



## CoachVille Manifesto

### CoachVille Manifesto 2014-11-21

#### 1) Great Coaching will change the world.

Great Coaching is the transformational act of helping another person play something better and create the results that matter to them.

Coaching touches us profoundly because it appeals to our deeply fundamental desire to make a meaningful contribution to the lives of our fellow humans.

Coaching is NOT an intervention for people with problems. Solving people “problems” never changed the world. Great coaching is about the pursuit of Human Greatness.

To contribute to the greatness of another person fulfills our deep need for belonging; When more humans are deeply fulfilled and in the experience of belonging, the world is better.

#### 2) Great Coaching is a relationship of profound possibilities

Coaching is an advanced form of relating. It is co-created and based in shared purpose, trust, and judgment-free awareness.

Great coaching is non-hierarchical; The Coach and Player are of equal importance.

A book or recording or large group conference call or a “talking watch” – no matter how helpful – is NOT coaching.

Anyone can improve their quality of life by learning how to coach.

When people relate better, the world is better.

#### 3) Great Coaching Changes Lives

Life is a game. You are a player. We believe that the BEST way to live an inspired life of purpose and possibility is through the spirit of PLAY.

A coach will cultivate your unique abilities and challenge you to transform your purpose into a winnable game worth playing every day;

You cannot be easily replaced; You are NOT a worker or a cog in the wheel of industry.



Coaching emerges from the pure intention to co-create life-changing conversations that lead to better play.

When people play better, the world is better.

#### **4) Great Coaching changes the game for your company, community or cause.**

People hate to be managed but they love to be coached.

We believe that to be a game changer in this world you have to break the mold of management science and industrial age thinking: Command, Control, and Compliance.

Coaching is NOT the new age way to tell other people what to do.

The ONLY way to lead a company or community of individual players is by using the Coach Approach: Connect, Collaborate, and Contribute.

Great coaching will change companies, communities and causes and the people who play for them.

Great coaching will change the world.

#### **CoachVille**

We host the most energized community for people who coach AND the most innovative coach training programs in the world.

Join us.