

REMARKABLE COACH TRAINING

CoachVille™

GREAT COACHING WILL TRANSFORM OUR WORLD



The **BIGGER WHY!**

3 Coaching Super Powers to Energize Your Sales
Hint: Everybody Sells!

Human RACE
30-Day Challenge
@CoachVille

Earn These Badges!

- CoachVille Play 2 Win
- CoachVille Human RACE
- CoachVille Contribution
- CoachVille Purpose BIGGER WHY

Your Bigger Why Deep Dive Playbook



The **Human RACE**

Use the Coach Approach to Transform the way you
Sell, Lead and Grow

a real life game
@CoachVille

Before it's too late!

Something has to change...

This is the truth that is driving you as a Game Changing Leader. There is a change that you want to bring about in your company, community... for your customers, the world. There is a new possibility you want to create with people or there is a pervasive problem that you aim to solve. Either way there are new results that you are after.

The Bigger WHY...

Sharing your purpose – your Bigger Why – is a Coaching Super Power.

The key word is SHARE. To create game changing relationships you must connect around a deeper purpose. So the game is to communicate your purpose with clarity and energy so that those who believe what you believe can find you and participate with you.

Belonging: A shared purpose creates a powerful experience of belonging. We all yearn to find the people and places where we belong.

Build Relationships: Connections based on a shared purpose are the most energizing and meaningful.

We are all yearning for energy and meaning.

Sell: “People buy why” (eloquently stated by Simon Sinek) When you establish a shared purpose with another person, they are much more likely to invest in you and what you are doing.

Commitment: Shared purpose builds loyalty so that people FEEL good about participating with you. True commitment comes from a deep feeling, NOT from logic.

Life is a game... and YOU are a game changer

Business, Career, Leadership, Community, Family... they are aspects of the game.

To change someone’s life, you have to change their game.

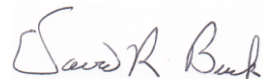
To change someone’s game, you have to be a great coach.

What is a great coach?

As a Great Coach you can co-create a life-changing conversations.

(yes, it is a high bar! ;-)

Enjoy the Deep Dive!



Coach Dave Buck and the CV Team!

Bigger Why Deep Dive Playbook

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How to use this Play Book

The purpose of this playbook is to provide you with the important concepts to consider **prior** to the Deep dive. Since the Deep Dive program is largely based on the dialogue that occurs during the program there is also a place to record your “highlights” from these conversations.

Pre Intensive Action Plan

- 1) Read the Play Book all the way through
- 2) Consider the questions for each section and make a few notes... BUT don't get too attached to your answers! The main reason to be familiar with the questions is mainly for when you are ASKING them, not for when you are answering them.

You are READY for the intensive!

During the Intensive

- 1) Have the playbook printed and available.
- 2) Use it to know which questions to ask your colleague when you are the Coach (if you are on the Social Webinar, the questions will be posted on the screen as well)
- 3) Use the spaces to write notes that come to you when you are the Player or after you are the Coach or Observer.

Format for the Deep Dive

We will be organized in groups of 3.

For each conversation you will rotate between 3 positions: Coach, Player and Observer.

When you are the Coach you are asking the questions and sharing insights.

When you are the Player you are answering the questions and creating your game.

When you are the Observer you are “taking it in” and allowing your imagination to be sparked. ;-)

After each conversation we rotate roles in the following way:

Player becomes the Observer; Coach becomes the Player; Observer becomes the Coach.

At the conclusion of each segment we will use a shared “white board” on the Social Webinar where you can share your highlights.

After the Intensive

Go to the Game Card for the Human RACE game and share your Bigger Why.

Then go to the game cards of some of your colleagues in the Game and learn about their Bigger Why. If you get a great idea, you can go back and update yours! Clarity of purpose is an ongoing process!

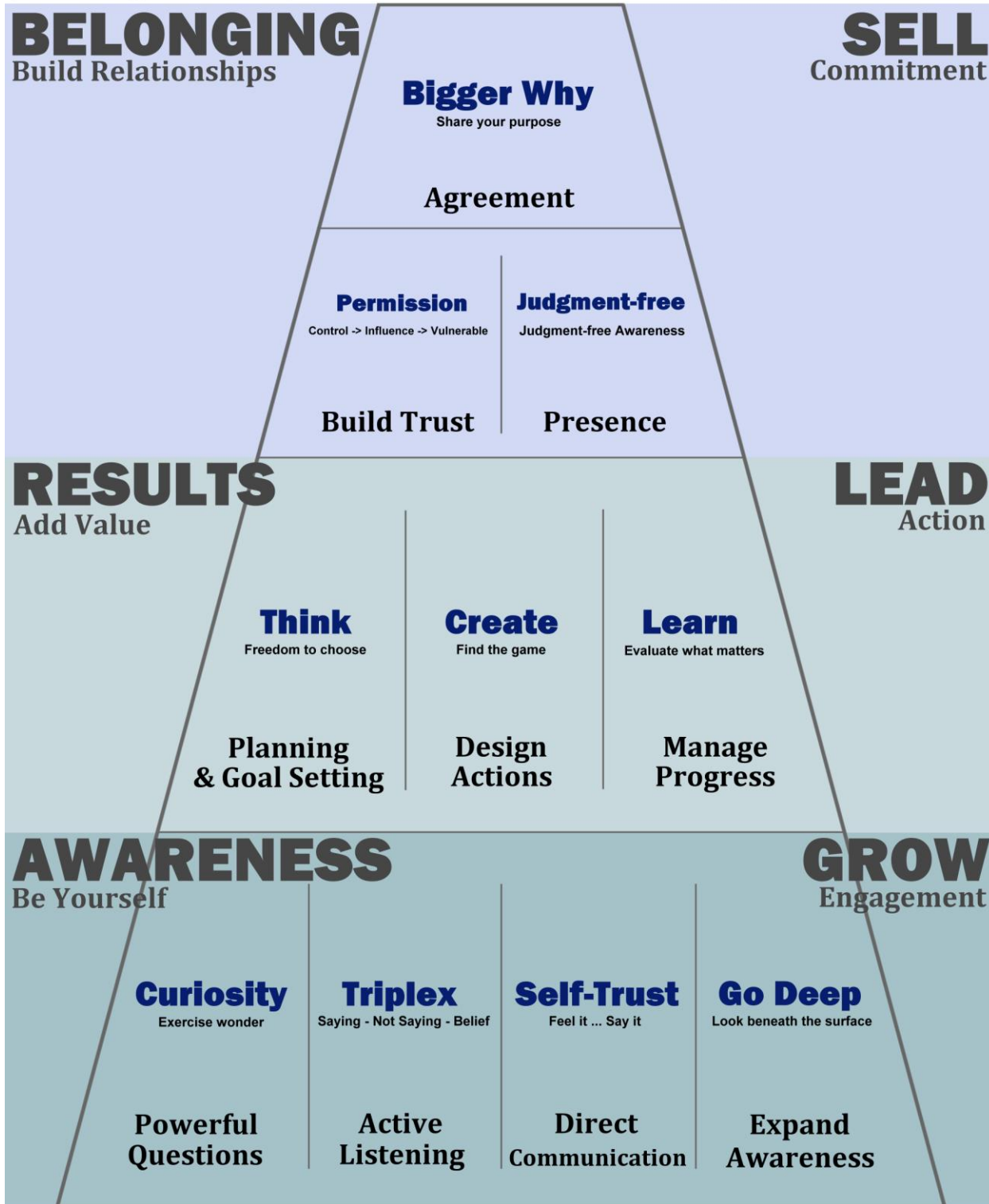
Bigger Why Deep Dive Playbook

10 Coaching Super Powers

Coaching Skills *Re-Imagined* for Game Changers

Coaching Influence

Business Influence



Key: **Coaching Super Power** • Coaching Skill

Bigger Why Deep Dive Playbook

Outline for the Intensive

1. Welcome! And Brief Introduction to the 10 Super Powers and Abera Ca Dabera
2. Conversation #1: Explore the Change you are co-creating
3. Conversation #2: Explore Your Message for the World
4. Big Group: Share highlights from the Deep Dive
5. Optional: Q&A & Laser Coaching with Coach Dave

Welcome

There are 10 Coaching Superpowers that we will explore in the Human RACE game.

In this deep dive we will explore #1: Bigger Why

Most of us have learned that when we share about what we do we need to start with WHAT we do and then perhaps explain HOW we do it. This is the logical Industrial Age features and benefits conversation.

However, as we move into the Connected Age of Purpose and Play, the people who will consider investing their time, energy and money with you are much more interested in WHY you do what you do.

They are – like all of us – driven by a deep yearning for a sense of belonging. This is what you create when you have the courage to share your purpose first.

Our aim is to help you declare your purpose – you “manifesto”; your “This I believe” – the centerpiece of your business endeavor.

Abera Ca Dabera is from the Aramaic Language and translates to: ***I create as I speak.***

It is often used as an incantation for magicians which is interesting because it highlights the magical power of creative speaking.

We will explore this power in this “Deep Dive” by asking you questions and encouraging you to create as you speak. Rather than trying to “think” of good answers, allow your inner knowing to flow through your words as you speak them.

Bigger Why Deep Dive Playbook

Conversation #1: Explore the Change You Are Co-Creating.

(6 minutes each)

Questions:

For the people you aim to serve...

What is the BIG challenge you aim to solve or

What is the BIG possibility you aim to co-create?

What do you believe is possible?

Why are YOU playing this game?

{How will it serve you as an individual?}

Please share your highlights and insights about your purpose:

Conversation #2: Explore Your Message for the World

(6 minutes each)

Questions:

When you help people the way you are planning, how will this make the world a better place?

What is your message for the people you aim to serve?

When you imagine sharing your message with people, how do you feel?

Please share your highlights and insights about your message:

Bigger Why Deep Dive Playbook

Big Group: Share highlights from the Intensive

Human RACE Game : Bigger Why Missions #1 & #2

In the 30-Day Challenge there are 2 missions based on your Bigger Why

Mission #1: Share your Purpose with 10 (or more) individuals in 1-1 conversations and learn from how they respond to you. The key is to practice talking WITH people about your purpose. Each conversation will inform you about the best way to say it by how it effects the person you are talking with.

Mission #2: Help 5 people in your world – colleagues, team members, customers, community members - discover and share THEIR Bigger Why by conducting a coaching conversation with them using the questions in this Playbook.



Introduction to Transformation – Results Coaching

Coach Dave here.

You have a BIG Purpose in the world! Now maybe it's time to partner with a BIG TIME coach.

If you have an opportunity to significantly increase your income by sharing and selling your Bigger Why, then I would love set up an exploratory conversation with you about Transformation-Results coaching with me or one of the CV Agency Coaches.

<http://blog.coachville.com/agency/>