



Quick Summary:

BIG Idea: Visibility is step one of a winning business. You have got to be seen by the members of your community before they can hire you as a coach or participate in your programs. Community Visibility is the Creative Age of Play's answer to Industrial Age Marketing. For most coaches – most everyone really – Visibility is a MAJOR challenge because of a strong FEAR FACTOR associated with being seen and known. Bring the Spirit of Play to your Visibility efforts AND a lot of good things become possible.

Capture Play Power: Identify a community for your visibility challenge. Then select a major Visibility initiative for the month that includes one or more of the three stages of visibility: Be Seen, Be Known, AND Invite Participation. Finally identify a few creative experiments to “find the fun” in your initiative.

Quick Game Plan to Capture PLAY POWER

- 1) Find the Fun!
- 2) Fear Factor.
- 3) Choose Your Visibility Initiative
- 4) Your game action for Visibility POWER – The 21-Day Visibility Challenge
- 5) Declare your Bronze, Silver and Gold levels of achievement
- 6) Share on your game card AND Collect 5 Point!!! YES!

1) Find the Fun!

Making a goal you can't control is fun! - Creating a specific objective and then playing for it is fun. The fun lies in the unknown – the mystery. You don't know how it will happen. You can't control it. This engages the creative part of your being to “find the way”. In our game language we call this “playing for a result” or “playing with intent” or “Serious Play”.

Creativity is fun – Find a collection of fun ways to approach your major initiative. Challenge your mind to come up with a variety of fun alternatives – keep it fresh.

Playing with Influence is fun – Community Visibility activates your desire to be a positive influence in the lives of others. This is fun because it is rewarding when it happens but also because it is pretty scary! You need to be able to “Play with Fear” to get into this part of the fun.



The Winning Business Game

Winning is Contagious!

VISIBILITY POWER

Play Sheet



Transformations from worker to player

Industrial Work Mindset (the old way)...	Spirit of Play Mindset (the new way)...
Identify a target market and advertise to build your business	Identify your community and be seen, be known and invite participation to build your business.
Advertising is pumping your message through as many channels as possible	Sharing value is the new advertising; Be seen and known in your community as someone who adds value.
Do it the same way every time to make it routine and eliminate mistakes	Routine is the enemy of your brain! Challenge your mind to find creative ways to approach your visibility initiative in a new way every day.

2) Fear Factor

Visibility activities that emerge from your desire to play big in the world and build a coaching business invoke a LOT of fear in most people! Because they bring to the forefront the fundamental conflict that lies within each and every one of us: **The conflict between playing safe and surviving Vs. playing BIG and thriving.** This conflict when unresolved is at the root of most business failure.

Consider the following:

You have been trained to fear strangers. When you were small you were taught to fear strangers because they were dangerous. (in the US anyway) You saw photos of missing children on the milk carton and learned to fear the bad people out there.

You have learned that when you share your YOUNique value you can face ridicule for being “different”.

Finally you learned that when you invite people to participate with you they sometimes say “No”, and rejection hurts.

Now...

It is not bad that you learned these fears! They are all part of the “learning to survive in this world” game.

THE BIG thing to realize is that you have TWO FUNDAMENTAL INTENTIONS deep inside of you and they are almost always in conflict. This conflict is natural. You must learn to embrace this conflict by learning to “Play with Fear”.

For this 21 Day Visibility challenge there are a few keys:

- 1) Choose activities that are a little outside of your comfort zone BUT not too far out!
- 2) When you notice the feeling of fear don't freak out and assume there must be something wrong. There is nothing wrong. The fear is learned and with practice you can learn to play with it.



3) Choose your Visibility Initiative to play with for 21-Days

First choose a community to play with for this month.

This can be a geographical community like your town, a virtual community like your Facebook fan page or a community of interest like single working moms.

Next choose a visibility activity. Keep it simple!! And WINABLE!

Consider the 3 skills of Business Visibility in the Creative Age of Play:

Visibility:

- 1) Be seen by members in your community (consider participating with them in some way),
- 2) Be known by sharing something of YOUUnique value,
- 3) Invite community members to participate in something with you that builds your credibility

Next...

Identify the “Action – Result” sequence.

In the Winning Business Game, the Result you are playing for is always a “YES” from another person.

Examples of “Action – Result” sequences

Action	Result
The Visibility skill of networking (being seen) and follow up (being known): attend a number of networking events and make 21 Follow Up calls	Play for “YES, I want to know more about what you do.” (the invitation to participate)
The Visibility skill of blogging: write 21 provocative blog posts (being known); use social media (being seen) to bring traffic to your blog	Play for “YES, I will write a comment about the value of your article”. (the invitation to participate)
The Visibility skill of building strategic partners. Connect with 21 potential partners (being known) (If you need introductions to these folks then that part is being seen)	Play for “YES, I will introduce you and your offer to my community (the invitation to participate)

These are only examples! If you like one of these, by all means use it. But feel free to create your own initiative! Look for ways to include each of the three phases: seen, known, invite.

4) Brainstorm 5-10 Creative Experiments for your game action

Two key things here:

1) Find ways to have fun doing it. Avoid the trap of giving yourself work to struggle through

Let your imagination run wild with ideas that will make your action or project interesting and fun WHILE you are doing it. Remember the Winning Business game is supposed to be fun!



The
Winning Business Game

Winning is Contagious!

VISIBILITY POWER

Play Sheet



2) Find ways to collaborate with others.

If you are going to networking events, invite colleagues to go with you.

If you are writing, find interesting places to go and write

The key is to make your project into a fun adventure that you will look forward to sharing with others.

Use curious questions to think of creative experiments you can do to make your game action fun and to enjoy the challenges that you face along the way! (and kick Industrial Work Mindset's BUTT!!)

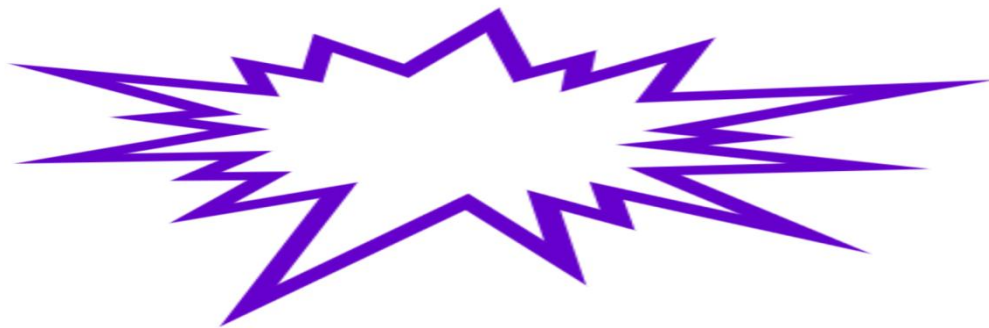
Curious questions often start with "I wonder..."

I wonder how I could have more fun doing this?

I wonder how I could do this 21 different ways?

I wonder how I could do this in 21 different places?

Write a few ideas on or around the "Purple Flash"...



The Game Action for your VISIBILITY CHALLENGE is to engage in your action with the spirit of play at least once every day. If you do it more than once in a day you just get points for one time. The idea is to make it an everyday thing, NOT a "just get it all done at once" thing (that is too industrial!)

Small Exception: If you take a day off you can double up the day before or after.

As you move through the game, try the creative experiments that you identified. And come up with new ones! Remember... FIND THE FUN!

To get the points each day all you need to do is SHARE about what happened when you did your action.



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



The
Winning Business Game

Winning is Contagious!

VISIBILITY POWER

Play Sheet



5) Plan Your Medal Levels of Achievement

The key here is to find the right level of challenge for your situation. Make the Bronze medal level a good stretch; Silver a little more; Gold an awesome accomplishment.

Here is a chart to define your medal level achievement for your initiative. Declare a Bronze, Silver and Gold Medal level. How many “Yes’s” will you get?

Your game should always be a “winnable challenge”.

For example you might play for Likes on your Facebook Fan page:

Bronze = 100; Silver = 200; Gold = 300;

Or you might play for new Strategic Partners inviting their members to your event and you have never done this before:

Bronze = -1; Silver = 2; Gold = 3;

You have to gauge the relative difficulty for YOU!

Medal	Achievement
Bronze	
Silver	
Gold	

BIG Wins

The BIG WIN is when you reach your Medal levels of achievement. When you reach the BRONZE level go to the BIG WINS section of your game card to share! **Then do the same for Silver and Gold as you reach them.**

DONE!! You are now ready for the 21-Day Visibility Challenge!

6) 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 **VISIBILITY POWER** badge.



You will see the game card description...

*I just captured **VISIBILITY POWER** by transforming my key initiative for the month into a fun 21-Day Challenge! 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.



Step 2: Scroll down the game card to find the Game Action section
(The Blue Button with the player reaching for the star)

Look for the **VISIBILITY POWER** Badge.

After you complete your Challenge Activity in your REAL LIFE each day, update your Game Card to share about what you did.

*I just made progress in my 21-Day **VISIBILITY CHALLENGE**. Here is what happened...*



Click the SHARE button

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!

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.



Step 3: Scroll down the Game Card to the BIG WINS section
(The Green Button with the hand holding the trophy)

Look for the **VISIBILITY POWER** Badge.
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!

*I just achieved the **BRONZE** level result of my 21 Day **VISIBILITY CHALLENGE**. Here are my highlights...*

[EDIT](#)



Click the SHARE button

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 **VISIBILITY CHALLENGE**. Here are my highlights*

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.