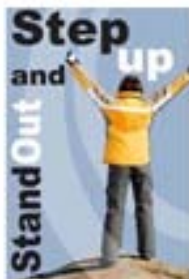
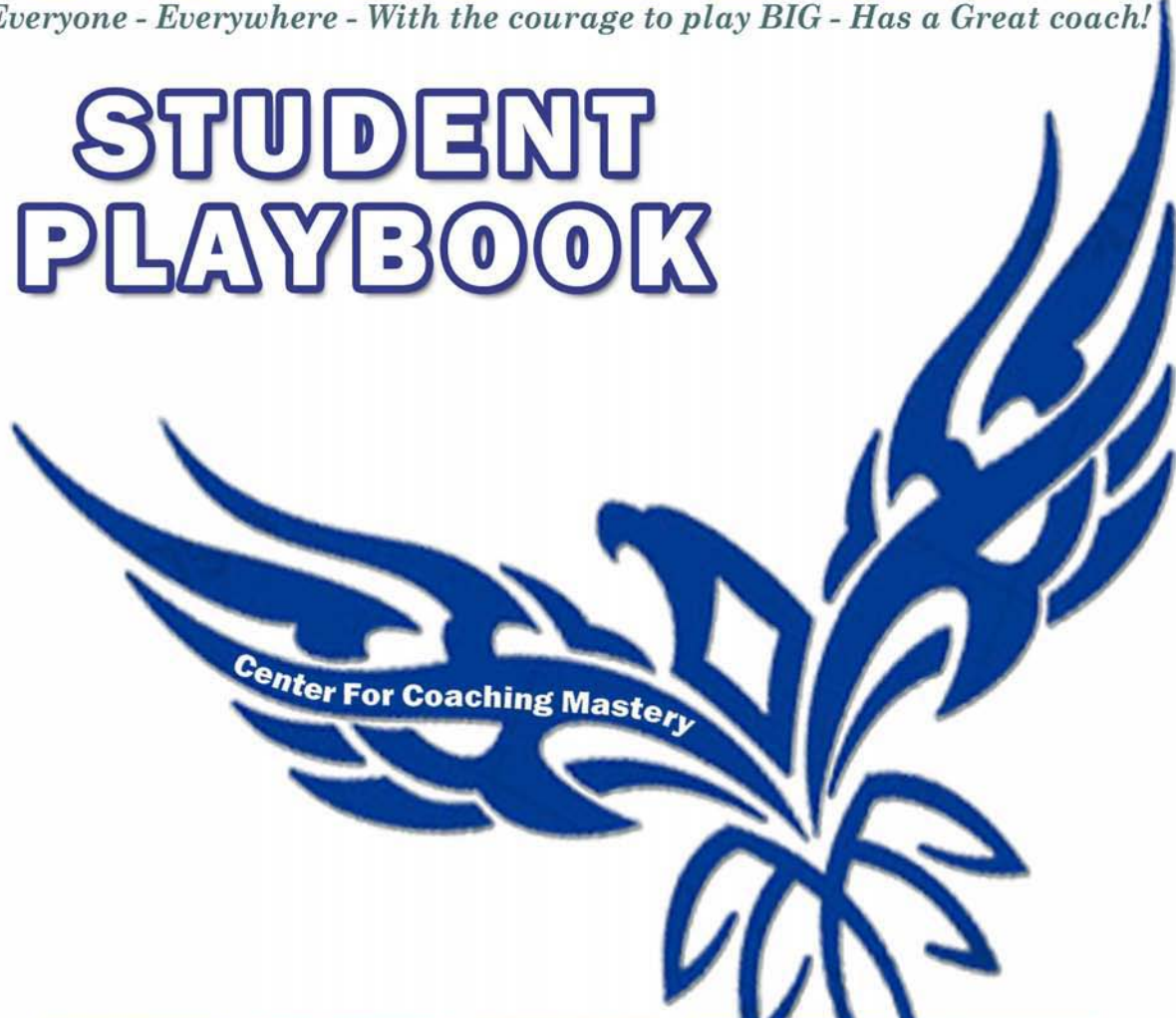


# CoachVille™

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

## STUDENT PLAYBOOK



## Summer Intensive

# My Notes





# Welcome



## Welcome from Coach Dave

Hey Coach! (That has a nice ring to it doesn't it!) Soon that is how your colleagues and clients (we call them players) will refer to YOU. The world needs more great coaches! A LOT more, and fast too. There are literally millions of people around the globe yearning to play BIG in the world and win on their own terms. They need a GREAT Coach in order to do that!

### What does it mean to Play BIG in the world?

Playing BIG is when you courageously express your talents and gifts in a way that adds value to the lives of others AND brings joy AND true wealth to yourself. As a Coach you MUST do this in your own life first - probably with the help of a coach ;-) - and then you can be the guide for many others who are ready to Play BIG. You can PLAY BIG in ANY aspect of life: business, career, family, leadership, health, art, athletics, spirituality ...ANYTHING. Which means you can Coach in any aspect of life; this creates vast opportunities that we can help you step into.

### The Coach Approach

Coaching is a gateway to new possibilities; it is NOT an intervention for problems! As we move from the Industrial Age of "control" to the Inspiration Age of "influence" coaching skills and methods are essential to success. People are no longer willing to be controlled, fixed or told what to do, but they are eager to be coached toward co-created possibilities (we call that "influence"). The "Coach Approach" is the cornerstone of professional coaching and it is also vital for entrepreneurs, leaders, doctors, attorneys, managers, fitness professionals, teachers, sales professionals and more.

Inside is a detailed explanation of our school and our Summer Intensive program. It introduces you to our school, our philosophy of coaching – the pursuit of Human Greatness, and several ways you can get to know us even better. It describes many of the unique features of our coaching training and a detailed review of the Summer Intensive curriculum which is both provocative AND effective.

Live Your Game. Love Your Life!  
Coach Dave

*Sarah R Buck*

# Our CoachVille Team

**Dave Buck**

*CEO / Head Coach*

*coachdave@coachville.com*



**Deanna Stull**

*General Manager*

*generalmanager@coachville.com*



If you have a question or need assistance – please call or email our member services team, someone is always available live to give you the assistance you need.

**866-548-6516**

[www.coachville.com](http://www.coachville.com)  
[help@CoachVille.com](mailto:help@CoachVille.com)



team  
play!

Together we play better





# Table of Contents

## Contents

Welcome .....	i
Our CoachVille Team .....	ii
Table of Contents .....	iii
Quick Facts.....	1
Exploring CoachVille.....	2
Our Quest.....	3
How to Get Started.....	6
Our Philosophy About Coaching .....	7
Brief History .....	8
Why Become a Coach?.....	9
5 Qualities of a Great Coach .....	10
Tuition – Summer Intensive .....	11
Upgrade to the Complete Program .....	12
ICF-ACTP Program .....	13
School Logistics.....	15
The Global Classroom.....	16
Our Active Learning Model .....	17
Our Active Learning Method .....	18
Class Structure.....	19
The Social Game System .....	20
Coach by Phone.....	22
Business Training Included .....	23
Anytime Lifetime Access .....	24
Coaching Mastery Studio .....	25
Play-Two-Win Method™ Coaching.....	26
Basic Coaching: Skills & Ethics .....	29
Proficiency Coaching .....	32
Mentor Coaching Group.....	35
Coaching Practicum.....	37
Step Up and Stand out.....	39

# My Questions





# Quick Facts

## introducing **Ourselves** & **this PLAYBOOK**

Here are a few **QUICK FACTS** that will assist you in understanding our program:

- Our school was **launched** in 2001 by Thomas Leonard – the founding father of the coaching industry – as “the Graduate School of Coaching.”
- In 2007 we re-invented the program as the **Center for Coaching Mastery**.
- We have had over **3,000 students**.
- Our program is one of the elite schools accredited by the **International Coach Federation (ICF)**.
- Includes **60 required coach training** class hours.
- Includes **10 required mentor coaching** hours (3 one-on-one during practicum; 7 in the mentor group).
- Includes **3 critiqued coaching sessions** by a certified coach during the practicum.
- Includes a complimentary 6 month membership to the **Coaching Mastery Studio**, open calls for coaches to partner and coach each other for practice and accumulation of the necessary paid coaching experience hours for ICF certification.
- Prepares you to earn the **ICF Associate Certified Coach (ACC)**; the application fee for certification is an additional \$500 paid directly to the ICF.
- The program is delivered 100% by **dynamic group conference** calls using the acclaimed **Maestro Conference System**.
- You can **register anytime** and **get immediate access** to the entire curriculum recordings and playbooks.
- **Summer Intensive Start Dates:** Second Week in July. Start Dates for all programs: Last week of September, Second week of November, Second week of January, Third week of February, Second week of April, Third week of May, Second week of July.
- Your **investment** for the Summer Intensive is \$1000 Deposit + 5 payments of \$575/month; a total investment of \$3,875. Or a onetime payment of \$3,500 (Save \$375) AND you can upgrade later to the Complete Program if you choose.
- **Partial tuition scholarship** for talent exchange available. You share your skills and talents in exchange for partial tuition.



What you need to know

# Exploring CoachVille

Exciting ways to experience what  
we have to offer before becoming a  
student!



One of the best ways to be sure CoachVille is the right school for you is experience a class or a game yourself. We have great opportunities for you to do just that!

## Admissions Advisor Session

You are invited to call us ANYTIME to book a complimentary session with one of our admissions advisors. **Call 1-866-548-6516**

They will put you through if someone is available or make a phone appointment for you.

## Observe any Class

We are happy to welcome you as an observer in any class. You can even join in the conversation if you want. Our classes are truly unique and you have to experience one to understand what we mean. To observe any class simply contact one of our admissions advisors by phone or e-mail and we will set it up for you. We will give you a phone number and pin code. If you have a preference for the class you want to observe, just let them know. It is a great way to get the CoachVille experience.

## Request links to recorded classes

If you are not able to observe a live class, we have recordings of previously held classes that we are happy to share. You will be listening to the amazing conversations and content of our programs, and how interactive they are. Our students bring such rich perspective to each class. You can listen in on the dialogues and coaching demonstrations. It is a great way to get to experience a class that fits any schedule.



## CoachVille Basic Membership

Another great way to experience CoachVille is to become a CoachVille Member, which is free. You will have immediate access to a wealth of resources including forms, models, mistakes to avoid, attraction principles, recordings of real coaching sessions by CEO Dave Buck and recordings of our founder Thomas Leonard. CoachVille Membership is a great idea even if you don't decide to become a student in our school. We are happy to have you in either case. **Investment FREE.**

Experience CVLive





# Our Quest



## CoachVille Quest

**Play BIG in the World and  
Become a Great Coach**

**It Starts with a Vision:  
Everyone, Everywhere with the Courage to  
Play BIG in the World Has a Great Coach**

Playing BIG is when you bust loose from self-imposed limitations to courageously express your talents and gifts in a way that adds value to the lives of others AND brings joy AND true wealth to yourself. True wealth is based on what YOU VALUE. It includes financial freedom and also includes knowledge, talent, experience, character, community, spiritual connection, health and of course... LOVE!

Our quest at CoachVille is to create an environment where YOU can play big in the world AND become a great coach.

**The Act of Coaching Can Be Simply Defined in Two Words: Play  
Better.**

To guide your player to play the games of life better and win on their own terms. Games like leadership, athletics, health, business, relationships, spirituality, financial freedom, artistic expression and everything else life has to offer. Any endeavor in life can be designed as a winnable game worth playing and coaches alone are charged with helping people win the game that matters most to them right now.

***YOUR game is to help people Play Better, OUR  
game is to help YOU Coach Better***

## Reinventing Coaching with the Spirit of Play

### The End of an Era

Clearly there is a great deal of turbulence in the world – Economic, Political and Environmental. All of this is signaling the end of an era: The Industrial Age is coming to an end. The Industrial Age – and the Industrial Economy – is characterized by the mass production of things.

In the Industrial Age ALL people are seen from two perspectives: Worker and Consumer. As a worker you have a job and your job is to complete tasks as efficiently as possible; Just get it done, and get it done right. Leave your personality and the rest of your life at

# Our Quest



the door. We were all trained in school to work alone on tasks; if you talk to the other kids you are cheating! The work is not supposed to make you happy – you are just a cog in the wheel of production.

The purpose of Life is to “work for a living” and collect a paycheck. With that money you can buy things! And these THINGS will make you happy! We were taught to be voracious consumers; that the reward for hard work is the accumulation of things.

To summarize life In the Industrial Economy: go to work! do what you are told, complete your tasks, focus on problems, do it right the first time, work hard, collect your paycheck and consume, consume, consume. More is better.

## The People Want to Play

In the Industrial Age, PLAY was trivialized. When the work is done, then you can play for entertainment. Well, people ARE playing in HUGE numbers. The massive proliferation of online social games played in “pretend worlds”- over 400 Million People playing at last count – reveals an extraordinary social trend: people of all ages are YEARNING to play and connect with others through games.

## Play with Purpose

Now is the time for a new approach to life. People are no longer willing to WORK at meaningless jobs just to be able to consume more things. People still want and need some things, but they already have a LOT of cheap stuff. Now what they really want is PURPOSE!

What people everywhere are coming to realize is that REAL LIFE is the best social game ever created! You can **Play with Purpose** by connecting with and serving others. Play is NOT trivial! Play is life-enhancing. And they understand that the industrial mindset of ZERO-Defects and get-it-right-the-first-time are great for making a car but it is a terrible approach to life because it leads to a “creativity – crushing” the perfection trap.

## This Is Where YOU Come In

The Human Spirit of Play is making a comeback! With the Spirit of Play people are resourceful, resilient, creative, seeking mastery, going with the flow, risk taking and JOYFUL. When you play, you win some and you lose some. When you play you make mistakes and It's OK; you learn from them and come back to play the next game. When you play you feel connected to the game and all of the other players. Great players love the game, enjoy their teammates AND embrace the juice that comes from healthy competition.

With a coach by our side, we have the courage to PLAY WITH PURPOSE in REAL LIFE; in our jobs, our businesses, our communities, our families, in EVERY ASPECT of life.

**And when we play well, we get better results than when we “work hard” AND we have more fulfillment and more fun. That is the winning combination.**

Play with purpose



# Our Quest

## **KEY distinction:** **play for vs. work on**

### **Harbinger of the Inspiration Economy**

A new age is dawning in the rubble of the declining Industrial Economy – we call it the Inspiration Age and the Inspiration Economy.

In the Inspiration Economy, you are seen as a player and creator: express yourself and add value to others, create possibilities, play well, invest in experiences and things that inspire you, that fuel you and help you PLAY BETTER. Create, create, create! Better is better.

**The Transformations:**  
**From Worker to Player**  
**From Consumer to Creator**  
**From Manager to Coach**

The Coaching profession is the harbinger of the Inspiration Economy! We are supporting and challenging individuals to express their uniqueness while simultaneously encouraging team play and connected communities.

**People INVEST in themselves by hiring a coach.**

Our entire approach and curriculum are designed to UNLEASH this spirit of play within you, to prepare you to lead and thrive in the Inspiration Economy and to empower you to do the same for others as their Coach.

We truly believe that coaches can lead the way in making a better world for everyone.

**We want you on our team!**





# How to Get Started


Thank you for choosing CoachVille –we are really excited to have you join us in class!

## Student Orientation

Register for a **Student Orientation** conference call for a guided tour of the CoachVille virtual campus to ensure that you get acclimated with ease. We offer these at various dates and times in the weeks prior to the start of classes. Register for this and other classes in the Registration Center.

## To Purchase the Summer Intensive Program and Register for Classes



- 1) Login to the CoachVille members only area - visit [www.coachville.com](http://www.coachville.com) and click **Member Login** on the menu bar.
- 2) Enter your User name (or email address), and password. Then click the **Login** button. You are now on the CoachVille Membership (CV) Home page.
- 3) Click the Register icon  in the icon bar at the top to enter the Registration Center.
- 4) Click **Summer Intensive** near the bottom of the shaded **Categories** bar (an alphabetical list of all of the CoachVille classes and membership programs) on the left. Once clicked, available classes included in the program are listed on the right.
- 5) To **purchase the Summer Intensive program**, scroll down past the individual classes to the **Summer Intensive** (near the bottom). Select your choice of "Pay in Full" or "Base charge of \$1,000 plus 5 payments of \$575 every one month starting one month from now." Click the **Register** button at the bottom. From here, you can pay for the program. If you have any questions or need help, contact Deanna Stull at [generalmanager@coachville.com](mailto:generalmanager@coachville.com) or call (610) 702-2299.
- 6) **Summer Intensive** program students can register for a class by sending an email request for the particular Summer Intensive Program class that they wish to attend to Linda Drake at [lindadrake@coachville.com](mailto:lindadrake@coachville.com).

- 7) You will receive a class registration confirmation email that contains the instructions on how to find your class in the system. Those instructions are also listed here.

## Finding Your Classes

After you register for a class, find it by clicking the Programs icon.



- 1) Click the course name and start date link. This brings you to the program home page.
- 2) On this page you will find important instructions that will help you prepare for your class such as:
  - a) How to get your unique bridge and pin code for the MaestroConference teleconference system.
  - b) Where to find your class playbook to get started.
  - c) How to prepare your objectives for the game.
  - d) The "dyad guide" which will help you get the most out of your in-class practice sessions.

If you need **help** with a personal touch please email [help@coachville.com](mailto:help@coachville.com). Our dedicated Member Services Team will respond within 24 hours.

# Our Philosophy About Coaching

## the **PURPOSE** of coaching:

## **PLAY** better

You will learn how to coach in a way that people LOVE to be coached. You will provide the perfect blend of support AND challenge. You will share what you know AND challenge them to figure things out for themselves. You will expand them OUT of their comfort zone by playing bigger, AND you will help them get into their expanded comfort zone where they experience flow.

When you set out to become a Coach, you sign on to help people Play Better in the pursuit of the things that matter most to them – like family, business, career, health, romance, or personal growth; we call these the games of life. Along the way you help them become the person they have always wanted to become. It takes dedication and courage to Coach, and the rewards can be both financial and priceless.

**The craft of Coaching has  
three primary pursuits:**

- **The Pursuit of Human Greatness**

This begins with a vision of achievement and evolves into becoming an inspiration for others. The key dynamic is between support and challenge. As a coach, you have to read your player and their situation to determine if they need you to guide them OR challenge them to step up and figure it out for themselves.

- **The Pursuit of Inner Freedom**

This is the place where inner resistance is gone, and desired results occur as the natural byproduct of full self-expression. The key dynamic is inside and outside the comfort zone. In the comfort zone there is ease and flow, but it can become stagnant. Out of the comfort zone there is chaos and growth. As a Coach you read the situation and cycle back and forth between these two.

- **The Pursuit of Personal Evolution**

Our ultimate purpose as a community is to forward humanity one person at a time. The key dynamic is adapting to and reflecting the 9 environments of YOU. Your players are always adapting to the world around them while at the same time the environment is a reflection of who they are. As a Coach you have to look at the environment as a mirror to create awareness and also design and find new environments for your player to adapt and grow into.

Our program is designed so that you become strong in each of these pursuits. We have a method for each that makes it easy to get started and creates an opening for a lifetime of exploration.

### 3 Pursuits Of Coaching





# Brief History



## Brief History of our School

Thomas Leonard – the founding father of the Coaching Industry – founded CoachVille in 2001 with the mission to improve the quality of coaching worldwide.

## The CoachVille Story

CoachVille launched as a global virtual community for coaches on June 2, 2001, founded by the late visionary Thomas J. Leonard, acknowledged as a central figure in the creation of the field of personal and business coaching. Its mission...to improve the quality of coaching worldwide, and to provide a home for every coach. Its guiding principle: "Adding Value for the Joy of It." Thomas lived his words, and while, in its early days, CoachVille membership was \$79 for a lifetime, on August 29th, 2002 the doors to CoachVille were thrown wide open, and membership became free for all who wished to join the growing ranks of CoachVille coaches.



## Our School

In 2002 we launched our first Coach Training program – the Graduate School of Coaching- with a few BIG ideas:

- 1) That anyone with the right personal character and strong desire could become an effective Coach very quickly.
- 2) To create the most cutting edge curriculum and learning environment.
- 3) To create a school that would evolve as fast as the coaching industry – which was pretty FAST!

Since that time, we have trained over 4,000 coaches, and our training has evolved into the program you are reading about right now.

Thomas passed the torch over to Coach Dave Buck in 2003 when he moved on to another dimension. Coach Dave has focused on creating a "methods-based" approach to coaching AND infusing everything we do and teach with the Spirit of Play!

While "the Graduate School of Coaching" was a cool name, it also implied that it was only for experienced coaches. So, in 2006, we renamed the school, The Center for Coaching Mastery, so that folks would know that our school was appropriate for new coaches AND master coaches.

## ICF Accreditation

Even though Thomas founded the ICF in the later years of his life he was frustrated by its bureaucracy and resisted pursuing ICF accreditation for our school. Coach Dave, while no fan of bureaucracy himself, recognized the importance of creating a global standard that was based on collective wisdom and not based on the ideology of any one individual. So he decided to bring CoachVille into the ICF fold – yes, Thomas' ashes were probably swirling around in agitation – because it was the right thing to do for the Industry as a whole.

Dave was acknowledged by the ICF with a Global Peacemaker award at the 2004 ICF Conference. In 2007, after three years of very intense focus, our school achieved ICF accreditation. Yeah Team!

Thomas Leonard



# Why Become a Coach?

## top 10 reasons to become a coach

### 1) The Pursuit of Human greatness

Raise the bar for your players AND they will raise it for you.

### 2) Fulfill your purpose to be of service to others

Adding value for the joy of it is the ultimate game of life.

### 3) Experience the Joy of helping others thrive

As you expand their possibilities yours expand times 10.

### 4) The ability to design a business for your lifestyle

Attain personal freedom by coaching when you want to, where you want and WHO you want.

### 5) The optimal way to transform your life experiences into value for others

Everything you have done and will do becomes full of meaning and possibility.

### 6) Justify your craving for lifelong learning

You have to stay two steps of your players.

### 7) Build true wealth in all areas

Talent, experience, knowledge, character, community, cash flow, energy, spirit and LOVE.

### 8) Rigorous personal growth for you

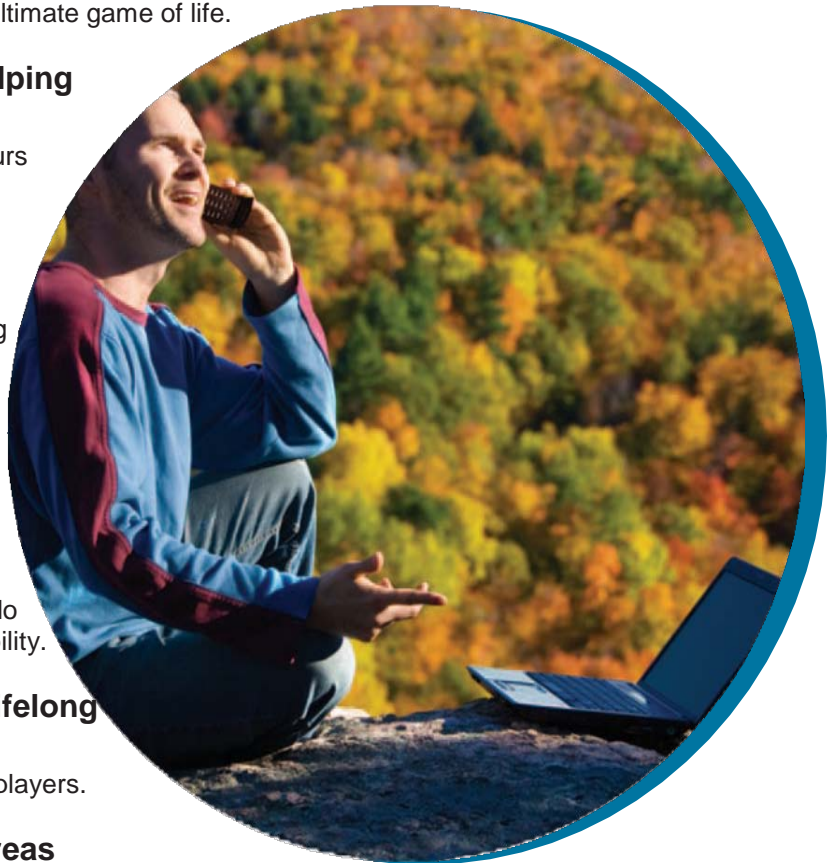
EVERY player you Coach is a mirror for you.

### 9) Expand your cultural awareness

As you coach people from around the world.

### 10) Change the world one player at a time

Ultimately this is why we do what we do.



Build true wealth

# 5 Qualities of a Great Coach

## Let's talk about you!



**Enough about us. Let's talk about you!** While there are many qualities that make a great coach, here are a few that we feel are important that you can use as a quick guide. If you find yourself in these qualities OR would love to develop them, then you have the makings of a GREAT Coach!

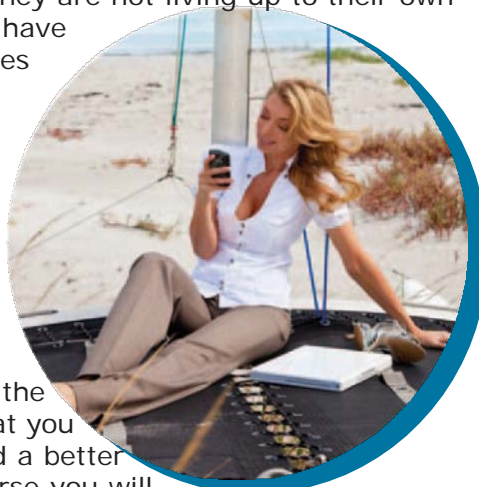
**1) You have been a good player (or a great player!)** in at least one of the many games of life AND / OR you have an approach to life that has proven successful for you. When you get started as a Coach, the basis of your credibility comes from your own life accomplishments. The games of life include business, career, health, romance, leadership, athletics, family and more. Or any of the many unique skills that are a part of these games like sales, networking, management, eating well, dating, speaking, creating a vision, increasing speed or parenting. Anything that can be developed as a useful skill can be coached. An APPROACH to life could be something like attraction, creativity, integrity, inner awareness, relationship building and MANY others that you may have learned or developed on your own. Important: be VERY WARY of a common tendency to undervalue what you have achieved. If you feel good about your accomplishments, that is good enough.

**2) You continue to LOVE the game, even if you don't play the game anymore.** You have to LOVE the thing you are coaching in order for people to want you as their coach! For example, you may LOVE management and coach managers even if you are now an entrepreneur in your own business. If you are going to coach around an approach to life, then you MUST be living and loving that approach every day.

**3) You LOVE helping other people play better and win on their own terms.** You get great enjoyment from seeing other people develop, grow and succeed. This is an essential quality of a Coach: the absolute JOY you feel when you help other people win. You also have to be able to challenge people when they are not living up to their own standards – sometimes you have to be TOUGH! You also have to be able to BE THERE when your player is BIG challenges without getting sucked into the story or drama.

**4) You have the COURAGE to play BIG in the world.** You must be playing big, expanding your comfort zone – even if the game changes – in order for you to have solid integrity when you challenge your players to play big. Your past successes are important but you can't rest on your laurels if you want to thrive.

**5) You are a force in the world for good.** Coaching is leadership. As a Coach you are a LEADER in the Play BIG Revolution. No Joke. You have to know that what you do every day as a coach plays a part in making the world a better place; this attitude is vital to sustainable success. Of course you will have your good days and bad just like your players do, but you need a solid core to keep playing and coaching in the face of your own challenges. YOU KNOW that the challenges you face are PERFECT for you as they mold you into the force you desire to be. Human Greatness only emerges in the face of challenges.





# Tuition – Summer Intensive

A **journey** of  
a **THOUSAND** miles  
begins **WITH** one  
small **Step**

- Chinese Proverb

## Summer Intensive Program Pricing

\$1,000 Deposit + 5 payments of \$575 = Total Investment of \$3,875  
or **Save \$375!** Pay in full option is \$3,500

### Detailed Chart of Everything Included

Total Value a la carte = \$5,179

Item	Retail Price
Play-Two-Win Method .....	\$1,200
Basic Coaching: Skills and Ethics .....	\$600
Proficiency Coaching .....	\$600
Mentor Coaching: Group .....	\$650
1 Practicum Observer .....	\$95
3 Practicum Participants 3X\$250 .....	\$750
Step Up and Stand Out Business Academy .....	\$600

### Bonus Items

6 Months Coaching Mastery Studio .....	\$594
<b>TOTAL Retail Value .....</b>	<b>\$5,179</b>

**UNLIMITED** class repeats – come back anytime!..... **Priceless!**

**ADDITIONAL FEES** (Paid directly to ICF for certification) (Optional)

ICF ACC Exam & Application Fee..... \$500

Register by phone by calling **866-548-6516**

Register online – **www.coachville.com**

# Upgrade to the Complete Program

## pricing and registration



After you complete the **Summer Intensive Program** it is easy to **upgrade** to the **Complete Program**.

We have two payment options: Pay in Full or Payment Plan.

### Upgrade to the Complete Program

6 payments of \$860 = Total Investment of \$5,160 or  
Pay in full option :\$4,500 **Save \$660!**



**Detailed Chart of Everything Included**  
**Total Value a la carte = \$13,723**

Item	Retail Price
Inner Freedom Method .....	\$1,200
World Power Method .....	\$1,200
Practicum Participant (3 x \$250).....	\$750
Certification Process.....	\$1,000
Additional 6 Months of Coaching Mastery Studio .....	\$594
Graduate School of Coaching Resource Center ( <i>1,000 hours of recorded training: coaching, business, personal growth</i> ).....	\$1,995
<b>Bonus Items</b>	
Advanced Communication .....	\$600
Power of Groups .....	\$1,200
Practicum Observation.....	\$95
<b>TOTAL Retail Value .....</b>	<b>\$13,723</b>

**UNLIMITED class repeats – come back anytime..... Priceless!**

**ADDITIONAL FEES (Paid directly to ICF for certification) (Optional)**  
ICF PCC Exam & Application Fee ..... \$500



upgrade path





# ICF-ACTP Program

## Earn Your Professional Certified Coach Credential (PCC)

Our program – The Center for Coaching Mastery – is accredited by the International Coach Federation (ICF) which means that our program has reached the highest standard for professional coach training available in the world today. This means that you can earn the global standard certification – Professional Certified Coach (PCC) by completing our program and meeting the ICF “client coaching experience” hours requirements.

### Three Pathways to Certification

The ICF offers three pathways to certification:

- 1) ACTP:** The coach completes an “Accredited Coach Training Program” (like ours) and then supplies the ICF with the necessary documentation of coaching hours and a small fee.
- 2) ACSTH:** For coaches who have completed training via an Approved Coaching Specific Training Hour (ACSTH) program or a partial ACTP program (like our Starter or Summer Intensive Program)
- 3) Portfolio:** The coach completes their coach training from one or several schools and then supplies the ICF with detailed documentation of training completed and documentation of coaching hours. Then the coach pays a fee to complete a testing process with the ICF.

### The ICF offers three credentials: ACC, PCC, and MCC.

Here are a few notes about each and how you can achieve it through our programs:

#### Associate Certified Coach (ACC) Requirements:

- 60 hours coach training
- 100 hours of client coaching experience (75 paid)
- 10 hours mentor coaching
- ICF Coach Knowledge Assessment (CKA)

#### At CoachVille you can achieve your ACC in three ways:

**1) ACTP Path:** Complete the entire Center for Coaching Mastery Complete Certification program and then apply via the ACTP path (fee \$500).

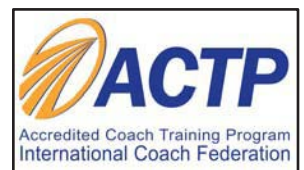
The benefit of this route is that you can complete our program (125 hours) and then simply document your 100 coaching hours and get your ACC for a fee of \$500 with no additional testing other than the Coach Knowledge Assessment.

**2) ACSTH Path:** Complete the Center for Coaching Mastery Starter Certification program and then apply via the ACSTH path.

The benefit of this route is that you can complete our program (60 hours) and then simply document your 100 coaching hours and get your ACC for a fee of \$500 with no additional testing other than the Coach Knowledge Assessment.

**3) Portfolio Path:** Apply for your ACC via the Portfolio Path if you have already

attended other programs, and just need to take a few classes at CoachVille to complete the ICF requirements. You can then submit your portfolio of training, mentor hours, and coaching hours to the ICF. In addition, you must complete a performance evaluation (recorded coaching session with transcript) along with a \$500 fee and pass at the ACC level. The Coach Knowledge Assessment is also required.



# ICF-ACTP Program



## **Professional Certified Coach (PCC)** Requirements:

- 125 hours coach training
- 750 hours of client coaching experience (675 paid)
- 10 hours mentor coaching
- ICF Coach Knowledge Assessment

## **At CoachVille you can achieve your PCC in the following way:**

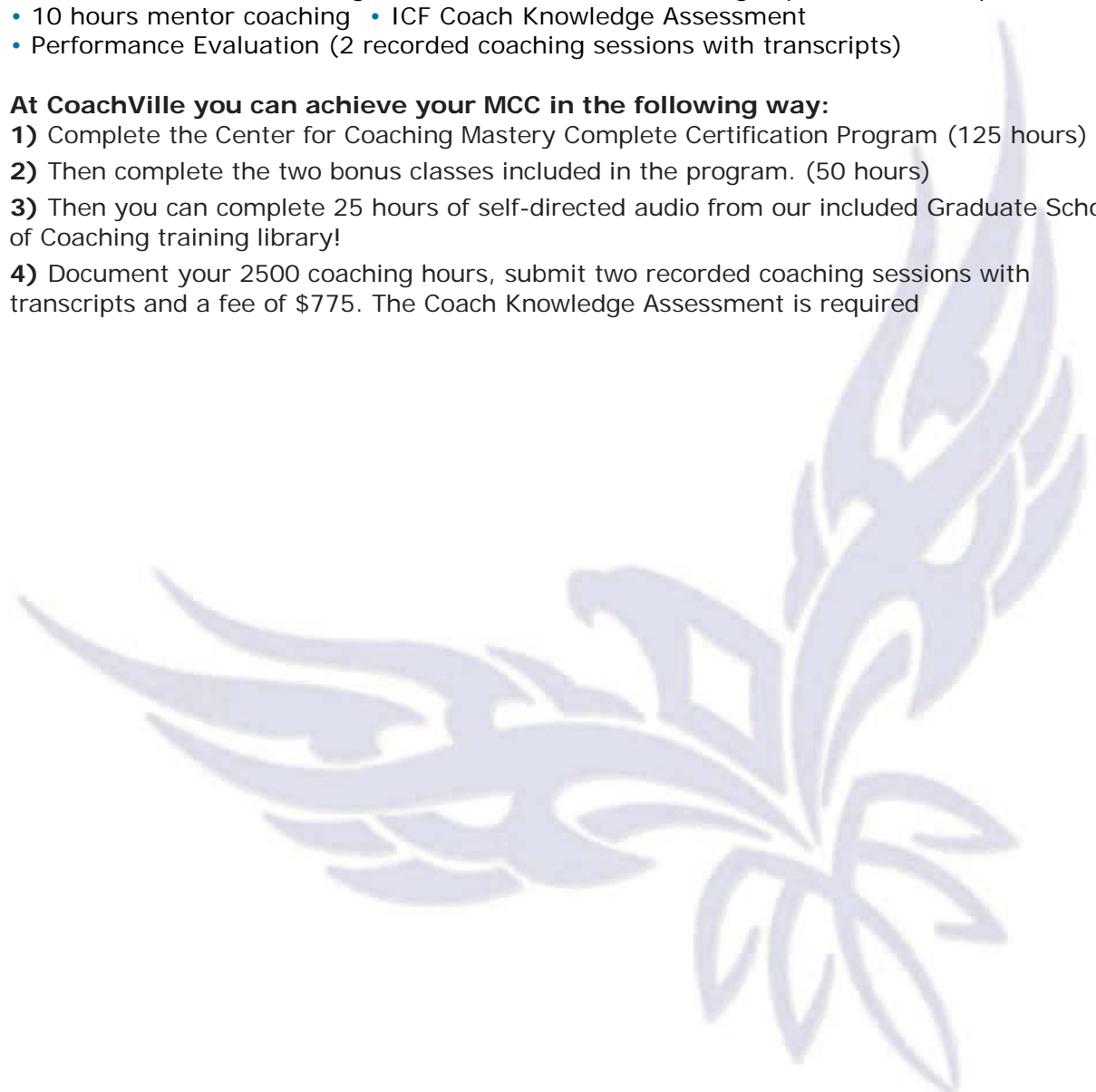
Complete the entire Center for Coaching Mastery Complete Certification program and then apply via the ACTP path. You can simply document your 750 coaching hours, take the ICF Coach Knowledge Assessment and get your PCC for a fee of \$500.

## **Master Certified Coach (MCC)** Requirements:

- 200 hours of coach training
- 2500 hours of client coaching experience (2250 paid)
- 10 hours mentor coaching
- ICF Coach Knowledge Assessment
- Performance Evaluation (2 recorded coaching sessions with transcripts)

## **At CoachVille you can achieve your MCC in the following way:**

- 1) Complete the Center for Coaching Mastery Complete Certification Program (125 hours)
- 2) Then complete the two bonus classes included in the program. (50 hours)
- 3) Then you can complete 25 hours of self-directed audio from our included Graduate School of Coaching training library!
- 4) Document your 2500 coaching hours, submit two recorded coaching sessions with transcripts and a fee of \$775. The Coach Knowledge Assessment is required



Mark of distinction

# School Logistics

**Our consistent calendar makes it easy for you to plan ahead**

We make it easy for you to plan your coach training schedule by delivering our programs in a highly-structured calendar. Our semesters always start at the same times of the year and our classes are always at the same time of day.

**Here are the details:**

## Time of Year

We offer **three** full semesters each year and a summer intensive. Each semester is 12 weeks.

### The January Term:

January through Late March

### The April Term:

April through Late June

### Summer Intensive:

Starts week after July 4th

### The September Term:

Late September through Mid December

## Class times

Each class is 2.0 hours in length from 2pm-4pm or 8pm-10pm Eastern with an additional elective 30-minute open question and answer session after each class. **Summer Intensive classes are 2pm – 4pm.** Mentor Coaching Group is either 2 pm – 4 pm ET or 8 pm – 10 pm ET.

**Practicum times** The practicums are held on various days of the week for 5 hours.

## All classes are held via teleconference

In case you didn't see this on another page, all of our programs are delivered by super convenient teleconference. So you can jump into class from anywhere in a moment's notice.



Summer Intensive-6 Weeks Starting Week After July 4 <sup>th</sup>				PRACTICUM
MON	TUE	WED	THU	
Play-Two-Win Method	Basic Coaching: Skills and Ethics	Proficiency Coaching	Play-Two-Win Method	Various Days  Observer (1) Participant (3)
September or January or April Term				
		Mentor Coaching: Group		
		Step Up and Stand Out		



Easy to plan ahead

# The Global Classroom



## Super-Convenient, Highly Engaging Teleclasses

All of our classes are delivered by super-convenient dialogue-rich teleclasses. You dial into the telephone bridge at class time and you are fully engaged.



Seriously! You can be "in class" from ANYWHERE you can go with a phone or internet connection. Landline, Cell phone, Skype, Google Talk and "name brand" calling cards all work very well. NOTE: Magic Jack and off-brand VOIP and "off-brand" cards... not so well.

## Our Amazing Maestro Conference System

You will have a unique pin code when you dial into the phone bridge. The instructor has a web interface and will welcome you by name. **You are NEVER ANONYMOUS in our classes.**

You can raise your hand to join in the conversation by pressing a "1" on your phone keypad. The instructor can see this and call your name. You can always get into the conversation. Small breakout groups are enabled! Part of the class is in a larger group conversation and part of the class is you privately practicing with a partner what you have learned. **You will participate in every class – NO HIDING!**



## This is a great way to learn how to coach for four reasons:

### 1) Short bursts of learning:

It allows us to teach you in short intense bursts over a period of time – much like the way MOST coaching is delivered to players. This way you learn something and then practice during the week. This is the optimal way to learn when you want maximum retention.

### 2) Learn to coach the way you will coach:

Week by week and mostly by phone. MOST life and business coaching is done on a weekly basis. (sometimes twice monthly). So you will learn how to Coach in the same way, on a weekly schedule. This is a smart way to learn.

### 3) ZERO carbon footprint – ZERO time away from home, family and office

Time is precious, and so is the environment! By delivering our program over the phone right into your home or office you can keep everything stable at home and at the office while you train for your new career. This is a good thing.

### 4) Cost Effective

SAVE the time and money expense of travel for airfare, eating on the road and hotels. In our humble opinion, our way is simply smarter AND better.





# Our Active Learning Model

## dynamic participation IS THE gateway To Mastery



Our active learning model is what sets us apart from other schools as we design our classes around student participation and growth.

In each class the instructor presents an idea, method or skill and students add to the dialog by presenting their ideas and experiences. The conversation is enlightening and engaging as students share and bounce ideas and thoughts off of each other, as the conversation moves forward the instructor interjects with important points and ideas in mini-lectures.

The dialog is followed by a debrief of a recorded coaching session that demonstrates the method or skill. Observation is a powerful learning method as it further solidifies the method or skill.

Students then move into practice of the method or skill; this is where the magic happens. In the safe space of private breakout sessions students partner with each other and coach each other using what they just learned. The instructor can “pop in” to the partner session to offer feedback and suggestions.

Our students often comment that our active learning model teaches them “real life” coaching skills. They feel ready to coach very quickly because they are sure of their abilities. Our **active learning method** in detail including a breakdown of class structure follows:

### 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 Play. Using this method you can become an effective coach 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!).

Coaching in every class



# Our Active Learning Method

## experience DTMOPP



### 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

The theory is 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. Observe the results of your efforts. How do they compare with what you have observed? The key is to practice the right things! Practicing a method that does not produce the desired results does not lead to mastery.

### Play

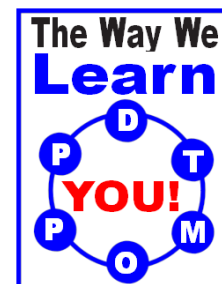
Play is where you put what you have practiced into the real world! Each week you will play a game that is designed to get you into your life doing what you have learned in class. You will be assigned personal growth exercises and action plans to coach at least 5 people each week. As you complete the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

As you play you will get feedback as to how you are doing – the world is good that way. Feedback is the breakfast of champions. YES! The more you play, receive feedback and adjust what you are doing, the faster you improve your skill. Earning points is really fun too. We call it “Juicy Learning.”

### Acknowledgement

#### Marshall Thurber

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. Marshall is the genius behind some of the world’s most prolific personal growth gurus. Marshall kept asking me: “What is your method?” Finally, I got it. Here it is.



Coaching in every class

# Class Structure

**A little structure is an environment for self-expression!**  
Our classes are designed to maximize participation and self-expression.

## **The Structure of a typical Active Learning based class:**

Every class session is 2-hours in length followed by a 30-minute optional question and answer session. That may sound like a long time, but I can assure you that it flies right by because you will do many different activities.

### **Pre-Class**

Before the course, you will have access to the Playbook and a recording of a live coaching session which will help you prepare. This will spark your desire AND allow us to get right in the game when we are together in class.

### **Welcome – The first 10 minutes (0 – 10)**

At the beginning of each class we focus on community and connection by asking you to share your celebrations and challenges from the previous week.

### **Dialogue – The next 40 minutes (10 – 50)**

The course leader will then facilitate an engaging dialogue about a coaching skill or method.

### **Demonstration Debrief – The next 10 minutes (50 – 60)**

Prior to class, the students listen to a recording of a real coaching session and bring their notes and observations to share in class and debrief what happened to generate insight and learning.

### **Practice Dyad – The next 45 minutes (60 – 105)**

Then we will break out into virtual groups of two (dyads) so that you can practice what you have learned in a safe environment with a colleague. You will play and coach with the same partner for each session which simulates how you will coach your players.

### **Final Debrief – The last 10 minutes (110 – 120)**

After you practice with your partner, you will join the rest of your classmates for a final debrief. In this conversation you can ask questions and gain clarity on what happened when you applied what you learned.

### **Optional 30-minute Question and Answer Session – 30 minutes (120 – 150)**

Immediately following class the instructor stays for an open question and answer session giving you the opportunity to ask questions about anything related to class or coaching.

### **Play**

Finally, you will get into the game “for real”, by using the method or skill with at least 5 players (friends, colleagues or clients) in the week between sessions. You earn points in our Social Game System by completing coaching sessions (typically 30 minutes each) and sharing about what you learned. The coaching game will get you into action quickly.

### **Your total time investment**

If you go for the fast track Summer Intensive plan where you participate in a 2-hour class session Monday through Thursday for six weeks it will look like this:

Class time.....8 hours per week  
Reading / Sharing..... 4 hours per week  
Coaching time.....2.5 hours per week  
**Total time.....14.5 hours per week**

Note: You can weave what you are learning in all classes into each coaching session. So you only need to do 5 coaching sessions per week, NOT 10; though MORE is always better



Maximize participation

# The Social Game System

Experience the power of “Juicy Learning.” Imagine you have a coaching session with one of your new players. You get some positive feedback from your player and enter it into the social game system. Then a bunch of people are cheering for you as if you just scored a touchdown in a football game! That is fun!



Or imagine you are stuck in a writing project and you share about the challenge you are facing in the game system. Then several of your teammates are offering ideas and encouragement as if you were in the locker room at halftime. That is powerful!

Your REAL Life, and your new endeavor to become a great coach, is a very important and very challenging game. You deserve to be cheered and supported just as much – probably more – than someone playing football.

There is a price to be paid however for this public celebration and support. You have to be willing to be seen and known by others. You have to be willing to be vulnerable enough to succeed or fail publicly. This is the quality that distinguishes the great performers in EVERY endeavor – athletics, arts, business, community or leadership – from everyone else: they are willing to play in public.

We believe that the price is WELL worth it AND that truly, the benefits are so great that you can't afford NOT to do it.

This is why we make participation in the social game a requirement in every class. At first you may hesitate, but once you get into it and experience it, you will realize how powerful it is. Plus we make it a LOT safer than a political campaign, only your colleagues in the class can see your game results. But that is enough to create the necessary edge to the game.

## We call it “Juicy Learning”

You know when something is “juicy” – when it's personal, provocative, meaningful, edgy, maybe a little dramatic and suspenseful. You may not want your whole life to be juicy, but, your BIG GAME in life should ALWAYS be juicy. You know that feeling when your juices are really flowing. That is when life is sweet; that is when you come alive!

## Juicy Learning = Purposeful Play + Personal Pride + Public Visibility

In every class you will experience “Juicy Learning.” In between each class session, you will engage in a game with your classmates that brings your coaching practice to life. You and your teammates will earn points as you complete exercises, take actions and get results related to what you are learning in class.

Every student has a player profile so you can see the faces and explore interesting facts about your colleagues. You can see the complete class scoreboard, read what your colleagues are doing and learning and share your experiences as well through words and pictures.

You can use our “Coach Connect” features to connect with your fellow students by CV Chat or CV Mail to share a win or request support. Playing and then sharing your experiences – your wins, challenges and ideas – in a public forum adds a powerful dimension of accountability and camaraderie! It's fun, AND Along the way you really learn how to coach! That is Juicy Learning

Spirit of play lives on



In every class, you will experience the **power of playing with purpose**. Most training programs have homework – we have home PLAY!

You take the skills and methods you've learned, head out into the world and practice them in real life. Not just written exercises – but real practice with real players is what prepares all of our students to develop a successful coaching practice during their training.

The social gaming system is a vibrant and relevant way for our students to interact with each other and the instructors. Each card includes a request to connect with fellow classmates. Students who build relationships with their classmates share game experience, client experience and have more success through the program.

Spirit of play lives on

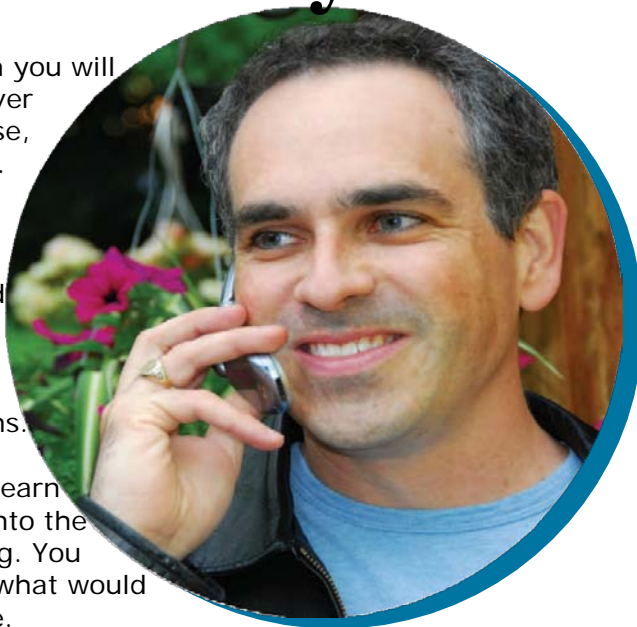


# Coach by Phone

## The cornerstone of your lifestyle business opportunity



By participating in our teleclass-based program you will learn how to “Coach by Phone” which is how over 95% of coaching is delivered. You can, of course, coach face-to-face with what we will teach you. However, since coaching is typically delivered in regularly scheduled conversations over a period of time, most people – coaches and players alike – prefer the convenience provided by the phone. Even when the coach and player are in close geographic proximity they often find themselves coaching by phone much of the time with occasional face-to-face sessions.



A subtle benefit of phone coaching is that you learn how to pick up on vocal clues and really tune into the energy between the words your player is saying. You will find that this is a suitable replacement for what would typically be understood through body-language.

With the increasing ease of video connection tools like Skype, you have the best of all worlds available to you!

### Coach the Global Community

Learning to coach by phone will empower you to:

- Coach in global communities.
- Create a lifestyle that is perfect for you.
- Set up shop in beautiful locations.
- Thrive in business while staying close at home for your family AND much more!

Coaching by phone does NOT mean that you stay home in your pj's every day! You will need to get out in your local community as well. The key point is that coaching by phone literally opens up a WORLD of possibility for you.

Choose your location, choose your hours, choose your players. Perfect.

Coach from anywhere



# Business Training Included

## your ticket to freedom

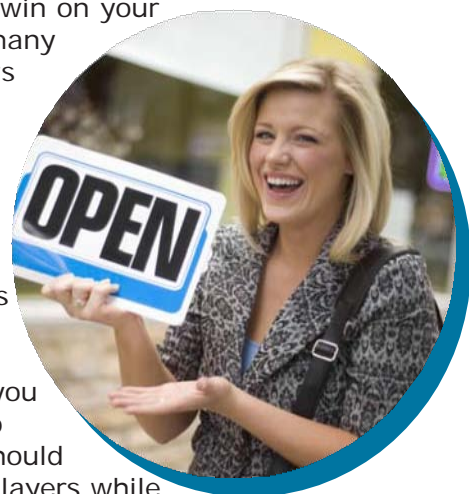
Business is a game you can learn how to play and win on your own terms. This is our fundamental belief. While many coaching programs lament about how their students just aren't good at business, we take the initiative and build vital business training right into our program.

We don't believe that you should learn how to coach and THEN try to build your business. We believe that you should start building your business from your first day in class.

Even if you are planning to coach as part of what you do as a manager or trainer, it is still a good idea to learn these business skills. If at all possible, you should maintain a small side-business with a few paying players while you are in the job because it will give you a tremendous sense of freedom.

The business game really forces you to grow and stretch out of your comfort zone. Doing this will boost your compassion, confidence AND your credibility with everyone you coach.

With the skills, strategies and support you receive in this series of programs, you will have a thriving business going in short order - as long as YOU PLAY!



### Step Up and Stand Out!



Clarity = Clients! You will powerfully define HOW you have earned the right to Coach and WHO you have earned the right to Coach. Start (or re-start) your business right! This program will impact every coaching conversation you have and everything you say and write about your Coaching Business FINALLY, your friends and family will understand what you are so excited about! You will learn and practice a compelling and simple conversation that you can use right way to talk with potential players, referral partners, and sign up paying players.

### Coaching Mastery Studio



In Coaching Mastery Studio, bring your business goals or challenges to the table. It is a great opportunity to get coached to play better in your business game.

# Anytime Lifetime Access



# you are always welcome

## Self-Study Library Included!

All of our live programs include immediate access to the self-study version of the class. This way you will have immediate and permanent access to the recordings, playbooks and supplemental materials. No matter when your teleclass starts, you can get started right away. Load the most recent recordings on your mp3 player and away you go!

## Lifetime Access – ANYTIME!

One of the most phenomenal features of our school is Lifetime Access to your program and classes.

As a student in our school you are welcome back to class any time; for as long as we are around (and that will probably be for a very long time!) If a few years from now you would like a refresher class, you are welcome – **at NO ADDITIONAL cost.**

We have had many students go through the complete program and then come back and retake classes on their path to mastery. You can retake your classes as many times as you would like!

This is all part of your original fee that you pay when you join our program or sign up for a class a la carte. While you are in class with us you will often have classmates who are taking a class for the 2nd or 3rd time because the class experience is so rich AND we refresh our classes on a regular basis so there is always something new to learn.



Learning on the go



# Coaching Mastery Studio

## a **revolution** in **COACH**training

AND in playing business, career and life as a winnable game.

### How it works

It's a **virtual coaching studio**! It's like a yoga studio, or a dance studio or an art studio where you go to practice and to express yourself... AND to invent yourself in a creative space. In addition, it will help you accumulate paid coaching experience if you are pursuing ICF certification.

A complete schedule of available opportunities to participate in coaching practice is posted on our member site, so just check the schedule to find a convenient time and then call into our amazing MaestroConference teleconference bridge at the time of the session. (It's best to call in just a few minutes early!)

One of our Faculty or Member Services Team leading the session will quickly organize everyone into pairs using the "breakout" feature of our MaestroConference teleconference bridge. You will then have a 60-minute coaching session: 30 minutes as a Coach, 30 minutes as a player.

The session leader will announce when it is time to switch places as the coach and the player.

Following the coaching practice is an optional 15 minute debrief with the session leader where you can share about what you learned as both the coach and the player. When you share right after the experience, you really accelerate your learning.



@CoachVille

# Play-Two-Win Method™ Coaching



## Unleash the Spirit of Play Within You

12 2-hour sessions plus optional 30-minute Q&A session after each class.  
24 ICF Core Competency CCE hours total.

Learn a powerful nine step coaching method where you provide EXACTLY what your players expect from their coach: guide them to design a winnable game (the quest), play better and win on their own terms.

## Transform their mindset

**From:** A worker focused on checking tasks off of a to-do list and doing it perfectly.

**To:** A player focused on influencing results, becoming a great player and loving the game every day.

By tapping into the spirit of play within, they can escape the industrial age perfection trap that makes it nearly impossible to try new things - a trap that has probably had them stuck for years. You will teach them how to enjoy playing again and play better through game planning, skills practice, inner freedom and designing a winning environment.

## The 9 Steps of the Play-Two-Win Method

1. Define the purpose and objectives of the game
2. Design the actions of the 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

## 3 Key Points

1) Any endeavor can be a playable, coach-able game

### The Purpose of Coaching:

Guiding an individual or team to PLAY BETTER and win on their own terms.

If you are a coach/manager you will achieve much better performance from EVERYONE around you with less stress and more fun by designing a winnable game and focusing on playing better each day.

Our theory is that any endeavor in life can be played as a winnable game worth playing. If a game is worth playing then it is also worth playing better which means it is coach-able! In this program you will learn how to create a winnable game and use it as the foundation of every coaching relationship – with every player you coach. You will also learn how to spot an unwinnable game and correct it before it leads to frustration for your player.

When we say any, we mean ANY! You can make a game out of business, career, relationship, health, basketball, spiritual quest, personal growth, community leadership, personal leadership...ANYTHING.

I am very happy, relieved and pleased that there is such a simple, straight forward method for getting started in coaching. I greatly enjoyed the discussion about coaching in the spirit of play. I also enjoyed discussing the difference between work and play and agree that most people don't have enough joy in their day to day lives. I'm excited that coaching can address this!

- Melissa Wheeler

Human greatness





# Play-Two-Win Method™ Coaching

## 2) The heart of what people expect from a coach

**The Play-Two-Win Method gets to the heart of what most people expect from a coach:**

1. The ability to teach them how to play the game better by helping them learn, practice and refine the skills of the game.
2. The ability to guide them with an effective personalized game plan.
3. The ability to debrief the game to facilitate development and learning.

You must be able to celebrate successes in a way that expands awareness and to debrief losses in a way that promotes growth and restores their desire to get back into the game.

To do these things you must have a solid knowledge of the game and a clear method for guiding them to the results they desire. Your players / clients trust you to have a way of doing things that is reliable, consistent and grounded in experience. They expect you to have solid knowledge of the game and a clear method for guiding them to the results they desire.

In many coaching theories and schools of thought, knowledge of the game is grossly overlooked, even dismissed. Not here. We know that your knowledge, wisdom and experience are your greatest assets as a coach and in this program we show you how to refine it and leverage it for the maximum benefit of your players / clients.

We will help you put this together in this program.

**I have had great success using the Play-Two-Win method with my clients. I have found it so much easier to use than other vague coaching concepts / techniques.**

**- June M. Porter**

## 3) The value of a method

This is a method-based course. You will learn how to do each part of the method step-by-step, then add your wisdom and expertise to make it your own. While you are at it, you will also learn how to be a player and experience coming alive in a winnable game.

If you are a professional coach in practice or in training this program will provide you with something of extreme value: a METHOD. While excellent coaching relies on communication, intuition and other "soft skills," a method is your gateway to consistent and predictable results.

The purpose of the method is to create a framework to guide you toward helping people play better and win. You supply the knowledge of the game based on your experience and the basic coaching skills such as asking powerful questions, active listening and direct communication. The method does the rest.

The method has a natural flow, but is not always linear. A method is a predictable process designed to produce consistent results. While there is a natural flow to the nine distinct steps in the process they are not necessarily linear. Typically you will use the nine steps in order when first coaching a new player; Defining the purpose comes first and designing the actions comes next and so on. However, once you are really coaching with someone, the steps can be used in any order depending on the situation.

# Play-Two-Win Method™ Coaching



## The Themes of the Course

The Play-Two-Win Method gets to the heart of what most people expect from a coach: Solid knowledge of the game and the ability to help them play better consistently and get sustainable results.

1. Create a compelling action-oriented, result-focused game for your player to play and master (and the transformation from work to play).
2. What makes a game winnable?
3. What makes a game unwinnable?
4. How to PLAY at anything in life.
5. Evaluate progress based on results – celebrate successes and learn from failure
6. Understand the flow of a coaching session by weaving together the elements of the Play-Two-Win Method.
7. Understand that the fundamental component of most life games is communication.
8. Understand the important distinction between focus on outcomes vs. focus on mastery and how to organize practices and projects into a game worth playing and avoid the DEADLY task list trap.
9. How to talk like a coach with the Spirit of Play.
- 10 Support and challenge and the Pursuit of Human Greatness.

**I loved the discussion about the difference between project management and coaching especially using the play to win model. I assumed that coaching was helping people figure out their tasks! But now I see that it is about figuring out who they want to become!**

**I actually used this concept with one of my clients and we both had an “ah ha” moment which lead right into a BIG next step for her.**

**- Amy Magyar**

## How this program will make you a better coach

1. You will dramatically increase your confidence because you have a reliable method that gets results.
2. You will develop the ability to help your player craft an effective personalized game plan.
3. You will develop the ability to teach your player how to play the game better by practicing and refining the skills of the game.
4. You will develop the ability to expand inner freedom through playing and facing challenges.
5. You will develop the ability to create environments for sustainable results.
6. You will learn the powerful distinctions between work and play – and you will discover how to PLAY in the serious games of life: like business, career, family and romance.
7. You will learn how to elicit greatness using play pattern language – the natural language of the coaching craft.
8. You will learn how to determine if the game your player wants to play is winnable or not.
9. You will learn how to outline the activities of any life or business game and identify the game plans, skills, sources of inner resistance and environments for each one.
10. You will learn the ONE BIG QUESTION that you MUST ASK EVERY NEW CLIENT.

# Basic Coaching: Skills & Ethics

## Fun with Fundamentals

6 2-hour sessions plus 30-minute optional Q&A session after each class.  
1-hour bonus recording.  
12 ICF Core Competency CCE hours total.

*Learn the fundamentals in a lively and entertaining way. Leverage your existing personal connection skills into talking like a coach.*

### Transform Your Mindset

**From:** Practicing skills is a boring necessity for new coaches.

**To:** Practicing the basic skills of the coaching craft is valuable and fun at all levels of mastery.

Delve into and practice the ten 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. We will also review common coaching mistakes in an entertaining way and explore the coaching ethics in a lively group dialogue featuring challenging real life situations.

## The 10 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

## Themes

1. How to stay **clear of ethics issues**.
2. How to establish your **professional agreements** including policies, procedures and professional boundaries.
3. Coach **distinct from** a therapist, a counselor, a consultant or a friend. You are in charge of the players agenda! (huh?... we'll explain).
4. Using the cycle of **powerful questioning, active listening and direct communication** to create awareness.
5. How **awareness** leads to **better action plans**.
6. Common **coaching mistakes** and how to **avoid** them.

# Basic Coaching: Skills & Ethics



## 3 Key Points

### Skills Are Your Foundation for Excellence

We will cover each of the 10 Core Coaching Competencies one at a time in a way that makes them easy to use and remember, and we will demonstrate how each skill naturally leads to the next. To be a master craftsperson you must know and practice the basic skills – over and over again. Using our active learning method, you will learn each skill through observation and practice. This is important because your ability to demonstrate these skills is what will ultimately lead to your certification.

### How to Talk like a Coach with the Spirit of Play

When you look at the ten core skills, they look pretty... well... basic! They are. The key is how do you MASTER them through continual practice and how do you use them in a coach-like manner. It is VERY easy in a coaching session to fall into conversational patterns that you are familiar with like friend, boss, colleague, parent (or counselor, therapist if you have done these). The Spirit of Play and Play Pattern language set the coaching profession apart from every other profession. When you keep your conversations around playing big and playing better you will never be confused with another type of professional. It is essential for you, your players and our profession that you learn how to apply these skills as a Coach.

**I was most grateful for the coaching mistake – being reactive. Although this class was chocked full of amazing lessons, I really took to heart the lesson of not to be reactive with your client (which will be hard to do) especially when they themselves are emotionally charged. Comments such as “That’s horrible” or “you know what you should do” are the wrong things to do when handling an emotionally charged client. Instead, focus in on helping them, not fixing them and by helping I mean, focusing them back to their goal, while still letting them vent, but bring them back to their game which will help them self soothe themselves.**

**- Amy Magyar**

### The Pursuit of Human Greatness

The key distinction is how you balance support and challenge. To become great you must be challenged out of your comfort zone and then fully supported as you face these challenges. You will learn how to do this using the basic coaching skills.







# Basic Coaching: Skills & Ethics

## a **SOLID** foundation



### How this program will make you a better coach!

1. Mastering the basic skills always makes you better at anything!
2. Your confidence will increase as you learn how to talk like a Coach.
3. Knowing the important ethical guidelines will put you at ease.
4. Knowing the common mistakes and how to avoid them will allow you to coach full on and recover quickly when things go wrong.
5. Setting up your agreements and procedures will give your coaching the professional edge.

**MOST INTRIGUING —** I continue to mine value from the dynamic balance between supporting and challenging. **SPECIFIC “WIN” —** I kept this Dynamic Balance clearly in mind in every coaching encounter this week, and looked for the “stretch” piece everywhere, not only for my clients but also for me. It really injected vital intensity and energy into every encounter.

- Jean Davies

I love the concept that coaching is about managing the energy. The idea of staying *play-centered* certainly lightens the energy. Focusing on “becoming”, as a process, naturally pulls our energies forward, rather than pushing. I’ve been playing all week with this idea: that as we focus more on becoming/mastery (future oriented), this is what can help fuel us. In turn, allowing us to be more fully engaged in the moment (present oriented), which is where all the magic happens.

- Karen Johnson-Taylor

# Proficiency Coaching

Proficiency



## Master the Language

6 2-hour sessions plus optional 30-minute Q&A session after each class.  
12 ICF Core Competency CCE hours total.

In this program you will learn the 15 Coaching Proficiencies created by the late Thomas Leonard - The Pattern Language of the craft of coaching.

## Transform Your Mindset:

**From:** The basic skills are all you need to know.

**To:** The Proficiencies set an enticingly "high bar" for mastery.

A Pattern Language is a set of phrases that bring an experience to life. Learning and using these language patterns will immediately improve the quality of your coaching AND your enjoyment of coaching. Even better, you can learn to use them "in the moment" to alter the course of a coaching session that is going flat or off track.

the **coaching** Proficiencies **ARE THE ENGINE**  
of **the** COACHING  
process - Thomas Leonard

## The Themes:

1. Proficiencies for Expanding **Greatness**
2. Proficiencies for Expanding **Trust**
3. Proficiencies for Expanding **Credibility**
4. Understanding the Power of **Pattern Language**

## How this program will make you a better coach

1. You will dramatically increase your confidence as you learn the coaching language that will bring aliveness to your coaching conversations.
2. You will be inspired to pursue mastery as a coach because the proficiencies provide a clear path.
3. Practicing each proficiency with your coaching sessions is really fun and rapidly expands your range of options for how to approach situations.
4. When your coaching comes to life you are energized and your efforts become more sustainable.

I have a client who is out of work and has been facing a lot of adversity. When we met this past week, I focused on "Respecting the Client's Humanity" and it clearly deepened our relationship and freed him to talk about and "go through the forest" of frustration he has been experiencing. On the other side of it, he moved towards actions he wanted to take without any prompting from me.

- William Harley

Master the language



# Proficiency Coaching

## 3 Key Points

### 1) Proficiency = Become a Better Coach

Become a Better Coach Quickly – and see an inspiring path to mastery.

As you learn, study and practice each of these 15 qualities of masterful coaching you will notice the depth and effectiveness of your coaching expand. Your players will get better results and will conclude each session with a powerful yet subtle experience of being well-coached.

Your ability to create the experience of each of the 15 proficiencies in a coaching conversation is the benchmark of the CoachVille Certified Coach and the basis of the certification process for the Center for Coaching Mastery level 2.

### 2) Pattern Language

A pattern language is a phrase that brings an experience to life. To coach using the proficiencies you must understand the experiences that they represent. When you learn to recognize how they feel when you observe them you can more easily use them at just the right time and place in each coaching session. When you use the patterns properly, your coaching conversations will be full of life!

### 3) The Playbook

The Playbook for this course – created by the late Thomas Leonard - is a masterpiece in writing and visual display. Each page is packed with coaching concepts that expand your capabilities and give you fresh ideas. You will find yourself reading and thinking about your players while getting lots of great ideas for your next sessions.

**I have a client who is out of work and has been facing a lot of adversity. When we met this past week, I focused on “Respecting the Client’s Humanity” and it clearly deepened our relationship and freed him to talk about and “go through the forest” of frustration he has been experiencing. On the other side of it, he moved towards actions he wanted to take without any prompting from me.**

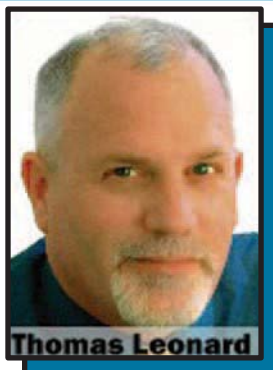
**- William Harley**

**The most intriguing part of the class was when we talked about the proficiency “designs supportive environments” and the concept that the environment will always win. Everything can be seen as environment, it is truly important for me to design inner and outer environments to get flow and reach my goal with minimal effort. By thinking and acting in those terms everything will be much easier and fun in my life. I really look forward joining the teleclass Environmental Design.**

**- Maria Åberg**



# Proficiency Coaching



## thomas Leonard

### The 15 Proficiencies



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

All of the proficiencies are fantastic! They touch my heart so much! I got a feeling of getting a bit closer to the true meaning of life. This is something I been looking for...And Gloria explaining the proficiencies is great! I am learning more and more from life, such as to look at the bigger picture. Don't ask WHY; try to look for the greater truth of the situation. It feels like I am really aligned with these proficiencies.

-Nina Miöen

Master the language





# Mentor Coaching Group

## Together we Coach Better

- 6 2-hour sessions plus optional 30-minute Q&A session after each class.
- 7 group mentor coaching hours.
- 5 ICF Core Competency CCE hours.

The curriculum for this program is YOU; Your development as a coach and your success as a business person.

### **Transform your mindset:**

**From:** You walk the path of mastery alone.

**To:** Together we coach better! By sharing and learning with others you learn 10 times faster.

In a small group of 10 coaches and one Certified Mentor Coach you will deeply explore YOUR real world issues and realize that you are not alone! Bring your real coaching and business challenges, questions and case studies and leave with expanded awareness of what is possible and what to do next.

## you are the CONTENT

### Curriculum for the Mentor Group Coach

- You
- Your Coaching
- Your Pursuit of Mastery

You – bring your personal experiences, your coaching challenges and your questions to your group and your mentor coach will guide you on your journey as a coach. A key to being a great coach is staying two steps ahead of your players. With that in mind we want to be sure your personal development is in alignment with your values.

- Are you walking your talk?
- Do you feel authentic in your coaching presence?
- Do you have a client who has the complete opposite view on a really sensitive issue than yours – can you remain judgment free?
- Do you recognize and own the value and strengths you offer your clients?
- If you are in the midst of a seriously difficult life moment happening and it is time for a coaching appointment, you are distracted and tired – what do you do?

# Mentor Coaching Group

**MENTOR**  
Coaching  
**YOU!**

many  
HANDS make  
lightWORK

- Chinese Proverb

## Case Study:

Coach Jane is coaching a client on building better relationships yet Coach Jane's personal life choices often alienate friends and family – she is struggling in her coaching sessions and her client is not making movement forward. How should she move forward with this coaching client?

**Your Practice** – bring your questions, resistance and ethical quandaries with your clients to your group mentor coach.

- Are you feeling uncertainty in a particular skill or method? Is a masterful coaching presence eluding you?
- Do you have a client who comes to each session with excuses and no progress?
- Are you wondering if you could have gone deeper around a certain topic but weren't sure?
- You feel like your client is not respecting sessions boundaries, but you are not sure how to address this without offending her?

## Case Study:

Coach John is coaching a client who consistently comes to sessions with a laundry list of tasks he completed, yet he never seems to move forward on what brought him to coaching in the first place. Every time Coach John asks about focus he proclaims to "really want to..." but never does, how should Coach John handle this?

## Case Study:

Coach Jane is approached by a woman wanting to be coached, in that same evening Coach Jane is then approached by her husband; he too wants to be coached. Neither husband nor wife knows the other wants to hire Coach Jane, how do you resolve this ethical dilemma?

All about your clients



## **Feedback is the breakfast of champions!**

3 5-hour sessions (Participant)/1 5-hour session (Observer).  
3 Mentor hours/17 ICF Core Competency CCE hours total.

In an immersive experience with a group of 4-5 participants you will coach, be coached and observe the coaching of your colleagues under the guidance of a Certified Coach. You will receive immediate verbal feedback as to your strengths and opportunities for improvement. Following the practicum you will receive a written critique of your coaching which will also become part of your student record - a requirement for graduation.

### **Transform Your Mindset:**

**From:** I am uncomfortable receiving feedback; I avoid it at all costs.

**To:** I love feedback; it helps me focus my energy on how to coach better.

Getting comfortable with coaching while others are observing is a gateway to excellence and prosperity. It magnifies your focus and accelerates your learning process. The HUGE upside is this: coaching in public is one of the most profound and effective ways to add value to others in a group setting AND attract new players to your business.

## **The Details**

### **1. Feedback is the fast track to mastery**

Coaching is a craft that has a distinct set of skills. While you are into the coaching session your focus is on the player and not on how you are doing. This is a good thing. However, afterwards you may wonder: How am I doing?

Even though every coaching conversation has its own unique ebb and flow the skills are always discernible to a trained observer. In the coaching practicum you will be observed by an ICF Certified Coach who knows how to listen for the core coaching skills, give a score on a scale of 1-10 AND how to give constructive feedback.

In the feedback session you will find out what you did really well, what can be improved and possible missed opportunities where you could have done something GREAT.

### **2. Observing others makes you better**

In the Practicum you will be an observer for three of the sessions. We ask you to listen as if YOU were going to give the critique. Surprisingly this has a powerful positive impact on your coaching ability.

You will hear your peers do things that will impress or surprise you that you can use in your sessions.

You will hear player situations and how they are handled and critiqued which will make you all the more prepared when you face a similar situation.

You will also hear coaching mistakes that you can now more easily avoid. Finally, you will pick up on coaching style differences that can help you craft your own voice and style as a Coach.

# Coaching Practicum

## COACHING Practicum



### 3. Coaching in public is HUGE

The coaching practicum is like a coaching recital. You are coaching a player - one of your coaching colleagues - while the others are observing. This really requires you to focus on your player because if you stop and think about other people watching you it can be nerve wracking! We actually UP the intensity by INVITING extra observers.

What you will find is that KNOWING that you are going to coach in front of a bunch of people will inspire you to practice a lot and get as good as you can as quickly as you can. This "performance anticipation" is a very positive influence on our students!

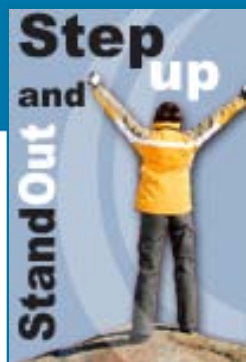
The HUGE upside to all of this is that you begin to get comfortable coaching with other people observing you which really boosts your confidence. This turns out to be a MAJOR asset because if you decide to speak or coach in public settings you can use your coaching ability to really add value to everyone observing. This will really impress people who are watching you and many will want to hire you.

So while it may seem scary at first, it has a BIG upside potential that makes it totally worth it.

### How the Practicum is Conducted

- 1) You are in a group with 5 coaches - including you - and one certified coach.
- 2) There may be additional observers present (but you don't think about them)!
- 3) The Certified coach determines the order of who will coach who. You will be the coach in one session, the player in one session, and the observer in the other three sessions.
- 4) When it is your turn to be the Coach you introduce yourself to the player, ask them what they would like to be coached on and jump into it.
- 5) The session will last 30 minutes and the certifier will keep track of the time.
- 6) After your turn as the coach, you will be given immediate verbal feedback on your strengths and opportunities for improvement, and a verbal assessment as to whether the session's demonstrated competency level was ACC, PCC or MCC.
- 7) The observers may also be asked to give their observations of the session as well. The feedback will last approximately 25 minutes. Then there will be a five minute break and the next session will begin.
- 8) When you are the player your job is to just be REAL! Talk about your big game in life or business and get as much out of the coaching session as possible.
- 9) After the session, you will receive written feedback on a CoachVille score sheet depicting scores on the core competencies along with your final competency assessment of ACC, PCC or MCC. .
- 10) Practicing between practicum events will only increase your mastery and certainty!





# Step Up and Stand Out

## Clarity = Clients

6 2-hour sessions plus optional 30-minute Q&A session after each class.  
12 ICF Resource Development CCE hours total.

In this program you will learn how to create a compelling coaching brand by becoming astoundingly clear about EXACTLY what you do as a coach and who you have earned the right to coach.

### Transform Your Mindset

**From:** Coaching is hard to talk about; even harder to sell.

**To:** When you have clarity it is easy to recruit the right players to hire you.

Clarity = Clients is the powerful mantra for this program. In a series of provocative exercises and conversations you will get very clear about WHO you have earned the right to coach and how to talk to them in a way that inspires confidence. You will learn how to conduct a basic exploratory session that sparks the desire in people to hire you and refer you others.

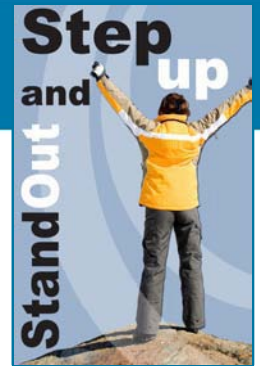
# create YOUR Coaching brand

## The Details

### 3 Key Points

1. Unless YOU KNOW that you have earned the right to Coach, very few people will ever hire you. Your energy is ALWAYS flowing. When you are talking to someone they feel the energy you are exuding. Are you exuding... "I have earned the right to coach you!"?
2. You do NOT earn the right to Coach by Coach Training. You EARN the Right to Coach by playing BIG in life. Then you become masterful as a Coach through training and practice. This is why before you do ANYTHING else – including coach training – you MUST declare and articulate HOW you have earned the right to coach and WHO you have earned the right to coach.
3. You have already earned the right to coach a large number of people. However, you may not know it yet because you have grossly underestimated the incredible value of your life experiences! AND/OR you have never taken the time to declare this clearly and powerfully. We will do this together through a series of powerful conversations, group exercises, individual reflection exercises and "reach out" exercises. You will powerfully declare: HOW you have earned the right to Coach and WHO you have earned the right to Coach.

# Step Up and Stand Out



## You may be wondering...

- How to inspire people you meet to jump at the chance for your exploratory session.
- How to transform your small newsletter into a big list.
- How to transform your website to generate clients.
- How to boost your blog to generate traffic and clients.
- How to inspire your Facebook or LinkedIn friends to hire you and/or send you referrals.
- How to share with your friends and family so that they know exactly what you are talking about (LOL, couldn't resist that one) and TOTALLY support you all the way.

**There is one overarching method for all of these goals: Boost your CLARITY and CERTAINTY.**

Building your clarity and certainty is the foundation for everything else you do! This is EXACTLY what you will do in the Step Up and Stand Out program. In this program, you WILL expand your clarity and your certainty by doing provocative and fun exercises.

## Here is what you will do...

1. The Games You Have Lived exercise will help you define WHO you are qualified to coach.
2. Your Coaching Manifesto will define WHY you coach (and will really improve the power of your website if you have one).
3. Defining your Coaching Method will greatly clarify HOW you teach people how to play better and win on their own terms (This will REALLY improve the power of your website and every coaching conversation).
4. The Success Stories Matrix will boost your credibility AND make it so easy to talk to people about your coaching.
5. Your Offer Sheet will help you transform your experiences into tangible services.
6. The How to Talk About What You Do Process will make it so much easier to talk and write about your coaching services so that other people actually get excited about it!

Clarity=Clients



# Step Up and Stand Out

## A Note about Your Coaching Future

Once you get your first 20-50 paying players, things start to move very quickly and evolve very naturally on their own.

1. CO-create great results with your players.
2. Keep playing bigger and bigger games in your own life!
3. Do the Step Up and Stand Out program every two years to refresh your clarity with what you have accomplished and who you have become.

As you Play BIGGER and CO-create bigger results, you earn the right to coach bigger players in bigger games (and typically charge higher fees). However, often we don't notice our own growth or recognize that our value has expanded. Repeating this program every few years will help you keep your coaching business fresh.

## How It Works

You will transform your life experiences into a compelling coaching brand! Through a powerful combination of:

1. An in depth series of soul searching and self-reflection exercises in a detailed Playbook.
2. Thought provoking examples discussed in class.
3. Support and challenge from classmates during in-class breakouts (on our amazing Maestro Bridge) and in between sessions using CV Coach Connect.
4. A series of powerful "Reach Out" exercises (we will explain this in class). You will get VERY clear about exactly what you are doing with your coaching business.

