



## **The Engagement RULES! EPIC Tribal Gathering** **Calling All Champions of Humanity Flourishing**

Engagement is THE Currency of the Connected Economy.

**Develop Engagement “Super Powers” and your enterprise or cause will thrive!**

YOU are invited to PARTICIPATE in (not merely attend) a most extraordinary global virtual gathering for ANYONE with the desire to engage people in an Enterprise / Cause in pursuit of Humanity Flourishing.

Engagement is when a purpose is enthusiastically taken up by people in such a way that they live and breathe it in their own lives and actively share about it with others.

In this ground breaking tribal gathering, you will experience Engagement Leaders who will SHARE their engagement story and their **Engagement Super Power**. Then, if you accept the challenge, YOU can develop it for yourself in the 100 Day Epic Engagement Challenge Game! **YES!!**

Do you SEE yourself as...

A Conscious Entrepreneur with an ENGAGED Enterprise,

A Visionary Leader with an ENGAGED Organization

A Motivated Manager with ENGAGED Team Members

An Energized Change-Agent with ENGAGED Advocates

An Enthusiastic Artist/Athlete with ENGAGED Fans.

An Inspired Teacher with ENGAGED Students

A Health Practitioner with ENGAGED Patients

A Creative Author/Speaker with an ENGAGED Audience

AND do you INTENSELY DESIRE to...

**Be a force in the world for Good, Truth, Beauty\* and TRANSFORMATION**

**If YES... This tribal gathering is a MUST for YOU.**

### **The BAD-ASS Butterfly**

The BAD-ASS Butterfly is the logo of The Engagement Rules Epic Tribal Gathering because it is a symbol of the potential within us to transform from Consumers (aka voracious caterpillars) to Creators of the Good, Truth and Beauty (aka the butterfly); \* Inspired by Plato’s EPIC Manifesto “The Republic”!

**Important Insight: Engaged Humans consume less and create and share more!**



## Are you engaged in the EPIC Pursuit of Humanity Flourishing?

We are wildly enthusiastic about the future of humanity! You probably are too.

However, we also know that massive transformation is needed- FAST -for our bright future to be fulfilled.

Specifically we must transform the way we humans organize ourselves to create experiences and get things done.

The 20<sup>th</sup> Century model of seeing our fellow humans as compliant workers/students/patients that we need to command and control will not produce the bright future we so desire!

Instead we must develop a new model where we see each other as empowered creators ENGAGING to produce better results and more fulfilling experiences for everyone involved.

**Key Transformation: Manage for Compliance --> Coach for Engagement.**

Our future also depends on the transformation of humans from insatiable consumers to ENGAGED investors in themselves, their environments and their communities.

## The EPIC Tribal Gathering

CoachVille – A Global Community of Coaches... BOLD Champions of Humanity Flourishing – will host an EPIC Tribal Gathering co-created by coaches and leaders from the fields of business, personal growth, social justice, social media, social service, education, health services, sports, entertainment and gamification.

**Engagement Super Powers** will be shared, explored, experienced, practiced and MASTERED! And you will experience several innovative tools and models that YOU can use right away to BOOST engagement in your Enterprise / Cause.

**IMPORTANT! Engagement means participation in your CAUSE and profits for your ENTERPRISE**

The Gathering is organized in 4 distinct phases based on the Engagement Makeover Model for personal, business and organizational transformation; developed by Coach Dave Buck.

### Phase 1 : Visibility – Be Seen, Share, Invite

Prior to Phase 1 of the Gathering we will begin with creative social media campaigns, orchestrated with participants and partners, that will be **SEEN** by ALL BOLD Champions of Humanity Flourishing – Our Tribe! Phase 1 will feature Engagement Leaders from diverse backgrounds **SHARING** their Engagement stories and how they use their **Engagement Super Power**. You can **SHARE** your reactions and ideas to influence the conversation WHILE it is happening. These provocative conversations will include a heartfelt **INVITATION** for you to participate in Phase 2 of the Tribal Gathering and learn how to develop **Engagement Super Powers!**



*Engaging Visibility Tools You Will Experience: Google+ Hangouts, Facilitation by Master Coaches, Simultaneous broadcasting globally via YouTube and Facebook Interaction to spark conversation before, during and after all discussions.*

Phase 1 is FREE for all participants; Time Frame: June 17<sup>th</sup> – June 28<sup>th</sup> 2013

## Phase 2 : Enrollment – Connect, Engage, Offer

Phase 2 of the Summit will take place during an intense 2 week period where 1,000 BOLD Champions of Humanity Flourishing will gather virtually for over 20 Provocative Group Conversations about how to develop **Engagement Super Powers**. You will **CONNECT** virtually with up to 19 team mates and 2 coaches. Each Engagement Leader will deliver a powerful 20-minute Presentation where he/she will share details about their **Engagement Super Power** and how to use it. Then they will issue a compelling Engagement Challenge to You and the other participants. This will be immediately followed by an **ENGAGING** group conversation with YOUR team mates and coaches to master mind how YOU can respond to the challenge. Throughout Phase 2 you will **ENGAGE** with team mates on a social game platform where you will design a personal Engagement Game Plan. The conclusion of Phase 2 will include a compelling **OFFER** to step up to Phase 3 of the Tribal Gathering... **The 100 Day Epic Engagement Challenge Game!**

*Engaging Enrollment Tools You Will Experience: Maestro Social Conference Platform with Webcam and Screenshare, Social Media Integration, Maestro “Breakouts” and Facilitated Small Group Dialogue with Coaches and the CoachVille REAL Life Game Platform.*

Phase 2 is \$99 for all participants; Time Frame: July 8<sup>th</sup> – July 19<sup>th</sup> 2013

## Phase 3 : Fulfillment – Prepare, Play, Possibility

Phase 3 of the Tribal Gathering will feature **The 100 Day Epic Engagement Challenge where you will practice and MASTER your chosen Engagement Super Powers! ... AWESOME!** The 100 Day challenge will be FULLY “gamified” using the CoachVille REAL Life Game Platform! First YOU will **PREPARE** by choosing 3 specific **Engagement Super Powers** as set forth by the Engagement Leaders in Phase 2. Then YOU will **PLAY** the Engagement Game by using **Engagement Super Powers** in YOUR REAL World to create engagement in your Enterprise / Cause. You will score points and earn Badges by taking action and supporting your team mates endeavors. Teams will meet twice each month with their coaches for support and to create new **POSSIBILITIES**.

*Engaging Fulfillment Tools You Will Experience: Maestro Social Conference Platform for bi-weekly team gatherings, Engaged Group Coaching and the CoachVille REAL Life Game Platform.*

Phase 3 is \$499 for all participants; Time Frame: July 21<sup>st</sup> – October 31<sup>st</sup> 2013

## Phase 4 : After-Care – Rejoice, Reunion, Renew

Phase 4 of the Tribal Gathering will feature **several unique opportunities to stay connected and refine your Engagement Super Powers!**. First the participants will **REJOICE** in celebration by using their points to bid on SUPER FUN prizes in an



Engagement Opportunity Auction. A variety of FUN prizes will include opportunities to ENGAGE personally with the Leaders and Coaches. Next Participants will be invited to a Super Friends **REUNION** in New York City; This one-of-a-kind, fully “gamified”, event will feature participants sharing stories about how they used their **Engagement SUPER Powers** in the REAL World. . Finally, monthly **RENEWAL** teleconference gatherings will keep your **Engagement Super Powers** fresh until the next tribal gathering!

Also included in the Tribal Gathering **After-Care** package is a 6-week Coach Training program in CoachVille’s acclaimed Center for Coaching Mastery. Coaching IS the skill of deep engagement and a great way to advance your **Engagement Super Powers!**

***Engaging After-Care Tools You Will Experience: Engagement Opportunity Auction, A Gamified Live Event featuring Participants Success Stories. Maestro Social Conference Platform for renewal gatherings.***

Phase 4 NYC Event is \$299; Time Frame: November 14<sup>th</sup> & 15<sup>th</sup> 2013 (Dates may change)

Phase 4 Renewal Calls included in Phase 3 \$; Time Frame November 2013 – May 2014

Phase 4 Coach Training Bonus included in Phase 3 \$; Time Frame November 6<sup>th</sup> – December 11<sup>th</sup>

## The Schedule...

June 17<sup>th</sup> – June 28<sup>th</sup> : Phase 1 – FREE – Leader Engagement Stories via Google+ Hangouts & Social Media

**July 8<sup>th</sup> – July 19<sup>th</sup> : Phase 2 – \$129/\$99 Conference Presentations, Conversations and Game!**

July 21<sup>st</sup> – Oct 31<sup>st</sup> : Phase 3 – \$499/\$399 100 Day Epic Engagement Challenge Game!

Nov. 3<sup>rd</sup> – Nov. 7<sup>th</sup> : Engagement Opportunity Prize Auction!

Nov 6<sup>th</sup> – Dec. 11<sup>th</sup> : BONUS! – 6 Week AWESOME CoachVille Coaching Skills Class! (Value \$445)

Nov 14<sup>th</sup> & 15<sup>th</sup> : NYC “Super Friends” Reunion Event! \$299/\$249

Nov. 2013 – May 2014 : Monthly Renewal Conference Calls

June 2014 – Engagement RULES! Epic Tribal Gathering #2 Begins

## Pricing

Phase 1: FREE

Phase 2: \$129 (Early Bird \$99 before June 21<sup>st</sup>)

Phase 3: \$499 (Early Bird \$399 before June 21<sup>st</sup>)

Phase 4: \$299 (Early Bird \$249 before June 21<sup>st</sup>)

**All In! All Four Phases: \$699 (Early Bird \$549 before June 21st)**