



### Quick Summary:

**BIG Idea:** The purpose of business in the Creative Age of Play is to add value to the lives of people in your community. With Value Power you begin to see your YOUNique Value in a robust and BOLD way AND endeavor to maximize it. As you do this your opportunities with win business will continue to expand.

**Capture Value Power:** Quickly study the “YOUNique Value” descriptions and diagram. Make a quick assessment of your current YOUNique Value in 9 areas. Plan your 21 Day YOUNique Value Challenge with creative ways to add YOUNique value to others while having FUN. Stretch beyond what you have thought of as your value. Stretch beyond what you think of as your value as a coach.

### Quick Game Plan to Capture VALUE POWER

- 1) Find the Fun!
- 2) Assess your current YOUNique Value.
- 3) Plan your 21 Day “YOUNique” Value Challenge.
- 4) Declare your Bronze, Silver and Gold levels of achievement
- 5) Share on your game card AND Collect 5 Point!!! YES!

### 1) Find the Fun!

What is fun about Value Power?

**1) Collecting things is fun!** – We love collecting things like stamps or cards; especially if each one is interesting or unique in some way. Look at all of the unique aspects of your value as a collection

**2) Sharing is fun** – Part of the joy of having anything is the opportunity to share it with others. This is what you are doing when you add value to the lives of others. Enjoy it!

**3) Finding Unexpected Treasure!** – A Treasure Hunt is a super fun activity! While you are finding YOUNique ways to add value to the lives of other people you may discover something of value from your life that you never knew had value! Any of your life experiences (or any of the 9 areas) could be a buried treasure that you discover when you get creative and playful about sharing your value with others! Pay attention to how other people respond to you, this will give you clues to find the treasure!



## Transformations from worker to player

Industrial Work Mindset (the old way)...	Spirit of Play Mindset (the new way)...
My goal is to fit in and be like everyone else.	Each individual has YOUNique value based on the accumulation of wealth in 9 areas. The game is to boldly express your value in a variety of ways.
I just need to do my job by doing what I am told to do. It is the company's job to figure out how to add value.	The game is to contribute my YOUNique value to the lives of others. As I add value I build wealth. I must be assertive and creative in the way I seek opportunities to add value.
Money has value; Wealth is the accumulation of money. Save your money for retirement.	Wealth is the accumulation of value. Value is based on what is most important to the individual. There are MANY kinds of wealth to accumulate and share with others.
When I share what I have, I will have less	When I share my YOUNique Value, I accumulate more Value!

## 2) Assess your current YOUNique Value

Coaching is one of the most effective ways to share your YOUNique value by using everything you have to help others win. Because coaching is personal and situational when you share as a Coach your player can immediately apply what you are sharing to their own lives to create their own value. Every positive coaching experience expands your value so you gain by sharing as a Coach.

Mantra: Your YOUNique value is the foundation of lasting CommYOUity Wealth.	9 Ares of YOUNique Value
<ul style="list-style-type: none"> <li>You have enormous YOUNique value. However, you may not see yourself that way due to Industrial Work Mindset that had you try to fit in to a role or be like everyone else!</li> <li>With the spirit of play you can tap into your YOUNique value and express it in many fun ways.</li> <li>As you move deeper into the game, you will discover that you build CommYOUity Wealth as you express more and more YOUNique value.</li> <li>It is possible to transform everything you have done and who you have become through life experiences into "YOUNique" Value that can be contributed to others</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge – What you have studied</li> <li>Talent – Skills you have developed</li> <li>Experiences – What you have done, challenges you have overcome</li> <li>Energy – Natural character + WHO you have become + Your body</li> <li>Community – WHO you know; groups you are connected with</li> <li>Opportunity – A situation favorable for attaining a goal</li> <li>Financial – Money and things</li> <li>Relationships – Close connections (LOVE)</li> <li>Connected Space – Public spaces where you do things and meet people</li> </ul>

"You contribute value to the lives of others and accumulate wealth to boost your feeling of prosperity"

-Coach Dave Buck



# **YOU**nique Value = Comm**YOU**nity **WEALTH**

## **YOU**nique Value



**Knowledge**



**Talent**



**Experience**



**Energy**



**Community**



**@ppportunity**



**Financial**



**Relationship**



**Connected Space**

## **CommYOU**nity **Wealth**

Like sand flowing  
through an hourglass...

Your **YOU**nique Value  
flows through community  
to build Comm**YOU**nity Wealth!

Wealth is:  
the accumulation of value.

Each of the 9 areas...  
are your **YOU**nique Value  
that you can contribute to others.

Each of the 9 areas...  
are your Comm**YOU**nity Wealth  
to boost your feeling of prosperity!



Wealth Area	Example	Add Value	New Wealth
<b>Knowledge</b> what you have studied	Studied Hybrid Car Engines	Share the benefits of Hybrid cars with a friend buying a new car	New experience in helping someone choose a car
<b>Talent</b> skills you have developed	Ability to fix cars	Fix the car of a friend	Understand a new type of car and the gratitude of the friend
<b>Experience</b> what you have done, challenges you have overcome	Work as a mechanic	Teach a new car mechanic a few tricks	Rekindle your love for cars.
<b>Energy</b> Natural character + WHO you have become	Overcame the challenge of losing a job	Encourage a friend who is facing challenges	Renewed faith in life
<b>Community</b> People you know; groups you are connected with	Member of the local chamber of commerce	Invite a colleague to join the Chamber	Appreciation within the chamber
<b>Opportunity</b> a situation favorable for attaining a goal	I know someone who needs a Financial Planner	Connect them to a trusted colleague who delivers this service	Opportunity sharing is often reciprocated
<b>Financial</b> Money and things	Positive cash flow from business operations	Pay team members & vendors! They like that.	Credit history of positive transactions
<b>Relationships (Love)</b> Close connections (LOVE)	A close personal colleague	Attend a conference together	Deeper connection; a shared experience
<b>Connected Space</b> Public spaces where you do things and meet people	A great coffee shop with friendly staff	Introduce a friend to the coffee shop	Now you both contribute to making it alive & successful

### Note to prepare for your YOUNique Value Assessment

- 1) Some things may fit in multiple categories, like something where you have knowledge, talent and experience. You can add something to all three or just put it in the one most relevant.
- 2) For each of the 9 areas think of the first few ideas that come to your mind.
- 3) As you play The Quest, you will expand what you see in yourself as VALUE!
- 4) Each month that you play the game you can update your YOUNique Value chart
- 5) It is NOT a resume! Be creative in aspects of your life that could be shared to create value.



Knowledge: What you have studied


Talent: Skills you have developed


Experience: What you have done; challenges you have overcome


Energy: Natural character; who you have become


Community: people you know; groups you are connected with


Opportunity: A situation favorable for attaining a goal


Financial: Money and things


Relationship: Close connections (LOVE)


Connected Space: Public spaces where you do things and meet people

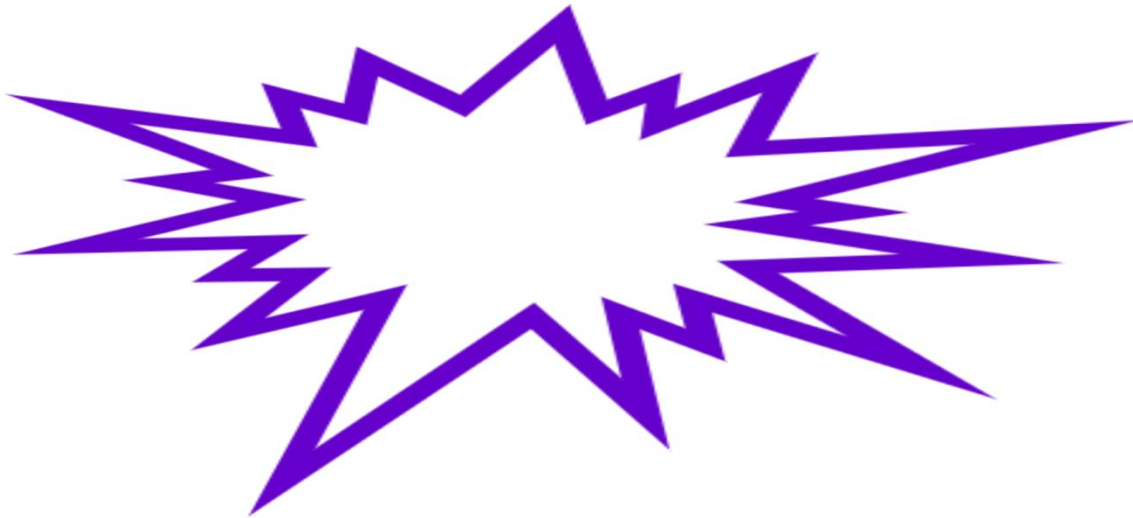



### 3) 21-Day YOUNique Value Challenge

You are probably adding value to the lives of others many times every day already! The game is to be conscious and creative and assertive about doing it for 21 Days. Find a playful, YOUNique way to add value every day!

You can make a list or brainstorm with the “Purple FLASH!”; Keep looking for new ideas as you play!

A YOUNique Value you can share; Do something FOR or WITH someone	How can you do it with the Spirit of PLAY? Have fun while you are adding value!



**DONE!!** You are now ready for the VALUE Challenge: Add value in 21 creative ways this month!



**POSSIBILITY!!** Whenever possible, take a photo when you are doing your Value Adding activity and share it with the team on your game card!





## 4) Declare your Bronze, Silver and Gold Medal of Achievement

### Describe your intended result

We use Olympic Medal categories as a metaphor for results in the game. You will determine the requirements for your Bronze, Silver and Gold Medals.

**REAL WORLD RESULT:** This is when you play for something to happen “as a result” of your action. What do you want the other people to do after you add your YOUNique value?

There are many possible ideas so it depends on your game: How many: Thank You’s, Offers to do something in return, Recommend you to a friend, Post a shout out on your facebook page?

When you play for a REAL WORLD RESULT, use numbers of what the other people will do.  
eg. (Bronze = 7 Referrals; Silver = 10 Referrals; Gold = 15+ Referrals)

### Olympic Medals Chart

Use the chart to define your levels of achievement for your event using. Declare a Bronze, Silver and Gold Medal level. Make sure your medals are challenging AND achievable. Be careful not to give yourself an unwinnable game!

Medal	Result
<b>Bronze</b>	
<b>Silver</b>	
<b>Gold</b>	



## 5) Share on your game card and collect 5 points. YES!



**Step 1: Click through to your game card.**

Look for the Power Booster section –  
(Find the Red Button with the Rocket!)

Find the **VALUE POWER** badge.



**You will see the game card description...**

*I just captured **VALUE POWER** by planning my 21-Day Value Challenge with Creative Experiments! Whoa! Here is what I am going to do...*

Click on the SHARE button in the right column.



A text entry window will appear.

Complete this statement on your game card by sharing your game activity, intended results and a few creative experiment ideas. and (optional) Your Medal Achievement levels.

**Get your FB friends cheering you on! (optional)**



Under the share box you will see the Facebook login button and “Share On Facebook” button.

If you share on Facebook you earn +1 Bonus point in your total score.

The game system will combine the text from the game card with what you type in to create and post a FB status update for you.

It will also include the Play Power Badge and a link to your LifeVille





	<p>Public profile! Who knows, you might get a referral.</p> <p>To activate your LifeVille profile and to make it public you simply register for the LifeVille “Partner Program”. It takes less than 5 minutes.</p>
	<p><b>Step 2: Scroll down the game card to find the Game Action section</b> (The Blue Button with the player reaching for the star)</p> <p>Look for the <b>VALUE POWER</b> Badge.</p> <p>After you complete your Challenge Activity in your REAL LIFE each day, update your Game Card to share about what you did.</p> <p><i>I just completed my <b>VALUE CHALLENGE</b> activity for the day. Here is what happened...</i></p> <p></p> <p><b>Click the SHARE button</b></p> <p>Remember to share with the intention to inspire. Share about how you did your creative experiment. Share what you learned – even if you think it was not successful!</p> <p>Each time you share about your game activity you earn points. And another SHARE button pops up for you to use the next time you complete this activity.</p> <p> POSSIBILITY!! Whenever possible, take a photo when you are doing your Vitality Challenge activity and share it with the team by clicking the upload photo link.</p>
	<p><b>Step 3: Scroll down the Game Card to the BIG WINS section</b> (The Green Button with the hand holding the trophy)</p> <p>Look for the <b>VALUE POWER</b> Badge.</p> <p>After you reach the results you established for your BRONZE level achievement you will come to this section of the Game Card to share about your victory and what you have learned!</p> <p><i>I just achieved the <b>BRONZE</b> level result of my <b>VALUE CHALLENGE!</b> Here is what happened...</i></p> <p><u>EDIT</u></p> <p></p> <p><b>Click the SHARE button</b></p>



The  
**Winning Business Game**

Winning is Contagious!

**VALUE POWER**

**Play Sheet**



Remember to share what your results were, the challenges you faced and what you learned. Make it inspiring!

You will see an edit link under the text.

This is so you can change the word BRONZE to SILVER and then to GOLD as you reach each level.

After you share about your BRONZE level result, click the edit link and change the text to:

*I just achieved the **SILVER** level result of my **VALUE CHALLENGE!***

*Here is what happened...*

A new SHARE button will be there ready for you when you reach your next level of achievement!! Then do the same thing for your GOLD level.