

## **Coach Dave's 1-Year Master Mind Group For Coach Approach Leaders**

Hey there. Coach Dave here.

Awesome, here is the next part of the story.

You have been called to be a Coach Approach Leader. This is a big deal because there are only a few of us in the world right now.

You are here to play a major role in the transformation of business and leadership – and LIFE – from the Industrial Age of Work to the Connected Age of Purpose and Play.

### **Why should you be a part of this tribe?**

Even if your confidence is high and you have it all figured out...

Even if on many days you are full of doubts about whether you are worthy of this calling...

Even if you are aware of the humorous truth that you can feel confident one day and full of doubt the next...

Transformation is a TEAM game. It makes a HUGE DIFFERENCE when you find a tribe that supports you deeply and challenges you to raise your game.

There is NO REASON for you to play this game alone; OR to play with folks who don't truly understand what you are doing.

On a personal note: I was a founding member of the Transformational Leadership Council with Jack Canfield, Lisa Nichols, John Gray, Janet Atwood etc. ... since then we have welcomed emerging leaders like JJ Virgin and Vishen Lakhiani. Being a member of this tribe has been life changing for me. VERY PERSONAL... I go to every gathering full of doubts! And leave every one with energizing confidence.

The people of the Human tribe DESPERATELY NEED YOU TO WIN.

Now is the time to gather a tribe for Coach Approach Transformational Leaders...

That is why I am forming this group with YOU ... FOR US!

### **Let's talk about our BIG WHY**

What does it mean to build a Coach Approach Enterprise?

You learned how to coach for one of two reasons: either to be a professional coach OR to coach your team as a coach approach manager OR possibly a little bit of both. That is awesome. I love that.

Now the game is to build a Coach Approach Enterprise and to be among the first in the world to do so.

How do we take our coaching abilities into new territory?

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- What does Coach Approach Marketing look like?
- What about Coach Approach Sales?
- How do you provide Coach Approach Customer Care?
- How do you develop Coach Approach relationships with your community, your advocates and your partners?
- How do you grow a coaching culture within your team as your business grows?
- What happens if you look at EVERYONE who shares your DREAM as “on your TEAM” and bring the Coach Approach to customers, employees, colleagues, partners, advocates, friends and family!
- What is the best way to offer Coach Approach services in arenas other than professional coaching?
- Is it possible to create Coach Approach products?
- How do we create TRUE COACH RELATIONSHIPS... that go WAY beyond the “timed, contracted coaching conversations”?

A small RANT for Professional Coaches: I believe that professional coaching today has been devolved by the business gurus and psychotherapists into timed, contracted coaching conversations; “OK, your time is up; NEXT.”. This is NOT coaching. Coaching is NOT industrial; it is not designed to be efficient! Coaching is a relationship; it's MESSY. And I believe DEEPLY that for coaching to thrive as a profession we have got to do WAY better than we are doing right now. I call it “All In Coaching” and I am going to share it with you this year.

These are the kinds of questions – actually these are really fun and engaging challenges – that we will explore in this new Master Mind group!

This mastermind group is for Professional Coaches AND Coach Approach Leaders who are ready to build a Coach Approach Enterprise: A business team that aims to provide transformational value to customers while remaining true to Coach Approach Principles. Such as:

- Know the game you are coaching
- Know the game of life
- Know every player as a connected individual
- Know the art of human achievement
- Know the art of Coaching relationships

I don't know how many will apply, but I do know that only 24 will be chosen.

### Focus on results...

This is a Coach Dave group! So you know we are going to be focused on playing for results.

Being a part of a team of leaders who are all playing for meaningful results in the world will be an awesome experience for all of us!

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We will play for financial results by really getting into how we create value within a tribe. Money is a tribal game.

We will also play for MUCH greater joy and ease in creating results with your customers and coaching your team.

I don't want to get too deep into the gory details here, but I have been experimenting and developing two methods - "The Player Profile" and "The Connected Mind" - that will get you deeply in tune with who you were born to be and who you learned to be by adapting to the expectations of your environment. The deeper you go into the player you were born to be, the more you play your game with ease because you stop wasting energy trying to BE someone that you are not designed to be or DO something that someone else is here to do.

"The Player Profile" and "The Connected Mind" are going to have a profound effect on how you brand your "Self" as a leader, how you create winning relationships and how you get into the flow of abundance.

### **Let's talk about the money**

Your investment to participate in this year of Coach Approach Leadership Transformation is \$750/month; (or you can save \$1,500 by investing \$7,500 up front)

We will gather together in NYC for 3 2-Day exclusive events; you can attend most of it by livestream if you cannot make to NYC.

We will gather together on the MaestroConference Bridge line twice each month for 90 minutes.

You will have VIP access to each of the three revolutionary Visibility Programs I will offer this year. Each will be priced at around \$2,000.

And we will co-create visibility around every awesome thing you do this year! (Remember... Visibility – Visibility – Visibility!)

OK, so you know this game. You know that other "VIP" programs like this cost \$50,000 - \$100,000/year. So why is this one only \$7,500? (AND I have not even told you about an awesome bonus yet!)

Here's the deal... This part of our profession has always perplexed me. When I read about the program of some BIG player and they say: "I make millions of dollars every year so you can pay \$100,000 just to hang out with me". I always think: If you are really making millions, why do you need to charge \$100K for your mastermind program? That makes no sense to me.

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Then they throw in the classic manipulation that by paying \$100K you are proving that you are serious about investing in your success.

Here's the deal. I don't play the game this way.

#1) CoachVille is an awesome, successful company. I am proud of what we do AND I am blessed in many ways. So I don't need to charge you \$100K to hang out with me for a year.

#2) You don't need to max out 4 credit cards to prove that you are serious. You don't have to prove that to anyone. I know you are serious about playing BIG and besides... your time is way more precious than your money anyway!

\$750/month is the right amount for this program this year. This program will pay for itself MANY MANY times over with your financial growth and that is the way it should be.

### **NOW... for the BONUS... Your AWESOME Chief of Staff!**

One of the most important attributes of a great leader is the ability to recruit and cultivate a world class Chief of Staff. Leadership is NOT a solo game, you need at least one great partner; eventually you will need many partners like this. A Chief of Staff is someone who cultivates the greatness of your team while you are out changing the world. A Chief of Staff is coachable AND also has the guts to Coach YOU... or at the very least tell you the truth.

If you know CV then you know Deanna! Deanna is my Chief of Staff. I am super blessed to have her leading the CV team and she is a world class coach. But here is the thing... she was not a world class coach when I hired her. She was a super talented individual for sure, but she BECAME a world class coach along the way. A) from having me as her coach and B) from being a student at CoachVille!!!

No, you don't get Deanna when you join the program! ;-) BUT we are going to help you create one!

Included in your participation is a FULL SCHOLARSHIP to the CV Center for Coaching Mastery for YOUR Chief of Staff. YES, this is a \$7,500 value. So if you are good at basic arithmetic, you can see that this program is an incredibly valuable opportunity!

You may already know who this person is for you. Or you may need to find them during the course of the year. As soon as you know, we will get them into our School and this will be AWESOME for you.

Imagine a leadership partner who can:

- Create profound belonging in relationships with life-changing conversations
- See the game in everything and help everyone play better in pursuit of greatness
- Co-create a winning environment that uplifts everyone on the team
- Courageously guide players through fear to create winning choices

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Oh yeah... That is EXACTLY the Chief of Staff you will need to build a thriving Coach Approach Enterprise.

Trust me. I know this one from experience.

### **It's time for Coach Approach Leaders to play together!**

If you want to apply, then here is what you need to do...

Write me a short note (to [coachdave@coachville.com](mailto:coachdave@coachville.com))

- 1) What is your big game for 2016? (in 200 words or less)
- 2) What are your areas for growth as a Coach Approach Leader? (100 words or less)

Within a few days of receiving your "Application", I will let you know if you have been chosen for the team. At that point I will send you a payment link to sort out the money.

If you would like to talk with me privately before registering, tell me this in your application and we will set up some time to talk.

The program will begin in the first week of February. (When I get back from the TLC gathering in Costa Rica).