachVille profile and sharing your objectives as a Coach.

Tuesday March 22 2011

1:30 – 1:55 PM ET

- Open House Orientation Call with Coach Dave

2 - 4:30 PM ET

- Play Two Win Method with Coach Terri
- Inner Freedom Method with Coach Dave
- Personal Environments Method with Coach Ingrid

7:30 – 7:55 PM ET

- Open House Orientation Call with Coach Deanna

8 - 10:30 PM ET

- Play Two Win Method with Coach Jean
- Inner Freedom Method with Coach Terri
- Personal Environments Method with Coach Dave

Wednesday March 23 2011

1:30 – 1:55 PM ET

- Open House Orientation Call with Coach Dave

2-4:30 PM ET

- Basic Coaching Skills and Ethics with Coach Jean
- Proficiency Coaching with Coach Gloria
- Advanced Communication with Coach Terri

7:30 – 7:55 PM ET

- Open House Orientation Call with Coach Deanna

8-10:30 PM ET

- Basic Coaching Skills and Ethics with Coach Eduardo
- Advanced Communication With Coach Jean

Friday March 25 2011

2:00 – 2:55 PM ET

- Open House Q&A with Coach Dave and Coach Deanna
Open House Game concludes
Join in to share your observations and experiences of playing the game for the week.
Learn how to trade in your points for \$ discounts on our Coach Training programs

The way our Coach Training calendar is organized...

We have three 12-week semesters each year:

1. January – March;
2. April – June;
3. late September – December
4. and an abbreviated 6-week summer session in from July – August

In each twelve week semester we offer:

Tuesdays: Our 12-week methods classes

Wednesdays: A 6-week business class followed by a 6-week coaching skills class

If you attend an Open House in January, May or October you will be able to observe methods classes and business classes

If you attend an Open House in March, June or November you will be able to observe methods classes and coaching skills classes.

We will make class recordings available for the programs that are not available during your Open House. And you can always participate in the next open house to catch the classes that were not available this time ;-).

The Open House Game

Since we approach everything as a game we thought it would be fun to create a little game for you while you participate in our Open House!

At the very least this will give you an opportunity to experience our Social Game Platform that is integral to all of our programs.

AND if you decide to really play BIG during the week of Open House, you can accumulate points that you can trade in for a discount on our coach training programs! Essentially, you can get paid to play! That is what it's all about.

The game actions will involve sharing your take-aways from the classes you observe, actually trying out what you have learned in your real life and encouraging your open house "team mates". It will be fun!

Of course, if you just want to observe a class or two and don't want to get into a game, that is absolutely fine as well.

When you visit the Open House home page in the CV Members Only area, you will see instructions for how to get into the game system.

General Outline of Our Classes

Our Active Learning Method

You Coach in Every Class

Coaching is a craft. And there is a definite method for learning a craft. We did not invent the method, it has been around for as long as one person has had the desire to teach another person how to do something – a very long time. We did, however – with the help of Marshall Thurber (see acknowledgments at the bottom) – apply it to the craft of coaching.

Introducing the DTMOPP Learning Method

We describe the method using the acronym DTMOPP; which stands for Desire, Theory, Method, Observe, Practice and Perform. Using this method you can become effective in a craft VERY quickly.

It works a lot like the old-fashioned apprenticeship model – without the indentured servitude (we thought it best to leave that part out!).

The elements of DTMOPP Active Learning Method

Desire

Why do you want to learn and master this subject? How will it serve you and your life? There must be some stirring inside you that will fuel your efforts and willingness to do what it will take to master the craft.

Theory

Theory is the thinking behind the practice of the craft. This part of the process includes gathering information and studying the thoughts of teachers and practitioners of the craft.

Method

A method is a way to produce a consistent result through a sequence of actions. It is the way something is done; the thoughts, actions, tools, models and practices of the craft.

Observe

Observe others practicing the craft. Learn from what they do and do not do. Observe experienced practitioners AND novices. Notice the difference in the results that are created. As you observe you will learn and integrate the steps of the practice.

Practice

Practice is the repetition of the activities and techniques of the craft while observing the results of your efforts. How do they compare with the demonstration that you observed? The key is to practice the right things with judgment-free awareness! Practicing a method that produces the desired results leads to mastery.

Play

Play is where you put what you have practiced into the real world! Each week you will play a game that is designed to get you into your life doing what you have learned in class. You will be assigned personal growth exercises and action plans to coach at least 5 people each week. AS you complete the items you earn points in the game AND share what you are learning with your coach and team mates.

As you play you will get feedback as to how you are doing – the world is good that way. YES! The more you play, receive feedback and adjust what you are doing, the faster you improve your skill. And earning points is really fun too.

A typical “Active Learning” based class

Basic Structure

Every class session is 2.5 hours in length – similar to most university graduate degree programs. That may sound like a long time, but as you will experience in the Open House it flies right by because there are so many different activities.

Pre-Class

Before the course you will receive preliminary course work to read and listen to which will help you prepare for the course. This will spark your **desire** for the program AND allow us to get right to work when we are together in class.

Celebrations and Challenges – The first 15 minutes

In the time between classes you are engaged in a game where you earn points as you apply what you have learned in the real world. The class opens with students sharing their experiences of the game including celebrations of results and learning from challenges faced. Celebrations and challenges spark the desire to learn more.

Dialogue – The next 45 minutes (15 – 60)

The course leader will begin each class with an engaging dialogue about a coaching **theory** and the **method** based on that theory.

Demonstration – The next 20 minutes (60 – 80)

Next the course leader will conduct a coaching session for you to observe. This may be with one of their real clients who calls into the conference bridge for the session, or a pre-recorded real coaching session

Debrief – The next 10 minutes (80 – 90)

Next the instructor and students will debrief what happened in the coaching session and generate insight and learning. During this conversation the method being practiced that day will be reinforced.

Dyad – The next 45 minutes (90 – 135)

Then we will break out into groups of two (tele-dyad) so that you can practice what you have learned in a safe environment with a colleague. The way you practice models the way you will deliver your coaching service; You will coach with the same partner for each session of the class – which simulates working with a client over a period of time.

Final Debrief – The last 15 minutes (135 – 150)

After you practice with your partner you will join the rest of your class mates back in the class for a final debrief. In this conversation you can ask questions and gain clarity on what happened when you applied the method for yourself.

Play

Finally, during the week in between sessions you will play a game where you earn points for applying what you learned in class; this includes **providing coaching sessions with** at least 5 friends, colleagues or client. The game will get you into action quickly and spark your **desire** for the next portion of the program!

A note about Marshall Thurber from Coach Dave

The year I spent mentoring with Marshall was the catalyst for the Play-Two-Win method and the DTMOPP learning method. Marshall described and used his version (called DTMIPPS) as a part of the Positive Deviant Network program that I was a part of. Marshall is the genius behind some of the worlds' most prolific personal growth gurus. Marshall kept asking me: "What is your method?" Finally, I got it. Here it is.

Play Two Win Method™ Coaching

Pursue Human Greatness



Learn the powerful nine step coaching method where you elicit the human spirit of play by guiding your player to design a winnable game, play better and win on their own terms. You will learn how to combine your personal experience with the method to provide what every player wants from their coach: confidence that you can help them win through game planning, skills practice, inner freedom and a winning environment. You will learn how to provide the right balance between support and challenge that leads to human greatness. Your confidence as a coach will soar as you master this method.

(Part of Center for Coaching Mastery Level 1)

The 9 Steps of the Play Two Win Method

1. Define the purpose and objectives of the game
2. Design the actions of the winnable game
3. Play the game
4. Respond to challenges
5. Evaluate progress
6. Game plan to leverage strengths
7. Practice the skills of the game
8. Expand inner freedom
9. Design personal environments

Outline for Session #11 – The Pursuit of Mastery

1. Celebrations and Challenges
2. Theory: Coaching focus is a blend of outcome AND mastery
3. How to talk like a Coach; you are a Coach NOT a task manager!
4. What does game over mean? What is the benefit of game over?
5. Coaching Demonstration & Debrief
6. Practice & Debrief
7. Wrap Up

Inner Freedom Method™ Coaching

Pursue Super Conductivity



As a Coach, your job is to inspire each player to play the biggest, most meaningful game they can play in life. However, when we do this we always create inner resistance because the big game moves them out of their comfort zone; you know that experience when you RESIST doing or saying the most important thing. When this happens we usually try cheerleading or accountability to get our players into action. But in the face of resistance these techniques are rarely effective -you need a much better tool!

The Inner Freedom Method™ is a tool to identify the patterns of resistance and transform them into inner freedom. You do this by creating alignment of thoughts, feelings and actions toward a heart-guided vision. When this happens your player is fully alive, in the flow and playing the game with great joy! This program gives you a simple yet comprehensive tool to restore inner freedom quickly; creating a powerful, repeatable cycle for personal growth and great results. (Included in Center for Coaching Mastery Level 2)

The Nine Step Inner Freedom Method

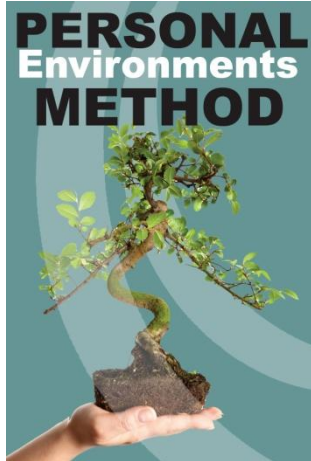
1. Replay the moment
2. Use Judgment-free awareness
3. Feel the energy in the body
4. Scan for emotions
5. Find the perfection in the Core Intention that is causing the resistance
6. Make your mind your ally
7. Find the perfection in your current situation
8. Replay the moment with new pattern language
9. Experience the flow of gratitude

Outline for Session #11 – The Critical Moment of Choice.

1. Celebration and Challenges
2. Finding perfection in core intentions and current situations
3. Inner Freedom Step #8) Create new pattern language
4. Coaching Demonstration – Recording of session with player Natasha
5. How to apply the Inner Freedom Method to a “Critical Moment of Choice”
6. Practice and Debrief
7. Wrap Up

Personal Environments Method Coaching

Pursue Personal Evolution



The Environment Always Wins – this is the provocative mantra of this life-changing program. If you are coaching a player and NOT coaching their environment, you are only doing half your job! Without significant environmental design, no process of change is sustainable. Environmental design is the key to sustainable results because we evolve by adapting to the world around us.

In this program you will explore each of the 9 Environments of YOU as first articulated by Thomas Leonard. You will learn and practice three unique Environmental Design Coaching Techniques: Zap Tolerations, Design Experiments and Pattern Language. You will practice designing inspiring environments using Pattern Language by co-creating power patterns with your player that they replicate in each of the 9 Environments. This is a fun and highly creative process. You will also learn how to identify and shift pattern language dissonance in each environment.

(Included in Center for Coaching Mastery Level 3)

The Nine Environments of You

1. Memetic Environment – Ideas
2. Financial Environment – Money, Wealth and Budget
3. Relationship Environment – Close friends, family and close colleagues
4. Network Environment – Professional Connections, Opportunities, Greater Community
5. Physical Environment – Places and Things
6. Body Environment – Your Radiance, Appearance and Clothing
7. Self Environment – Strengths, Talents and Character
8. Spiritual Environment – Deep Connections and Sacred Spaces
9. Nature Environment – Seasons/Cycles and The Great Outdoors

Outline for Session #11 – The Experience of World Power

1. Celebrations and Challenges
2. World Power Experiments
3. Pattern Language Part 3 – Creating Power Patterns
4. Designing the Nature Environment
5. Coaching Demonstration and Debrief
6. Coaching Practice and Debrief
7. Wrap Up

Basic Coaching Skills & Ethics

Fun with Fundamentals



Learn the fundamentals in a lively and entertaining way. Practicing the basic skills of the coaching craft is valuable for new and experienced coaches alike. In this program you will review the coaching ethics and agreements (as defined by the International Coach Federation) in a lively group dialogue featuring challenging real life situations. Then you will delve into and practice the nine fundamental coaching skills; also known as the core competencies. Your ability to demonstrate all 10 skills at a professional level is the basis of our evaluation process for ICF certification.

The 10 Basic Coaching Skills

1. Coaching Agreement
2. Establishing trust & intimacy
3. Coaching presence
4. Powerful questioning
5. Active listening
6. Direct communication
7. Creating awareness
8. Designing actions
9. Planning & Goal setting
10. Managing progress & accountability

Outline for Session #5 – Coaching Presence

1. Celebrations and Challenges
2. Ethics Scenario – the company President asks you to join the Board of Directors
3. Coaching Mistake – Preachy
4. Coaching skill #1: Agreement
5. Coaching skill #2: Trust and Intimacy
6. Coaching skill #3: Coaching Presence
7. Coaching Demonstration and Debrief – Focus on challenges and results
8. Coaching Practice and Debrief
9. Wrap Up

Proficiency Coaching

Master the Language



When the late Thomas Leonard taught the first Coaching Proficiencies Intensive it sent shock waves through the entire coaching industry. Never before – and never since – has the craft of coaching been so completely and inspiringly described. New coaches were immediately lifted to a level of quality beyond what their experience would dictate. And senior coaches – and LOTS of them participated in this – were shocked and delighted that there was a higher level of coaching in sight; and A LOT more to learn. It was a breath of fresh air; It still is.

The essence: Pattern Language. A Pattern Language is a set of phrases that bring an experience to life. In this program you will learn the language of the coaching craft and bring your coaching to life in a powerful way.

The 15 Proficiencies

- #1 Engage in Provocative Conversations
- #2 Reveals the Client to Themselves
- #3 Elicits Greatness
- #4 Enjoys the Client Immensely
- #5 Expands the Clients' Best Efforts
- #6 Navigates Via Curiosity
- #7 Recognizes the Perfection In Every Situation
- #8 Hones In On What Is Most Important
- #9 Communicates Cleanly
- #10 Shares What Is There
- #11 Champions the Client
- #12 Enters New Territories
- #13 Relishes Truth
- #14 Designs Supportive Environments
- #15 Respects the Client's Humanity

Class Outline Session #5 – Proficiencies for Credibility

1. Celebrations and Challenges
2. #7 Recognizes the perfection in every situation
3. #8 Hones in on what is most important
4. #10 Shares what is there
5. #12 Enters New Territories
6. #13 Relishes Truth
7. Coaching Demonstration and Debrief
8. Coaching Practice and Debrief
9. Wrap Up

Advanced Communication Skills

Connect Like a Coach



When the late Thomas Leonard articulated his Coaching System it included 5 groups of 15 powerful concepts; called it the 5-15's. The Core of these concepts was the Coaching Proficiencies (which are covered in a separate course). The other 4-15's are the 15 Communication Style Points, 15 Frameworks, 15 Clarifiers and 15 Deliverables. These 60 compelling concepts provide a comprehensive coaching toolkit that will deepen and expand the way you Coach. With these communication skills you will engage in lively dialogues that allow your players to see what needs to be seen and do what needs to be done.

(Included in Center for Coaching Mastery Level 3)

The 15 Frameworks (covered in Session #5)

- #1 IT'S ALL SOLVABLE OR IT'S NOT.
- #2 RISK IS ALWAYS REDUCIBLE
- #3 THERE'S USUALLY A BETTER WAY.
- #4 SUCCESS IS A BY-PRODUCT.
- #5 EMOTIONS ARE OUR TEACHERS.
- #6 DELAY IS INCREASINGLY EXPENSIVE
- #7 INKLINGS ARE HIGHER INTELLIGENCE
- #8 THE ANSWER IS SOMEWHERE.
- #9 SELF-CONFIDENCE CAN BE ARRANGED.
- #10 MEMES AND GENES ARE EVOLVING AT DIFFERENT RATES.
- #11 WORK IS FOR JOY.
- #12 PROBLEMS ARE IMMEDIATE OPPORTUNITIES.
- #13 PEOPLE ARE DOING THEIR VERY, VERY BEST, EVEN WHEN THEY CLEARLY ARE NOT.
- #14 AWARENESS IS UNIFYING.
- #15 LIFE IS ABOUT US, AND IT'S NOT PERSONAL.

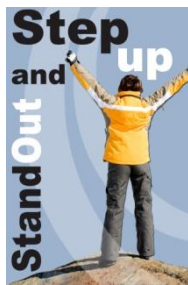
Outline for Session #5 – Coaching Frameworks

1. Celebrations and Challenges
2. What are Frameworks?
3. Why use Frameworks in a coaching session?
4. The 15 Frameworks brief review
5. Coaching Demonstration and Debrief
6. Coaching Practice and Debrief
7. Wrap Up

Business Academy Classes

There are no Business Academy classes in session during the March 2011 Open House. Here are brief descriptions of each class. You can join us for the April Open House if you want to check them out. In the mean time we will have audio recordings available for you for Step UP and Stand Out and Expect Yes Get Yes! on the Open House home page.

Step Up and Stand Out – Business Academy Level 1



Consider this challenging AND business transforming question:

Who have you earned the right to coach?

Probably no one has asked you this question directly. BUT, most people that you talk with about your coaching service WILL ask themselves this question about you.

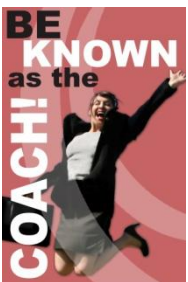
And...**You answer this question with every conversation you have and everything you say or write about your coaching business.** In this program you will learn how to write and talk about coaching in a powerful way that attracts clients (we call them players) to your coaching practice. Clarity = Clients.

Expect Yes. Get YES! – Business Academy Level 2



In this program you will build a complete method to engage potential players and sign them up as paying clients. The cornerstone of your method will be your powerful exploratory coaching session which you will observe and then practice with your team mates. As a Coach you must establish your credibility with your player before they will hire you. You will learn the incredible “7 Yeses” formula so that you can expect a YES from your potential player.

Be Known as the Coach – Business Academy Level 3



In this program you will learn a powerful concept: You are recruiting players NOT selling services. As a Coach, your purpose is to find people with the desire to play BIG and then offer them your coaching services to help them play better. You will expand your ability to talk about your coaching services in a clear and compelling way by exploring new approaches and practicing with your team mates. You will strengthen your ability to be visible as a Coach by experimenting with bold ideas and connecting with and expanding your current professional network.