



INNER Freedom

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BIG List of Social Risk Actions

Playful actions that create “success” in the Connected Age of Play.

In this play sheet I will share with you a BIG list of actions mostly related to business and career – that require the emotional bandwidth to embrace escalating social risk.

The Quick LIST

Here is the quick version.

Social risk occurs any time you engage with another person where you or they:

- Ask for something
- Request something
- Offer something
- Propose something
- Share something (especially if you created it)
- Share your truth about something
- Disagree with someone about something
- Provide feedback about something
- Discuss the value of something
- And any time money is involved

“In other words, almost every item on your task list is actually a social risk activity!”

– Coach Dave

Why we avoid Social Risk (and reward)

Inner Freedom: The BIG List of Social Risk Activities

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AKA why most of us find these activities so HARD to do (and so easy to avoid)

We grew up in the Industrial Age of work.

So... much of what we learned has made us social risk averse!

The Industrial Age was based on idea that life is better and safer when everything and everyone is “under control”.

Everything that needed to be done could be broken down into basic tasks or problems that a person could do in isolation; and with basic training you could complete it every time without making mistakes. We were taught to FEAR mistakes!

Every social situation was guided by basic command and control hierarchies. In almost every situation, someone was in charge who would tell everyone “under them” what they needed to do.

In situations like customer service you just followed the script or basic social protocols.

In a situation where the control hierarchy is ambiguous, if you want to be successful then you MUST seize control of the situation. (Over the years I attended hundreds of hours of sales training on how to use various manipulation techniques to gain control)

So we try to turn our days into a controllable task list and social simplicity because that is what we learned.

And this leads to frustration, isolation and overwhelm because we are attempting to control what cannot be controlled!

To thrive in the Connected Age you must be able to:
Play for Results AND Embrace Social Complexity
ALL while feeling GOOD!

And this is going to require some serious transformation!

“We were trained for simple social protocols and the importance of never making a mistake.”

– Coach Dave

Understanding Escalating Social Risk and Reward

A BIG key to thriving in the Connected Age of Play is to understand your INNER experience in situations of escalating social risk and reward. This may sound dramatic! A) yes, it is. And B) we face it EVERY DAY! So we need to get real about it.

A typical activity sequence from the Social Risk/Reward perspective.

A person with a business needs clients, so they assign themselves this task:

Go to the networking event and get clients.

This looks like a task that you can complete... but it is NOT!!

What it is is an opportunity to play for results with escalating levels of social risk and reward.

Let's break this down. And remember, I am going into this detail to create awareness to the reality of what we are all dealing with in the Connected Age. I want to help you understand WHY you and your players are experiencing frustration, isolation and overwhelm.

1) We are playing actions in pursuit of results not completing tasks.

and

2) the social situations we are in are ambiguous... in other words: no one is in control.

OK. So you can go to a networking event like a task but then what?

No one is really in control of anyone or anything happening there! So, you can't just get a client.

Here is an example of the sequence of actions, desired results and the escalating risk.

1) Talk to someone at the event. At this moment you are in social status quo and you are safe. You have basic belonging as a member of the group. To maintain social status quo, be polite when the conversation comes to a natural conclusion.

2) But you are there to get clients so you are wondering do they value what you are saying? Maybe yes, maybe no. Should you risk your social status and invite them to another conversation? Maybe yes, maybe no. The invitation is a social risk.

3) If you ask and they say “YES”, the reward is a boost in your social status! But then you need to follow up to set up the appointment. This is another risk. If they don’t accept your follow through connection, your social status goes down because now you are being ignored.

Or, the meeting is set and your status AND risk goes up.

4) Engage in the next conversation where you explore possibilities together; you can gain influence in this conversation but you are definitely NOT in control.

Are you interested in having them hire you?

Are they interested in hiring you?

Will they say “Yes” if you make them an offer?

Are they going to ask YOU for something?

Will you want to say “Yes” to them if they make you an offer?

Your social status is on the line and so is theirs.

5) The BIG risk: You make them an offer to hire you for a specific price and intended outcome. Do they see the value in what you are offering? Is the value greater than the price?

If they say “No” how will you face them at the next meeting?

When you make an offer your social status – your VALUE in the tribe - is on the line.

6) If they DO decide to hire you AND they pay you, then your social status goes up. BUT, so does your risk! Will they get value from your services? If it is coaching, will they be willing to go deep and grow enough to have a breakthrough in their situation?

There are SO many ambiguities and so many opportunities to gain or lose social status. And this is just ONE conversation. I have heard of people planning to have 5-10 of these engagements every day.

This creates a LOT of social fear and most of us are not emotionally equipped to deal with social fear. NO CHANCE!!!

This is just one example. You would experience a similar set of risks if you had a job and you wanted to ask your boss for a raise; or if you wanted a colleague to support a proposal you were making to the group.

As you will see, the Inner Freedom Method IS awesome for expanding your capacity to PLAY with the fears associated with social risk; as both a player AND coach.

Business is performance art! To thrive – and play BIG for our dreams - in the Connected Age we must express ourselves and create and share, become courageous, play and co-create WITH other people where we do NOT have control but we can play for positive influence and impact.

*“In the Connected Age of Play, business is personal. EVERYTHING is personal.
– Coach Dave*

Get REAL about how it FEELS

The next step is just to be AWARE of how you currently FEEL about each of these activities. Be open and curious.

Notice if you think of them as a task you can “just do” and the pitfalls of thinking of them that way.

Notice if you try to brush away the social ambiguity: well, it is what it is.

Notice if you try to talk yourself out of how you really feel with a pat response: “oh it’s just a numbers game”. Or “Their response has nothing to do with me... NEXT!”

This is bull crap! Those weak logical arguments are no match for how these experiences FEEL in your body.

When your social status is on the line and it doesn’t go your way... IT HURTS!
(at least a little bit.)

When it does go your way, it feels awesome!

As you read through this list imagine yourself doing each one and notice how you feel in your body.

The BIG LIST

The first several items all fall into the realm of Marketing / Visibility

Networking events

In a networking setting you have the opportunity to engage in conversations and introduce what you do. Social status quo is having nice conversations without making any request or offer. The social risk is offering or requesting something or another conversation.

In a networking setting you get to introduce yourself to the group for 30 seconds or 1 minute. You can maintain social status quo and give a vanilla little speech OR you can take the risk to express something provocative or vulnerable AND then invite the members of a group to talk with you 1-1 based on what you share.

Reach out to influencers

You can approach someone with a podcast and offer to be a guest

You can approach someone with a well-read blog and offer to write a guest post

You can approach the event coordinator of a group and offer to give a talk.

All of these reach outs involve social risk: are YOU and your offer of value to them? Are you worthy of being shared with their audience? AND they often have the feeling of having ONE chance to make your pitch.

Performing in public

You are invited to give a talk to a group; perhaps your “Signature talk” OR they ask you to prepare a talk on a specific subject. If you make an offer during your talk this raises the risk level.

If you speak your truth ~ raise a controversial topic that you care about = these raise the risk level that some folks in the group may not like what you say. BUT you are more likely to attract your tribe when you do it.

You are invited to be interviewed in the media. Will you tell them your deeper story / purpose? Or keep it surface level?

You can write a post for your blog or social media account where you express something you care about and invite the reader to contact you.

You can give a talk to a small group where you invite the attendees to take an action. (like sign up for your Free Thingy)

Reaching out to people you know to request support or offer something

Reachout to someone you know to tell them about the new thing you are doing. Risk how you are known. If you ASK them specifically to refer you; or experience what you are doing, this raises the risk level.

Reach out to a current or former customer to request a testimonial? This is a risk because you may find out that they did not value your services as much as you thought they did.

Reaching out on Social Media

Reaching out or commenting to spark conversations on LI, FB, Instagram etc. Each of these reach outs is a small social risk.

Like / comment – no real risk. But requesting a conversation within a comment is a social risk.

Following up with someone that you had an online conversation with is a social risk.

Create & Share

When you create something for media: like a written post, photo, audio or video; there are levels of social risk. How personally vulnerable is the share?

Do you speak your truth? How controversial is the idea? Are you standing for something? Do you request an action on the part of the consumer of what you shared?

Requesting action raises the social risk.

Describe your tribe

Who do you aim to serve? How vulnerable are you willing to be in describing who you serve or how you personally relate to the situations of your potential clients.

Even being a little selective about who you serve by excluding some people is a social risk.

This is why most people struggle to clarify who they aim to serve.

Partner Visibility

Asking someone you know to promote you or what you are doing? Do they think you can deliver?

Asking someone to refer you or your program or product to their friends/colleagues? How do they feel about you? Are you worth the time?

Asking someone with social status to advocate for you? Social Risk!

Sales / Enrollment

Enrollment is a sequence of actions and conversations of escalating social risk. As I described in the Networking for clients example above.

Invite someone into a conversation about what you / your business can do for them.

Are you worth the time? Are you perceived as credible?

Make an offer to do something with someone for a fee.

The level of the fee will change the risk level. Are you worth the money?

Make a promise to do something for someone for a fee;

The level of the fee will change the risk level. Are you worth the money?

When you fulfill a promise in business~

Your ability and how you are known are on the line.

If you are a coach: are you willing to go deep; to really challenge the player out of their “preservation zone”

If your client is not happy with what you are doing, it is a social risk to address the situation; most just hope it goes away; or just disappear.

During or after: will the client give you public credit for their successes.

Will they provide a testimonial? Written is one level of risk; video is a higher level of risk?

Asking for the money someone owes you for services rendered. Often business agreements are loose about the final expectations in spite of efforts to be clear. Asking to be paid can create a social risk situation.

Asking an existing customer to renew is a social risk.

Asking a past customer to renew... at your new higher price is a social risk.

Asking someone that you have supported pro-bono to start paying you is a social risk.

Partner Orchestration

If you have others participating in what you offer to customers...

If they are not fulfilling the expectations... it is a social risk to tell them.

Giving “negative” feedback to a partner is a social risk situation.

There is social risk if they think they are doing great but you don't think they are.

When someone asks YOU to promote them or recommend them to your customers...

how do you evaluate their offer? Discussing the viability of your advocacy is a social risk.

Advocating for another person is a social risk; will they live up to the promise? If they don't, how will it reflect on your value?

Asking to be included in a business group or referral group that supports each other is a social risk.

Building Relationships

Asking for what you desire from anyone, anytime is a social risk.

Asking for access to the resources of another person for your benefit is a social risk. Are you worth it?

Is your dream important to them?

Money

Any time money is involved there is social risk!

Even just establishing your pricing can produce inner turmoil.

What are you / your product / your service / your program really worth?

How do you compare to others who do similar things?

Inner FREEDOM!

Inner Freedom is the clear path to Loving your life, expressing your value and growing your wealth...

You will expand your capacity to PLAY with social risk which will increase your power, influence and ability to do big things in the world.

On the Gamecard



A **POWER UP** is an activity where you listen to audio, read something or do an activity and then share your insights.



The BIG List of business actions that require social risk

After reading the list, share a few that caught your attention and why.



Share

WHAT TO SHARE: Share a few of the items on the list that caught your attention. Perhaps they were missing from your business / career play plan? Perhaps a few are so far out of your Preservation Zone that you never even think about doing them.

I hope to see you on the gamecard!

Until then remember this...

Life is a playground.

And we're going out to play... Together!