



## CoachVille Manifesto

### 1) Great Coaching Will Change Our World.

We believe that great coaching is the transformational art of helping another person play something better and create the results that matter to them.

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

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

*Coaching is often thought of as an intervention for people with problems, but solving people "problems" never changed the world. Together we can transform our world from a fixation on problems to a shared creative pursuit of Life Mastery and Human Greatness.*

### 2) Great Coaching Will Change Our Organizations.

We believe that to be a game changing leader in our world you have to break the mold of Industrial Age thinking and the Management Science Principles of Command, Control and Compliance.

People hate to be managed but they love to be coached. The BEST way to lead a company or community of great individual players is by using the Coach Approach Principles of Connect, Collaborate and Contribute.

Great coaching will change companies, communities and causes when each individual player is coached through support and challenge to fully engage their talents toward a shared purpose. When people in organizations are engaged, our world is better

*Organizations often treat individuals (you and me!) as workers; as replaceable cogs in the wheel of production. But we cannot be easily replaced! Together we can transform our organizations from places of work to winning teams in a game worth playing.*

### 3) Great Coaching Will Change Our Relationships

We believe that coaching is an advanced form of relating with profound possibilities. It is co-created and based in shared purpose, trust, and judgment-free awareness. Great coaching is non-hierarchical because the Coach and Player are equals in pursuit of shared objectives.



Coaching is personal; to coach someone you have to really know them. To be coached by someone you must be willing to be known; including your hopes and dreams, unique skills and abilities, doubts and fears.

Because our experience of life occurs mostly in our relationships with others, anyone can improve their quality of life by learning how to coach and be coached.

When people relate profoundly, our world is better.

*Many forms of sharing information in the form of books, recordings or large group conference calls are labeled "coaching"; but coaching is so much more than telling people what to do and how to do it. Together we can transform our relationships from role-based hierarchies to profound connections of trust and intimacy.*

#### **4) Great Coaching Will Change Our Lives**

We believe that life is a game and we are all players. We believe that the BEST way to live an inspired life of purpose and possibility comes to life when the Spirit of PLAY is combined with great coaching.

With a coach by our side we see our possibilities more clearly, we step more boldly into the risks required to play big, we take more creative actions, we learn more from the inevitable setbacks and we become the person our purpose needs us to be.

With a coach we experience life-changing conversations that lead to better play because together we play better. When people play better together, our world is better.

*The "do-it-yourself" mentality is championed as the path to freedom but the truth is we are more free with a great coach beside us than we are when playing alone. Together we can transform our lives from playing a small game of solitaire to playing BIG in our World... together.*

#### **CoachVille**

We host the most energized community in the world for coaches and game changing players. And we have the most innovative, effective and fun coach training program in the world.

**Join us.**