

Play Challenge Playbook

Proficiency Coaching



Quick Summary:

BIG Idea: Transform your big game in life from a list of TASKS to a Game of “ASK”! It’s YOUR Game, It’s your LIFE, let’s play the way we were born to. As we move beyond the Industrial Age of Work into the Connected Age of Purpose it is important to PLAY with your major initiative rather than WORK on it. You do this by finding the fun and being creative and collaborative in the way you pursue results. This is a transformational shift that does require some practice!

In the game of ASK the result you are playing for is “YES” followed by the action they say “yes” to.

Quick Game Plan to Capture PLAY POWER

- 1) Quick Overview
- 2) Choose Your Initiative and find a “Game of ASK”
- 3) Brainstorm Creative Experiments and avoid routine!
- 4) Share on your game card AND Collect Point!!! YES!
- 5) Find the Fun!

1) Quick Overview

Capture Play Power

Select a major initiative for the 5 weeks of the course. Then find a way to play a game of “ASK” within this initiative. For example:

if your initiative is to write part of a book or writing a BLOG, ASK people to read a section and send you feedback.

If your initiative is building your business, ask your current customers or colleagues to give you a referral, or write an endorsement.

Next find ways to have FUN while doing it.

Game Action

Get in the game by making your ask one or more times every day! Focus on finding the fun every time by doing creative experiments in the way you approach your action each time. The key is to challenge your brain to think and create vs. settling into routine! **Remember you are playing for a result = YES; meaning something happens in the world because of your action.** Getting a “YES” to your ASK and doing it.

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Big Win

The BIG win is when you get the Action you were asking for! Find a way to celebrate your victory and enjoy it.

2) Choose your Initiative for your 5-week Play BIG Challenge

It's YOUR game. Think of THE MOST Important Game of "ASK" you could play to improve the results of your game. over the next 5 weeks for your business / career or life.

Examples of a Game of ASK:

Here you take the same action each day with the intention of producing a result in the world.

Action	Result
The Visibility skill of networking and follow up: attend networking events and make 21 Follow Up calls	Play for "YES, I want to know more about what you do and I will meet with you to discuss it."
The Visibility skill of blogging: write 21 provocative blog posts that spark engagement	Play for "YES, I will write a comment about the value of your article".
The Enrollment skill of recruiting players to practice your coaching. Connect with 21 potential players.	Play for "YES, I would LOVE to be your player! And conduct the first session"
21-Day Challenge to write and share a chunk of your book and ask for feedback from different readers	Play for "YES", I would love to read it. And they send you written feedback.
Plan a talk or a meetup or even a party.	Play for "YES", I will attend. AND they show up.

3) Brainstorm a few Creative Experiments for your game action

Two key things here:

1) Find ways to have fun with your action. Avoid the trap of giving yourself work to struggle through

Let your imagination run wild with ideas that will make your ASK actions more interesting and fun WHILE you are doing them.

2) Find ways to collaborate with others.

If you are going to networking events, invite colleagues to go with you.

If you are writing, find interesting places to go and write

The key is to make your actions into a fun adventure that you will look forward to sharing with others.

Use curious questions to think of creative experiments you can do to make your game action fun and to enjoy the challenges that you face along the way! (and kick Industrial Work Mindset's BUTT!!)

Curious questions often start with "I wonder..."

I wonder how I could have more fun doing this?

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I wonder how I could do this 21 different ways?

I wonder how I could do this in 21 different places?

The Game Action for your PLAY CHALLENGE is to make your “ASK” with the spirit of play at least once every day. If you do it more than once in a day you just get points for one time. The idea is to make it an everyday thing, NOT a “just get it all done at once” thing (that is too industrial!)

Small Exception: If you take a day off you can double up the day before or after.

As you move through the game, try the creative experiments that you identified. And come up with new ones! Remember... FIND THE FUN!




To get the points each day all you need to do is SHARE about what happened when you did your action.

4) Share on your game card and collect the points. YES!

	<p>Step 1: Click through to your game card.</p> <p>Find the PLAY 2 WIN badge.</p>  <p>You will see the game card description...</p> <p>I just read the PLAY CHALLENGE playbook and transformed my key initiative from TASK to ASK. Whoa! Here is what I am going to ask for...</p> <p>Click on the SHARE button in the right column.</p>  <p>A text entry window will appear.</p> <p>Complete this statement on your game card by sharing your game activity and a few creative experiment ideas.</p>
	<p>Get your FB friends cheering you on! (optional)</p> 

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	<p>Under the share box you will see the Facebook login button and “Share On Facebook” button.</p> <p>If you share on Facebook you earn +1 Bonus point in your total score.</p>
	<p>After you engage in your game action... Click on Game Action button on the game card Look for the PLAY 2 Win Badge.</p> <p><i>I just made progress in my PLAY CHALLENGE by making an “ASK”. Here is what happened...</i></p> <p> Share</p> <p>Click the SHARE button Remember to share with the intention to inspire. Share about how you did your creative experiment. Share what you learned – even if you think it was not successful!</p> <p>Each time you share about your game activity you earn points. And another SHARE button pops up for you to use the next time you complete this activity.</p> <p> POSSIBILITY!! Whenever possible, share a photo of you in action!</p>
	<p>After you get a result that you are playing for in your game, go to the BIG WINS section</p> <p>Look for the PLAY 2 WIN Badge.</p> <p><i>I just achieved the BIG WIN by getting a “YES” and the ACTION in my PLAY CHALLENGE. Here are my highlights...</i></p> <p> Share</p> <p>Click the SHARE button Remember to share what the result is, the challenges you faced and what you learned. Make it inspiring!</p>

5) Find the Fun!

Making the game your own!- When you play a game it is fun to customize the game for your personal desires; then bring the spirit of play to the most important aspect of your game.

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Creativity is fun – Find a collection of fun ways to approach your game of ASK. Challenge your mind to come up with a variety of fun alternatives – keep it fresh.

Collaboration is fun – Find ways to get other people involved with your major initiative. Playing with others is always more fun than playing solitaire and you tend to get better results as well (although it is more risky).

Transformations from worker to player

Industrial Work Mindset (the old way)...	Spirit of Play Mindset (the new way)...
Do what you are told to do.	It's YOUR Game. Define your own key initiative and have fun going after it.
Do your own work! Bunker in to work in solitude. If you ask for help from others that is cheating. (we all learned this lesson in Industrial Age School)	Humans are collaborative creatures. We are at our best when we engage others in our initiatives. People love to contribute, play along and give feedback.
Do it the same way every time to make it routine and eliminate mistakes	Routine is the enemy of your brain! Challenge your mind to find creative ways to approach your initiative in a new way every day.