

Play Mission Playbook

Advanced Communication Skills Coaching



Quick Summary:

BIG Idea: It's YOUR Game. And MOST games of life are played through communication. So the game is to use the skills of the course not only in your coaching but in the rest of your life as well!

To keep your learning moving fully into your life we will challenge you to focus on one MAJOR initiative for the 6-week program where better communication will help you win.

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.

Quick Game Plan to Capture PLAY POWER

- 1) Quick Overview
- 2) Choose Your Initiative for The 6-week PLAY BIG Challenge
- 3) Brainstorm Creative Experiments and avoid routine!
- 4) BIG WINS for your Play BIG challenge.
- 5) Share on your game card AND Collect Point!!! YES!
- 6) Find the Fun!

Quick Overview

Capture Play Power

Select a major initiative for the 6 weeks of the course where better communication skills will help you win. For example: master a key visibility skill like networking, blogging or building alliances; OR complete a tangible accomplishment like writing a chunk of your book. **Next determine the result you will play for AND find ways to have FUN while doing it.**

Game Action

Get in the game and do your action every day! Focus on using your new communication skills in a fun way 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; meaning something happens in the world because of your action.** It could be getting a "YES" to your offer or getting feedback on your creation.

Big Win

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The BIG win is when you get the result you are playing for! Find a way to celebrate your victory and enjoy it.

2) Choose your Initiative for your 6-week Play BIG Challenge

It's YOUR game. Think of THE MOST important thing you want to accomplish over the next 6 weeks for your business / career or life.

Next...

What type of initiative will you choose? There are 2 basic types:

- 1) An Action → Result challenge based on a key skill
- 2) An Action → Feedback challenge based on completing the steps of a project.

Examples of an Action → Result Initiative

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."
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 players.	Play for "YES, I would LOVE to be your player!"

Examples of an Accomplishment challenge based on a project

Here you take action to complete the project AND get feedback on what you have created.

Project Action	Feedback
21-Day Challenge to write a chunk of your book	Complete 3 pages each time for a total of 63 pages AND request feedback from others.

3) Brainstorm 5-10 Creative Ways to use your new communication skills in 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 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

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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 using these Communication Skills?

I wonder how I could use as many of the 75 as possible?

The Game Action for your PLAY CHALLENGE is to play your game and use a new Communication skills 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.



POSSIBILITY!! Whenever possible, take a photo when you are doing your Play Challenge activity and share it with the team on your game card!

4) The BIG WIN for Play Power

The BIG WIN for your play action depends on the type of action you are taking.

Action -> Result

For this action the BIG win is when your desired result happens! YES! Score.

For most game actions this will be a "YES" from another person.

Project Feedback

For this action the BIG WIN is feedback about whatever you created in your project. The key is to request feedback along the way rather than waiting "until it is finished". ANY feedback is "positive" feedback because when someone takes the time to look at what you have created, that's pretty generous. "SCORE THE POINTS".

DONE!! You are now ready for the Play Challenge!

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5) Share on your game card and collect 10 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... <i>I just prepared for my PLAY Mission by transforming my key initiative into a fun communication Game! Whoa! Here is what I am going to do...</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 your game activity and a few creative experiment ideas.</p>
	<p>Get your FB friends cheering you on! (optional)</p>  <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</p> <p>Look for the PLAY 2 Win Badge.</p> <p><i>I just made progress in my 21-Day PLAY Mission. Here is what happened...</i></p>

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	 <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 for my PLAY Mission! Here are my highlights...</i></p> <p><u>EDIT</u></p>  <p>Click the SHARE button Remember to share what your results were, the challenges you faced and what you learned. Make it inspiring!</p>

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.

Creativity is fun – Find a collection of fun ways to approach your major initiative. 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)...
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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.