



## The LifeVille REAL LIFE Game Platform Outline for a Custom Coaching Program

### Introduction

The purpose of this document is to describe the key elements of the LifeVille REAL LIFE Game Platform.

And how it can be used as the foundation of a customized coaching program.

### Who is LifeVille, CoachVille & Coach Dave Buck

**LifeVille** is a Coaching Company and the host of a proprietary REAL LIFE Game Platform. LifeVille specializes in creating, hosting and coaching “REAL LIFE” Social Games.

**CoachVille** is a global Social Network for coaches and the host of an ICF (International Coach Federation) accredited Coach Training program called: The Center for Coaching Mastery. The CoachVille network has 14,000 active members. Over 3,000 individuals have participated in classes with the Center for Coaching Mastery since 2001.

**Coach Dave Buck**, MBA, MCC (Master Certified Coach) is the owner of LifeVille and CoachVille. He is the designer of the LifeVille REAL LIFE Game Platform and the creator of the CoachVille Center for Coaching Mastery with the late Thomas Leonard (widely regarded as the “founding father” of the life coaching movement)

### Definitions

This document contains several elements that require some explanation. They include: REAL LIFE Game, CoachVille Coaching Theory, REAL LIFE game platform, and Play Two Win™ Coaching Method

### REAL LIFE Game

A REAL LIFE Game is a new genre of social game pioneered by Coach Dave Buck. It is ideal for personal growth and community transformation applications.

In a REAL LIFE game there are two playing fields: the real life of the player and the online platform. Each player has an online “game card” where they learn of various activities and challenges that they can do to earn points in the game. Most of the challenges involve taking real life action like talking to someone or doing some specific activity. After the player completes the activity they return to the online game card to share about what they did. Upon sharing they earn points in the game.

The online game platform facilitates connection and engagement between players and coaches in the game using various online social tools.



- 1) Our theory is that any endeavor in life can be designed as a winnable game worth playing.
- 2) The fundamental purpose of coaching is to guide an individual or team to play a game better and win on their own terms.
- 3) The Human Spirit of Play – that powerful inner source of creativity, curiosity, collaboration, resourcefulness, resilience and full engagement – is a powerful resource any person can tap into if they choose to. Coaches challenge players to engage the spirit of play in pursuit of results, mastery and joy with great energy and aliveness.

## Features of the LifeVille REAL LIFE Game Platform

The LifeVille REAL LIFE Game Platform contains several powerful “game dynamics” that create an engaging environment for connection, support, challenge and friendly competition. It also provides an ideal tool for coaches to track and interact with their players.

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

Video demonstration: <http://youtu.be/tjlaxLyod1A>

**Player Profile:** Each player can create a unique player profile where they share personal items such as specific goals or life experiences. Custom profile elements can be added to the profile based on the desires of the game creator. Players are encouraged to be authentic in what they share but they can select items to share that position themselves in the way they want to be known within the game. This is known as a “player persona”.

**Game Objectives:** Each player defines his or her objectives for the game based on the guidelines of the game creator. The players can add graphics to their objectives to create an online vision board for their game. This enables the player to “make it a game with a sense of a quest or adventure”.

**Game Card:** Each player has a personal game card where they see the challenges, actions and results that they can complete for points in the game. Most items on the game card are the same for all players and the Coach can personalize the game card for a player with game items that are specific to them.

**Power Up Game Design:** Games are designed using the “Power UP” method. The player faces a challenge to capture the Power UP which gives them a strategy or skill to use in the REAL LIFE actions of the game. The Power Up’s typically involve a learning activity of some kind. The player earns points when they capture and use the POWER UP to take action and create results in their REAL LIFE. As the players accumulate points using a the Power Up they earn a “Badge” that designates accomplishment. For example: a Power Up could be oriented around personal responsibility (Responsibility Power) or goal setting (Goal Power).

**Real world actions and results** are assigned point values in the game. Each game card is designed with weightedPlayers sign onto their game card to report their actions and results in order to earn the points.



**Leader Board:** A leader board is created for the game where all of the players can see the current score of all of the other players. This is a powerful tool for creating “public accountability” among a team of individuals.

**Teams and Team Bonus Points :** The players can be organized into small teams. Bonus points can be assigned when every team member reaches a minimum number of points in the game. This creates a powerful group accountability and an environment of support and connection.

**Media** such as graphics, pdf’s, audios and videos can be associated with any game element to create a multi-media experience for the players. For example, a video can be created to set the stage for “the story” of the game.

**Spontaneous play challenges** can be assigned to players’ game card based on a desired probability; this creates an element of surprise in the game.

**You Inspire Me Points.** In the game the players take action, create results and then share what happened on their personal game card. The other players in the game can read what the player shared. If they are “inspired” by it, they can give the player a “You Inspire Me” point. Players are given a finite “bank account” of Points to use in a game. This feature creates a dynamic engagement between players in the game.

**Facebook Integration:** When the player shares something on the game card, they can elect to “share on facebook” by pressing a button. This button will transfer what the player shared onto their personal facebook page AND the fan page for the company along with a link to the player’s LifeVille profile. This creates the opportunity for the player to “promote” themselves within facebook by playing the game.

**RSS Feed:** An rss feed can be set up so that “fans” of the team can read about how the players are doing in the game with RSS Reader software.

**Real Time Results Report:** Any player, coach or administrator can see how all of the players are doing on any specific game action with one click. This is a great tool for “managing” the process and tracking specific results.

**Custom Player Resources:** A library of resources can be integrated into the game and assigned to individual players’ game cards. This enables coaches or administrators to reward players with bonus items or provide extra resources for an individual in an area where more support is needed.

**A countdown clock and progress bar** is displayed on the game card for each player. This keeps players aware of their point totals and the time left in the game (most games are one-month in duration but the times is customized by the game creator).

**Coach – Player Interaction:** The platform provides a powerful tool for interaction between the player and a Coach. The coach can make public or private comments about what the player is doing on the Player’ Game Card. The Coach can challenge the player on a specific item by issuing a “Coaches Challenge” and explaining what the player needs to do to improve what they have done. The player has



the opportunity to upgrade what they have shared. The coach can then “approve” the upgrade the player has made.

**Program Management:** The platform facilitates program management using the Real Time Reporting system you can see how all of the players are doing on a specific game action. You can also see how each Coach is doing with their specific players.

## **Features of the CoachVille Play Two Win Method™ used by the coaches**

This is a quick review of the method. For additional details:

<http://www.coachville.com/public/view/playbooks/Play-Two-Win-Introduction-pdf.pdf>

The coaches in the program will coach based on the Play Two Win™ method. This method can be used by a coach in ANY game to produce predictable player improvement and results.

The method has nine steps that are used by the coach based on the player situation:

### **Step #1: Define the object of the game**

Clarify focus on the Purpose of the BIG game

### **Step #2: Design the winnable game**

Identify the recurring actions, anticipated challenges and desired results

### **Step #3: Play for Results**

Engage the spirit of play with the intention to make things happen! Have fun doing it.

### **Step #4: Respond to Challenges**

Get the best result possible from the situation

### **Step #5: Evaluate Results**

Learn and grow from every situation using judgment-free awareness

### **Step #6: Game Plan**

Teach the strategies of the game

### **Step #7: Practice skills**

Create a personalized learning plan for your player

### **Step #8: Expand Inner Freedom**

Inner Freedom is the ability to play with fear

### **Step #9: Design Winning Personal Environments**

The environment always wins. Use the 9 Environments of YOU to get your environment on your team

# LifeVille

## A Customized Coaching Program

### **Step 1: Create “the game”**

Your organization can co-create the game with a Certified LifeVille Game Creator. The Game Creator can interview key players from your organization to define the “Success Principles” and the recurring actions and desired results of the game. These will be combined with elements of the Play Two Win method to create a playable and coach-able game for the REAL LIFE Game System.

The Game Creator will also collaborate with your organization to collect or create the media for the game cards. This can include graphics, written guides, audio and video.

“The game” will be organized into one or more one-month game cards. Each month the new game adds additional complexity and challenges for the players.

### **Step 2: Select and train the coaches in “the game”.**

The LifeVille team will then organize a team of CoachVille trained coaches – all who have earned a minimum CoachVille Associate Certified Coach Certification or equivalent. By organizing the your success methodology into a game, it is easy to prepare the coaches to coach “the game”. They are all experts in the REAL LIFE Game Platform because it is fully integrated into their training at CoachVille.

### **Step 3: Provide a coaching service for each player**

The coaching program will organized with some or all of these elements:

- Each coach will have 50-60 players in a “team”. Each team will have their own game area on the Social Game system.
- The coach will provide the desired number of hours of 1-1 coaching for each player in 30 minute time blocks over the course of the game. The first session will be 1 hour. The coaching can be delivered by phone – the player calls the coach - or via Skype.
- The coach can provide a Weekly 1-hour group teleconference call for the players on their team based on a predetermined schedule. The agenda for the call will be based on the needs of the players as a whole; which will be determined through the Social Game Platform. This will help build community among the team members. AND allow the Coach to “teach” needed skills in a group setting so that the 1-1 time can be personalized to the needs of the player.
- The coach can provide 2 hours of “office hours” each week where players can call or skype for 10-minute “laser coaching” sessions on a first come first served basis. This ensures that the players can always get the support they need in a timely fashion.
- The Coach can dedicate 1-hour per day reviewing the game cards of the players and sharing encouragement and challenge through the social game system. The coach will also be able to identify players who are “absent” and take action to provide any needed support.
- Each month there will be a 90 minute large group “Power UP” call for all players in the game delivered by a Senior CoachVille Trainer. These calls will be “teaching” conversations on how to best use the Power UP’s to get better results in the REAL LIFE game.



- While conversations between the Coach and Player are strictly confidential, anything the player chooses to share on the game card will be available for review by the Organization Administrative team.
- A virtual assistant can be assigned to the program to address any technical issues the players might have.
- A “Coaches coach” can be assigned to the program to assess the effectiveness of each coach based on player scores in the game. If a player has a “conflict” with their Coach, they can raise it with the Coaches Coach and possibly be moved to another team.
- The organization can, if they desire, provide “prizes or rewards” to top players in the game to bring attention to excellence throughout the system.