

# Coach Mission 1: Recruit 5 Good Players

## Play 2 Win Coaching Playbook



**“Coaching Axiom #1:  
To be a great coach, you need great players.”  
- Coach Dave**

### Quick Summary:

**BIG Idea:** People are yearning to express the spirit of play – creativity, curiosity, contribution – in ALL areas of life; not just for entertainment. They want to PLAY their own life rather than sitting and watching others play. To do this, they need a great coach. They need YOU to recruit them. **Coaches are ALWAYS recruiting good players. That is what coaches do.**

### You are on a mission!

To become a Coach Approach Leader, you must embark on a mission to transform your approach to human achievement.

**From:** Control workers to complete tasks correctly and on time.  
(you were taught to do this)

**To:** Influence players to play better with a team to create winning results on their own terms  
(you were BORN to do this!)

Coaches are ALWAYS looking for good players. Great Leaders are ALWAYS looking for good players. Then they set out to help them become GREAT players.

As we move beyond the Industrial Age of Work into the Connected Age of Purpose more and more people are yearning to play a BIG Game in Life. You have people around you who are ready to play BIG. They need a great coach to do that. They need YOU to ask them to be your player.

**Who do you know who is ready for this?** Who do you know who is doing good things and seems poised to step into greatness? Your players can be of ANY age; coaching is not only for “young” people.

Who do you know with a competitive edge? Someone who likes to win and plays with purpose.

Another thought...

Look for people who never really “fit in” to traditional structures where they needed to comply to do well. These folks could be poised for greatness in the Connected Age where curiosity, creativity and contribution are replacing command, control and compliance.

Remember, the ONLY way for YOU to fulfill your purpose to expand your capabilities with the Play 2 Win Method is by having players.

**You need players;** it is as simple and profound as that.

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### Quick Game Plan for Coach Mission #1

#### 1) Power Up: Game plan your recruiting mission.

Make your plan to talk with potential players about coaching with you. Share about your approach on the game card.

#### 2) Game action: Recruiting conversations with potential players.

Study the conversation outline and then use it to talk with your potential players; play for “YES!”; Share about your experiences on the game card.

#### 3) BIG WIN: “Yes. I want to play!”

When you get a “Yes”, share on the game card about why you are excited to coach this player.

#### 4) Find the fun!

Remember, it is a game!

### 1) Power Up: Game plan your recruiting mission.

**Coach Power:** The Mission is to recruit 5 players for a series of 12 Coaching Conversations.

#### 1) Who you are looking for

You honor someone when you offer to coach them. Think of it as the highest compliment.

Remember Coaching Axiom #1: To be a great coach, you need great players.

Take note of Coaching Axiom #2: Coaching is NOT an intervention for people with problems! Coaching is for players who want to go from good to great.

Look at your existing connections and think: who is doing something good and could become a great player? Who is up to something big? Who has great potential to be a difference-maker? Think of people of all ages; of all levels! Don't only think of people younger than you are; or “lower” than you are on the “ladder”.

Do **NOT** look at your existing connections and think: who has lots of problems and “needs a coach”?

This is not to say that good players don't have any problems! Of course they do. However, while some people just seem to have problems, game changers have challenges that only arise out of the BIG Game they are playing.



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These are the people you want to recruit as your practice players while you are in the program. These are the folks every Coach Approach Leader wants on their team. Always be looking for them.

Important: If you are a student in the coach certification program, at the completion of Play 2 Win it will be time to start recruiting paying players – if you haven't already started! These are the same folks that you are looking for as a Professional Coach! So this is good practice. If you have practice players from an earlier CV program and you would love to keep coaching them, then you can ask them to coach with you for another 12 weeks.

Also important! Your class colleagues do NOT qualify as practice players. The idea is for you to go boldly out in your community – geographical or virtual – and recruit players!

### 2) Where to find your potential players

Your situation will most likely resemble one of these three scenarios.

**A)** You are a manager / leader and you have a group of employees and colleagues from which to recruit your 5 players.

Extend a personal invitation to the people you want to coach.

**Say:** “Hey Sally, I am participating in a 12-week Life Coach Training program and I am recruiting 5 amazing people to be my players while I am in the program. We will have 12 weekly 30-minute coaching sessions as part of the class. I think of you as someone playing big and I would love to set up an exploratory conversation to see if this is a fit for you. It is going to be great fun. Are you interested? Let me know.”

**B)** You are already coaching or providing a professional service of some kind to clients. In this case you have client pool from which you can recruit 5 players. If you want to recruit from your existing clients, you can offer them the opportunity to coach with you using a new format for 12 weekly sessions. It will be important to let them choose to engage in this new approach with you.

**Say:** “I am exploring a new coaching method in a Life Coach Training Program. I am recruiting 5 of my existing clients to try this new method with me for 12 sessions over a 12 week period. I think it is going to be great fun and super productive. Would you be interested in doing that?”

**C)** You need to recruit 5 players from your network of friends, colleagues and social connections. You may know of people you can ask personally as in scenario A.

Many students use Linked In, Facebook or email to find their potential players using an “opportunity post”. Also, even if you have a group of people right around you, you may want the experience of opening up to coach people who come through your social connections. Remember!!! It is a game. Sometimes opening up to a bigger world can really spice things up nicely.

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**Example opportunity post:** I am taking a Life Coach Training program with CoachVille. I am very excited about it! I am looking for 5 “players” for a 12 week pro bono coaching engagement. Each session will be 30 minutes. This is a great opportunity if you are up to something big in your business, career or personal life and would love the support and challenge of a great coach. If this sounds like you please contact me to set up a brief exploratory conversation. It is going to be really fun and potentially life-changing. I only have 5 openings so please respond quickly!  
If you know someone who might love this, please pass it on to them! Thanks!

### 3) Update your game card.

Once you have your initial plan together for how you will recruit your players, update your game card!

	<p><b>Click through to your game card.</b> Look for the Power Up section – (Find the Red Button with the Rocket!) Find the <i>Coaching Super Powers</i> badge.</p> <div style="display: flex; align-items: center;">  <div> <p><b>You will see the game card description...</b></p> <p><i>Coach Mission 1: I just made a plan to recruit 5 players. Here is what I am going to do...</i></p> </div> </div> <div style="text-align: right; margin-top: 10px;">  </div> <p>Click on the SHARE button in the right column. A text entry window will appear.</p> <p>Complete this statement on your game card by sharing how you will approach this mission.</p>
	<p><b>Our game system connects to FaceBook. Get your FB friends cheering you on! (optional)</b></p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;">  </div> <p>Under the share box you will see the “Share On Facebook” button. If you share on Facebook you earn +1 Bonus point in your total score.</p>

## 2) Game Action: Recruiting conversations with potential players

The next step of this mission is to have a brief exploratory conversation with each potential player. This is important because coaching should always be a mutual agreement between the coach and the player. You can only coach someone if they want to be coached by you AND you believe in the game they are playing. **NOTE: even if you are someone’s team leader or manager, you must still do this! Never assume that your employee wants to be coached. But, they will probably LOVE it.**

At the same time this is excellent practice for your life as a leader! The best games in life are often a game of “ASK” where you are playing for a mutual “YES!”

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This conversation outline will provide a simple structure for this conversation. Also, it is similar to the coaching outlines you will use in class so it will set a positive tone for the collaboration.

Remember, YOU are the coach. So:

A) You need to guide the conversation

B) It is mostly about asking questions and listening. You don't need to say too much!

C) At the conclusion, YOU must choose if you want to coach this person; If you are a "yes", then ask them if they want to be your player. Your aim is for them to say "YES!"; If you don't want to coach them, don't ask them.

### **What to look for in the moment of choice.**

In the coaching outline you will do a lot of listening. As you are listening you want to check in with your intuition. This is an essential coaching skill so you should start learning it right now! Wonder to yourself: Do I have a good connection with this player? Will I enjoy coaching them? Or will I at least enjoy learning something by coaching them?

It is OK if you think they will be a challenge, as long as you will enjoy it in some way. It is OK if it will stretch your comfort zone or require you to look at things from a new perspective.

Avoid taking on a player if you think it will be a "rescue mission" for someone in trouble.

### **\*\*\* Recruiting Conversation outline \*\*\***

You are the coach, so start the conversation by guiding it right away.

**Say:** "Thanks so much for doing this with me. I really appreciate your time and I can't wait to see what we discover together. It will take 15-20 minutes.

**Ask:** Are you ready to go?

{Coach: wait for them to say: YES}

**Say:** "OK. Let's go. So as I mentioned I am participating in a Life Coaching Training program and they are really big on looking at business, career and life as a game; my role as the coach is to help you play better and win on your own terms."

### **1) Discover their game**

**Ask:** If you looked at your life / business / career as a game...What would you say your big game is right now?

{Coach: listen and ask any curious questions that pop up for you}

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### 2) Discover their definition of winning

**Ask:** What does winning look like for you in this game?

{Coach: listen and ask any curious questions that pop up for you}

### 3) Explore a few challenges

**Say:** So any great game will always have worthy challenges!

**Ask:** What are some of the challenges you are facing in the game?

{Coach: listen and **AVOID AVOID AVOID** offering solutions to the challenge!!

Ask any curious or clarifying questions that pop up for you}

### 4) Discover their perspective on playing better

**Ask:** What are some ways you think you could play your game better?

{Coach: listen! If you see something, you can offer your perspective on what might be possible without getting into specifically HOW it will happen}

### 5) Moment of choice

{Coach: Here you have to choose! Do you have a good connection with them? Does something about them intrigue you as a learning opportunity for you?}

**If YOU are a “YES”:**

**Say:** I love your game and I think we could have great success together.

**Ask:** Would you like to be one of my players?

If they say “yes”: get your next session set up in your calendar for as soon as possible after the start date for the program.

If they say “no”: thank them for their time.

**If YOU are a “No”:**


**Say:** I have learned a lot from this conversation. Thank you. But I don’t think we are a good match for coaching together. Thanks so much for your time today!

### After the conversation

No matter how it turns out, share about your experience on your game card.


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	<p><b>Click through to your game card.</b> Look for Game Action section – (Find the Blue Button with the Star Reacher!) Find the <i>Coaching Super Powers</i> badge.</p> <p> <b>You will see the game card description...</b></p> <p><i>Coach Mission 1: I just had an exploratory session with a potential player. Here is what happened and what I learned...</i></p> <p>Click on the SHARE button in the right column. </p> <p>A text entry window will appear. Complete this statement on your game card by sharing about what you learned in the conversation. (If you both said “YES” also share in the BIG Win Section)</p>
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### 3) The BIG WIN: A potential player says: YES!”

This is something to celebrate!

	<p><b>Click through to your game card.</b> Look for Big Win section – (Find the Green Button with the Trophy Holder!) Find the <i>Coaching Super Powers</i> badge.</p> <p> <b>You will see the game card description...</b></p> <p><i>Coach Mission 1: I just signed a player! I am so excited to coach him/her because...</i></p> <p>Click on the SHARE button in the right column. </p> <p>A text entry window will appear. Complete this statement on your game card by sharing why you are excited to coach this player.</p>
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### 4) Find the Fun!

You know those fun adventure movies where the “hero” is putting a collection of people together with special skills to accomplish a mission together? Well that is YOU right now.

**Putting a team together is fun!**- As a coach or coach approach leader you are always looking for good players for “your team”. If your players are not necessarily going to play together they are still on your

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team so they will probably have some shared purpose even if they don't know it yet. You may even want to find a way for your players to get together at some point either face-to-face or virtually.

You will probably want a variety of players with different games or different talents; it can be fun to put the right mix together.

**Treasure hunting is fun** – You can think of every person who signs on to coach with you as a treasure. Looking for them can be really fun. You are looking for game changers to share a powerful experience with you. Finding the right players can be a fun adventure.

**Recognition is fun** – People love to be seen and known for who they really are – A BIG Player in Life. This is what happens when you reveal their BIG GAME in life and the BIG Purpose they can pursue by playing rather than working. Being recruited is a form of recognition.

### Transformations from worker to player

Industrial Work Mindset (the old way)...	Spirit of Play Mindset (the new way)...
You work alone and don't bother anyone.	You find your players through personal and social connections. You leverage your relationships and network in your search for good players. You are not alone, you are part of a vibrant community and YOU are the coach in this community now.