

STEP UP and STAND OUT



PALYBOOK



Step Up and Stand Out

Clarity = Clients

In this program you will learn how to create a compelling coaching brand by becoming astoundingly clear about EXACTLY what you do as a coach and who you coach.

Transform Your Mindset

From: Coaching is hard to talk about; even harder to sell

To: When you have clarity it is easy to recruit the right players to hire you

Clarity = Clients is the powerful mantra for this program. In a series of provocative exercises and conversations you will **get very clear about WHO you have earned the right to coach** and how to talk to them in a way that inspires confidence. You will learn how to conduct a basic exploratory session that sparks people's desire to hire you and refer you others.



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On behalf of the entire CV Team, welcome to the Step Up and Stand Out™ Program.



The BIG IDEA...

*Who have you earned
the right to coach?*

Probably no one has asked you this question directly. BUT, most people that you talk with about your coaching service WILL ask themselves this question about you. And...

**You answer this question with every conversation
you have and everything you say or write
about your coaching business.**

BIG Truth #1:

Unless YOU KNOW that you have earned the right to Coach, very few people will ever hire you.

Your energy is ALWAYS flowing. When you are talking to someone they feel the energy you are exuding. Are you exuding... “I have earned the right to coach you!”?

BIGGER Truth #2:

You do NOT earn the right to Coach by Coach Training.

You EARN the Right to Coach by playing BIG in life.

Then you become masterful as a Coach through training and practice.

This is why before you do ANYTHING else – including coach training – you MUST declare and articulate HOW you have earned the right to coach and WHO you have earned the right to coach.

BIGGEST TRUTH #3

You have already earned the right to coach a large number of people.

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However, you may not know it yet because you have grossly underestimated the incredible value of your life experiences! (not to worry: We all do this) AND/OR you have never taken the time to declare this clearly and powerfully. (We will do this together)

Through a series of powerful conversations, group exercises, individual reflection exercises and “reach out” exercises...

You will powerfully declare:
HOW you have earned the right to Coach and
WHO you have earned the right to Coach.

Of course, there will be LOTS of coaching as well! As a part of our DTMOPP learning method you will work with various partners throughout the program. You will observe and practice each essential skill before getting into the game of your REAL life and business. We believe this will allow you to go deeply into the concepts of the program and integrate into your own business style and approach.

Enjoy the program and... Play BIG!



Coach Dave Buck and the CV Team!

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Dear Player, I Am Your Coach

Imagine that this letter is coming from YOU to your new player / client...

Dear Player.

Thank you for hiring me as your coach. I know that you are as eager as I am to get started. Please allow me to set the stage for our coaching together by sharing with you what I am all about.

My purpose

I have one purpose and one purpose only: I am here to help you play your game better and win on your own terms. The games and the definition of winning, we will create them together and ultimately they are up to you. But no matter what, our objective together is for you to play better and win. Everything else we will do – and we'll do a LOT – is a byproduct of that single purpose.

Play With Purpose!

I honor you for your courage; for your willingness to step out onto the field of life and give everything you have to the game you have chosen to play right now. Playing a game that truly matters takes guts and heart. Most people choose to go through the motions in other peoples games. Not YOU! You want to play your game and you want to win. I admire you for that. It is not a common thing.

Winning requires courage

Winning takes courage because in order to win, there MUST be the possibility of losing. Every day, every week there is a new game to play. You may win, you may lose. If you can't lose, if there is no challenge, no risk, then it's not really a game worth playing. And losing is hard. The truth is, you will lose some games, maybe a lot of games. But I promise you that each game lost will teach us something about what you need to do to play better to win the next game. And I also promise you, eventually, you will win.

Winning is a responsibility – AND it's FUN

The funny thing is, that while winning is a thrill, it's hard too! Winning requires dedication, a willingness to focus and to practice. It also requires that you make sure your that whole world is in harmony with you and your game; this takes some effort. But the biggest challenge is that becoming a winner puts you in a position of responsibility. Once you start winning, people will look up to you, they will count on you and expect more winning from you. But if you are willing to take the responsibility, it can be A LOT OF FUN!

How do I do what I do?

Well I have a process, a method, a way of coaching that is designed to help you play better every day.

Essentially we'll do nine things:

Clarify your game

What game are you playing? Why are you playing it? What does winning look like? What are

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the rules of your game? What short term objectives are you playing for? Basically, in this phase I'll be asking you a lot of questions and you'll be doing a lot of thinking.

Make sure the game is winnable

Most people have a tendency to create unwinnable games for themselves; sometimes it's an unrealistic expectation, or an impossible time frame or a lack of focus. I won't let that happen to you.

PLAY!

Together, we'll make sure that you have a game to play that is challenging and fun. We'll know what your actions are and what results you are going to create. YOU have to play the game; I can't play it for you!

Embrace Challenges

Most people avoid challenges or feel that they are a setback. But when you play BIG facing challenges make the game fun. The only way to be GREAT in any endeavor is to step into great challenges. We will face each challenge together.

Evaluate each game and learn from it

On a regular basis we will evaluate your progress. How are you doing? What have we learned from recent games? Then we will explore together to help YOU find your best way of playing.

Here is what we will do to play better every day...

Develop a personalized game plan

We'll develop an overall strategy that is perfect for YOU as well as your day to day game plan that plays to your strengths, leverages your resources and expresses your talents.

Practice the skills of the game

We'll work together on practices that improve your skills. As your coach I'll help you practice well so that you play well.

Expand your Inner Freedom

Inner freedom occurs when you are fully engaged, resourceful and getting great results because you are "free" to take the most important action in the moment. This is where the "inner game" comes into the picture. If your thoughts or feelings or emotions are mixed up – and you are not aware of it – it will take you out of your game. We can't have that, at least not for very long.

Design your winning environment

My ultimate job with you is to help you design the world around you so that your game comes to life. Once your game comes to life, the rest is easy. For example, you will work on getting your friends and family into your game in a supportive way because they are a crucial part of your world.

With this nine step method, our success is assured. All we have to do is start playing!

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How is coaching unique?

Often players wonder what distinguishes a coach from some of the other helping professionals available. Here are a few quick thoughts to create a basic understanding...

Consultant

A consultant will help you understand a situation and share expertise and knowledge; I'll share with you everything I know if and when you need it. If I don't have some expertise you need, I will help you find it. AND the key difference is that as a Coach I will help YOU become the expert in your own game.

Counselor

A counselor will share wisdom and help you make decisions
When you are troubled it is very hard to play well. I'll do this whenever your trouble is related to the game we are playing. If it is outside the game, I'll help if I can. If not, we'll find you someone who can help. It is important to know that coaching is not an intervention for problems. Coaching is about playing better and empowering YOU to make your own wise decisions.

Therapist

A therapist will help you heal wounds past and present
I have some very basic skills in this area. But if the wound is too deep and we need a professional, I'll help you find someone to help you. Then when you are ready, we'll get you back into the game.

Psychologist

A psychologist will help you understand your behavior
Well, most people know that coaches use psychology because the mental game is so important to playing well. But if you get really blocked and we can't figure it out together, we'll call in an expert.

Trainer

A trainer will teach you new skills
This is one of my main jobs as a coach. I'll teach you the skills you need to win and I'll design it just for you based on your situation. If we need to find you a specialist for some skill that you really need that I can't teach you, we'll do it. AND often skill trainers leave after they "teach" you what they know. I'm not going anywhere. We are in this together for as long as you need me.

A Coach

As your coach, I'll do any and all of these things when you need me to. But only when they will help you play better and **win on your own terms!**

Many professionals are trained to stay uninvolved; to maintain a cool, professional detachment. And for most professions that is wise. But I am not like most other professionals.

I am YOUR coach.

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So... Will I be involved? Do I care about the outcome? Do I have a stake in it all?

Your darn right I'll be involved! I want you to play well. I want you to be the best player you can be AND I want your life to be great at the same time.

I DO have a stake in the outcome. If you win, that helps me attract more great players who also want to win. THAT'S MY GAME; To coach great players in BIG games. By helping you win, that helps me win.

I promise to always keep my agenda clear and on the table AND I will never put my agenda before yours. But I do have an agenda: I want you to win.

I will console you when you lose. But if you don't play well, I won't be happy; I won't say "It's OK". It's NOT OK! Get your game together and get back out there!

I will maintain objectivity, though. I won't get caught up in the swirl of your emotions; I won't internalize your situation. If I did that I'd be of no use to you when the game gets tough. But I WILL BE INVOLVED. I do CARE. I WILL LOSE SLEEP if it's not going well for you. And I will dance with joy when you win. WE ARE IN THIS TOGETHER.

Play BIG!

Your Coach.

Detailed Program Outline

Session 1) The Games You have Lived

- Welcome
- The Possibility of Stepping up and standing out
- Clearing Exercise: I am ready to thrive in business as a professional coach
- Review of the 7 business theories
- Detailed conversation about theories 1-3:
 - 1) Any endeavor can be played as a game
 - 2) The purpose of coaching is to play better
 - 3) You can only coach masterfully a game that you have lived
- Review of the "Games You Have Lived" exercise
- Reach Out exercise – *What is unique about me? What is YOUR Big game?* - Demonstration and practice
- How do you earn the right to coach?

Session 2) How do you earn the right to coach? Your Coaching Method.

- Welcome & sharing insights from the exercises
- Clearing Visibility: I am willing to be SEEN in the world

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- Reach out exercise – What is Your BIG Game? – demonstration and practice
- Coaching Business Distinction Game Coach vs. Approach Coach
- Walk through your coaching method (based on the Play Two Win Method)
- Write a your “Launch Letter”

Session3) Certainty Greater Than Doubt – Your credibility matrix

- Welcome and sharing insights – “Abera Ca Dabera”
- Clearing Engagement: I am willing to be KNOWN in the world
- Clarity is challenging!
- Coaching Business Theory #4: I player will only hire a coach who has more certainty in the game than they do
- Reach out exercise – What is your BIG Game? Is it winnable? – practice
- Planning for the “Five Things” interview with people playing the game you coach
- Your credibility stories matrix

Session 4) Create Wealth – YOU are an investment

- Sharing from reach out exercises
- Clearing Whole Wealth – I AM willing to be valued for who I am
- People invest in coaching to create wealth
- Your “Whole Wealth” exercise
- Clarify your Coaching “Offers”
- Reach out exercise - Do the “Five Things” interview with players of the game your coach
- Reach out exercise - What is the “REAL” reason you hired me?
- What does “Step Up” mean to you now?

Session 5) Clarify your message; Walking your Talk

- Sharing wins and learning
- To be in business in the inspiration economy you must make a promise to provide value; as you fulfill your promise, you fulfill your purpose
- Clearing Fulfillment – I AM worthy of feeling fulfilled for doing what I do
- What does “Stand Out” mean to you now?
- How to introduce yourself in a way that builds certainty – demonstration and practice
- Why you coach – Your one-page coaching manifesto
- Are you walking your talk? How do you know for sure?
- Reach Out Exercise – Introduce yourself and talk about what you do

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Session 6) Play BIG in Business

- Welcome – sharing wins
- Clearing Exercise – I am willing to Play BIG in the world
- Walk your talk exercise – debrief
- Sharing “Coaching Manifesto’s”
- Your business structure – book “every room in your hotel every night”
- Sharing accomplishments and acknowledgements
- Prepare for Level 2: Expect yes. Get YES!

Pre-Class Assignments

A few things to jump start your game

- Create / Update your CV Profile (especially your BIG Game)
- Prepare for the “Reach Out” exercises.
- Complete a first pass of the “Games You Have Lived” exercise

Create / Update your CV profile (especially your BIG Game)

Your CV profile is how you are known by your classmates. It is also your launching pad to the “coach connect” feature of all CoachVille programs. Your program is a community that you can participate in during the program and also return to and reconnect after the program is complete.

(Note: for self-study participants, the Coach Connect is a great way to find colleagues to practice with!)

To create / update your CV profile:

1) visit www.coachville.com

2) Log in by clicking the button on the upper right side of the home page

3) In the top menu bar you will see a link: [My Profile](#); click it and then upload a photo and update the various profile sections. Have fun. Express yourself.

Prepare for the “Reach Out” exercises

During the program you will participate in a number of important exercises where you “reach out” to people you know to talk with them, interview them on a variety of topics that will help you create your coaching brand and launch your coaching business.

To prepare for this, make a list of 20-40 people that you have touched and prepare to contact them by having their phone #'s and email addresses handy. If you think of someone that you would love to reach out to but don't have their current contact information, do that research now so that you are “in touch” before you NEED to reach them.

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The Games you have lived

These are the games you are truly qualified to teach others how to play better and win. As a coach your job is to help players improve the way they play the game; to play better and to win. Often it begins with helping them realize that they ARE playing a game in the first place. Most people don't know what game they're playing, which makes it impossible to win. Your game, in this sense, is the BIG picture of what you are going to do.

Knowing your game (or games) is the foundation of all coaching! To coach a player in a game, you must know that game!

You have lived many games in your life; some through personal experience and others through the lives of family, friends or even clients. We will talk about what it means to LIVE A GAME and how you can leverage those experiences to build your business.

Every game has its own pattern language. You must be able to describe the game clearly using the language of the game. This builds certainty for you and the potential clients / players. In other words if you are coaching solo business owners you have to describe the game using the language of solo business.

Focus your intention on being of service to others who love the game.

Key Concepts...

- Articulating what you do as a coach using the language of play and the power of winning is a powerful language shift for your visibility and engagement efforts (in the industrial age we called this marketing and sales).
- People understand that a coach can help them play better; so all you have to do is help them see the game that they are playing AND spark their desire to play better and win.
- You can only coach masterfully a game that you have lived
- Your game is something that you are creating, achieving, expressing (in the industrial age we would say "working on")
- You may be playing several different games in your life at one time
- Some examples of games would be: build a business, soccer, become a leader in the community, become a professional performing musician etc.
- Your description of the game can include the unique qualities that make it YOUR game.

What games have you lived?

In this section we want you to answer a series of questions regarding the games that you have lived.

First, what does it mean to have "lived" a game?

- It was a significant part of your life over a period of time
- While you were in it you dedicated part of your energy to studying and learning about the game: by reading books, talking with other players and seeking solutions to problems.
- While you were living the game, you were passionate about it

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- Examples include: creating something, overcoming a major challenge, achieving something worthwhile
- All games are games of manifestation
- Every challenge has a blessing; Every blessing has a challenge

Reflection Questions

This series of questions is designed to have you look at your life from a different perspective. The questions will help you identify the greatest games of your life and take “ownership” of the games that you have lived.

Briefly describe a challenging moment in your life; A time when you were tested”.

Describe a teacher who came into your life at just the right moment. What did you learn from him / her?

Describe a time when you took a risk in search of growth or truth:

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Describe a time when you or “others” “thought you were crazy” but you kept going and reached your desired outcome:

Describe a strange prediction or premonition that you’ve had about your life:

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Describe a wonderful truth that you have learned about life

Describe a strange or synchronistic meeting that lead to opportunity

Describe a time when your determination lead to a great outcome

Describe a secret desire:

And now on to the more tangible elements!

Briefly describe 5-7 positions (jobs, roles etc.) that you have held:

1)

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2)

3)

4)

5)

6)

7)

Briefly describe 5-7 of your most cherished accomplishments:

1)

2)

3)

4)

5)

6)

7)

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Briefly describe 4-5 unique experiences from your life where you expressed a talent or gained some expertise or wisdom: (eg. You helped your parents and your mates' parents' transition from lifelong homes into assisted living facilities. You learned a lot about the emotional challenges and how to do the research to find the right facility)

1)

2)

3)

4)

5)

Now, consider everything that you have written about: which items express a real talent or represent the building of expertise?

Remember these elements of living a game:

- **It was a significant part of your life over a period of time**
- While you were in it you dedicated part of your energy to studying and learning about the game: by reading books, talking with other players and seeking solutions to problems.
- While you were living the game, you were passionate about it

Briefly describe 5-7 games that you have lived:

1)

2)

3)

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4)

5)

6)

7)

Transforming a game that you have lived into a game that you can coach

Next we will “go deep” into three of the games that you have described.

Select two that you believe have the greatest potential to be of value to others. In other words, it seems very likely to you that others are playing this game and could benefit from knowing what you have learned.

Then select a third that you think would be the most fun or interesting to coach. Even if you are not quite sure how in the world you would ever find other people who are playing that game.

As you are describing the games, you may want to weave in elements from the reflection questions or even blend two games together.

The questions you will be exploring for each game:

- Why do people play this game? What are the primary reasons? The motivations?
- Describe a few qualities and characteristics of the people who play this game: (you can start by describing your self)
- Describe a few things that new players of this game probably don't realize:
- Describe the most enjoyable benefits of playing this game:

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Game #1

Describe the game in few sentences

Why do people play this game? What are the primary reasons? The motivations?

Describe a few qualities and characteristics of the people who play this game: (you can start by describing your self)

1)

2)

3)

4)

Describe a few things that new players of this game probably don't realize:

1)

2)

3)

4)

5)

Describe the most enjoyable benefits of playing this game:

1)

2)

3)

4)

5)

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Game #2

Describe the game in few sentences

Why do people play this game? What are the primary reasons? The motivations?

Describe a few qualities and characteristics of the people who play this game: (you can start by describing your self)

1)

2)

3)

4)

Describe a few things that new players of this game probably don't realize:

1)

2)

3)

4)

5)

Describe the most enjoyable benefits of playing this game:

1)

2)

3)

4)

5)

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Game #3

Describe the game in few sentences

Why do people play this game? What are the primary reasons? The motivations?

Describe a few qualities and characteristics of the people who play this game: (you can start by describing your self)

1)

2)

3)

4)

Describe a few things that new players of this game probably don't realize:

1)

2)

3)

4)

5)

Describe the most enjoyable benefits of playing this game:

1)

2)

3)

4)

5)

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WOW!

That was a lot of exploration & creation. Well Done! Now you are ready to create your methods for coaching, visibility and engagement.