



## **Playbook for April-May 2021**

Business is a social activity and therefore it is meant to be playful! Your potential to thrive as a professional Life Coach is relies upon your ability to engage playfully with your tribe and the greater communities where you participate. Your role as a coach is to first promote the playfulness of your player and THEN to use your coaching method to guide them to PLAY for their dream.

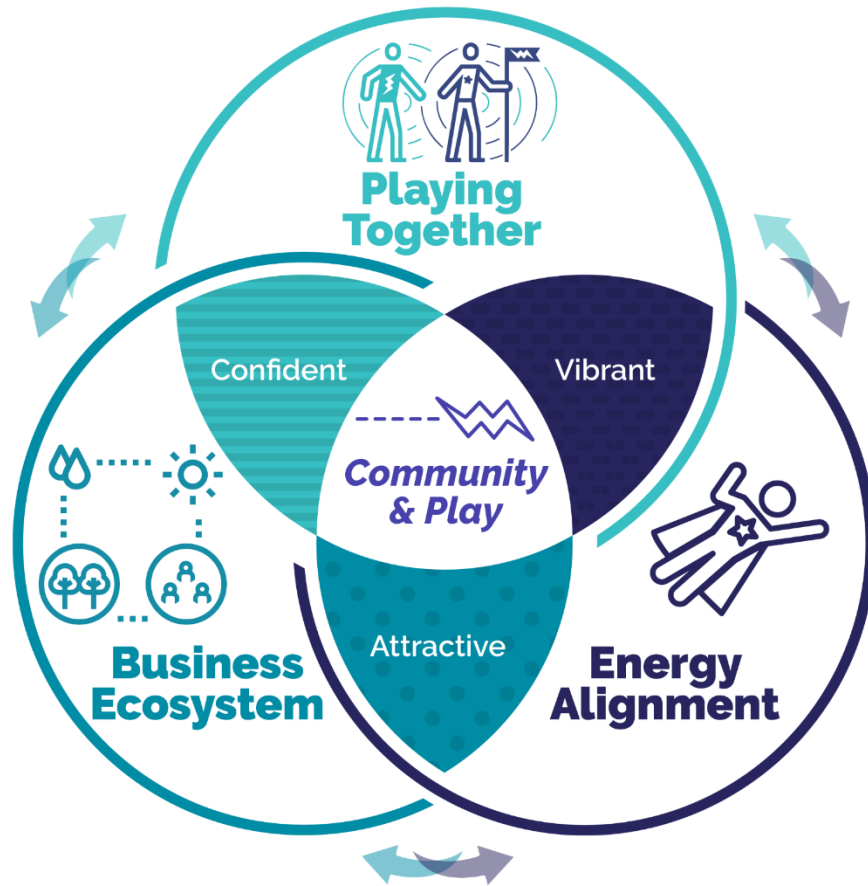
### ***Be the Promoter of Playfulness!***

*We were all born to play... especially to play together for our dreams. But then during the Industrial Age we were trained to work in solitude on our tasks.*

*People are YEARNING for a life of purposeful play. They are counting on YOU – the Life Coach - to show them the way!*

**BIG Freedom!**

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## April-May 2021 Focus

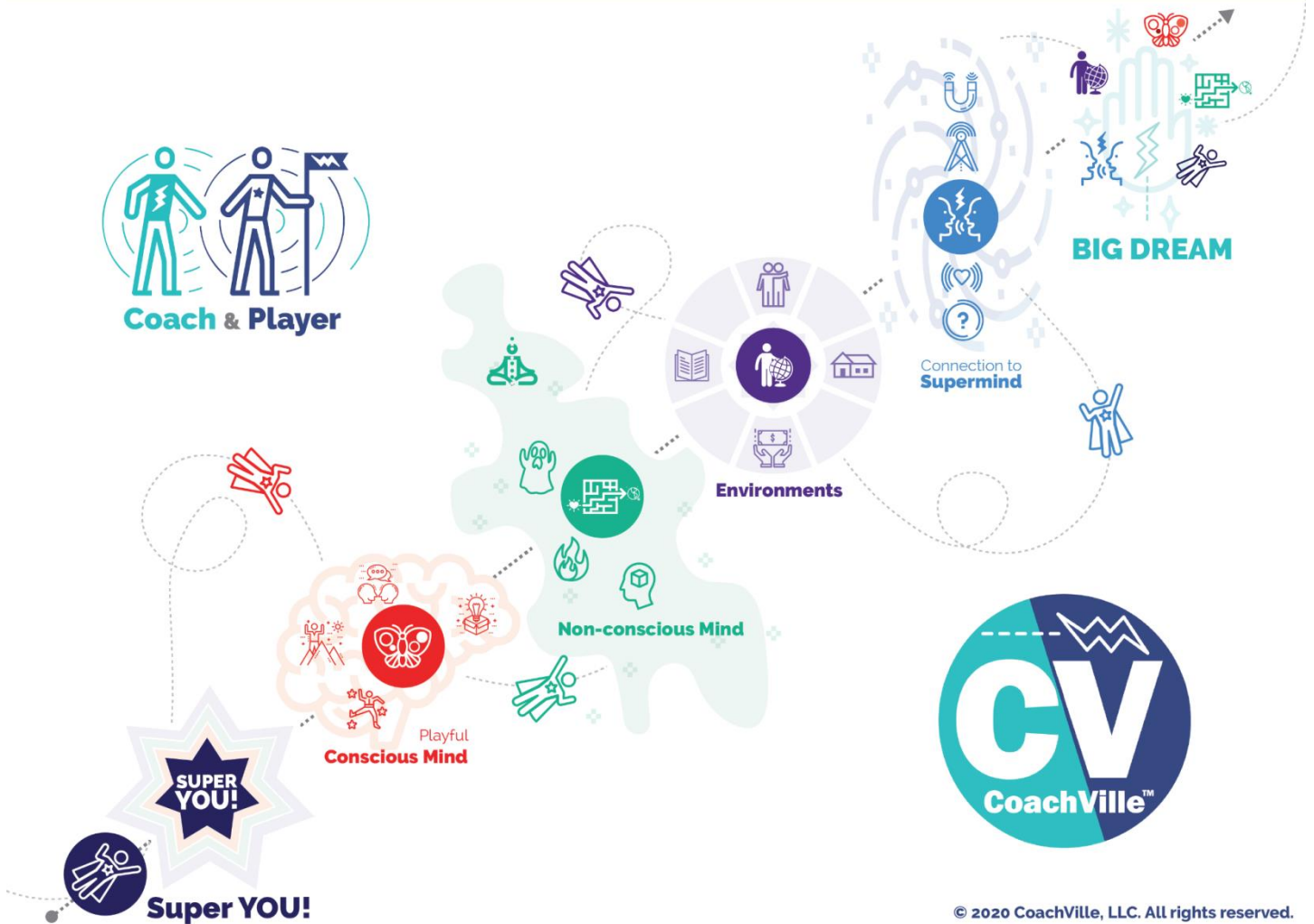
*Play Together* = Co-creating and Role Playing

*Energy Alignment* = Your Playful Conscious Mind

*Business Ecosystem* = Your Coaching Method  
and your Version 1 4-minute video: “Invitation to Coach”

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# The Energy Alignment Game



## 01) Business Playfulness

### The Energy Alignment Game

The energy alignment game is an evolutionary way to describe how YOU must grow in order to grow your business.

You grow by moving all aspects of your energy into alignment with your dream. In other words... you BECOME the person who can own and orchestrate the thriving business that you imagine.

Remember too that as a Coach you guide others in pursuit of their dreams! The dreams that you coach people to play for are essentially what define your coaching business. It is wise to build “Energy Alignment” oriented personal growth into your coaching methods in some way. You are here to make positive change happen in the world with others.

### Your Conscious Mind is here to play!

This month is dedicated to restoring, exploring and promoting your PLAYFUL Conscious Mind.

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There is a playful version of your focused thoughts and deliberate actions that you can use in an intentional way to uplevel your skills to align with the new dream.

In this part of the model you will recognize the 4 symbols for how we play life: **Relate** (talking faces), **Create** (lightbulb out of the box), **Explore** (person on the mountain top) and **Experiment** (person dancing with the stars). And you see the quirky spotted butterfly which is the symbol for our Play Life Method at CoachVille; It represents the potential for transformation by being playful and sharing your uniqueness with the world.

The Conscious Mind represents intentional thoughts and actions. In the Industrial View of the world we were taught to focus on what we could control and then complete the tasks without making mistakes... this would get us to our desired outcomes; it didn't for most people but this is what we were taught.

Well, there is a lot more to pursuing a dream than meets the eye!

A big thing I have noticed is that most people struggle to maintain focus on only what they can control and they get bored and distracted while completing routine tasks. My theory is that the conscious mind wants to play!!

In fact, I believe that our conscious minds are playful ALL THE TIME; but then they are also strongly influenced by non-conscious fears of our playfulness that we absorbed in the Industrial Culture.

The alignment game is to express your playfulness in the thoughts, words and actions needed by your dream; your BIG dream needs your playful mind to relate, create, explore and experiment to create positive change in the world. AWWWWWW YEAH!!

In BIG Freedom we will unleash your playful mind by making it safe to play! We will play with creating your business ecosystem and we will play with the performance aspect of relating for influence. You will have the opportunity to share about and be celebrated for your explorations and experiments... no matter what happens!

# Four Pivotal Moments of Social Play with 7 Social Fears



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The world is a playground. Life is for play! And you have a coach to help you play better. A key distinction about play that is always helpful is recognizing control and influence.

Any time you are doing something where you have 99% control of the outcome that is more like work. Play is when you are doing something and you DON'T have control of the outcome but you can influence the outcome with your energy, creativity, strategy and skill. When you do something playfully, YOU matter. In work anyone can accomplish the same outcome by following the instructions and doing it the right way.

Next we will walk through the four ways to play life; which are also the four ways to play business!

## Relate for Influence

Relate means talking to other people! This is pretty much what we do all the time in life. It becomes playful where there is an opportunity for positive influence like when you are asking someone to do something with you and they might say “yes”, but they might say “no”.

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## Create for Expression (AKA to Share)

Creating is when you make a thing or you design an experience that you aim to share with others; for examples: writing, recording, designing, planning. The sharing part is all about participation and contribution. This is very much in line with the “Life is Performance Art” concept.

## Explore for Visibility (AKA to See and Be Seen)

Exploring is when you go into a new territory; you are stepping into the unknown (hopefully with a sense of wonder) It can be a physical place, a social media platform or even a new idea. You explore to see and experience new people and new places; and also to BE SEEN by new people.

## Experiment for Change (AKA to Try New Ways)

Experimenting is any time you do something that you have not done before OR you do something that you have done in a new way. Often when we experiment we have an idea or a hope of what will happen but we don't actually know. A key to success is to start with an intention, be open to new possibilities AND keep track of what happens; and most important is to not look at any outcome as a failure but as learning.

Hopefully you are getting energized about playing for your Dream!

BUT, all of us who grew up in the Industrial Age have to realize that we have absorbed A LOT of fears of our own playfulness. So next let's look a little deeper into the common fears that are associated with play.

You probably recognize all of these fears. As I will share many times in the BIG Freedom Experience: we all absorbed the FEAR of our natural playfulness in the Industrial Age Culture. I can tell you that little children do not fear of any of these things.

If you aim to play for your Dream at a high level you need to embrace and explore these fears.

**BIG POINT** regarding the power of coaching: **it is almost impossible to transcend social fear by playing alone. But together we can do it!**

## Relate for Influence = Fear of Rejection

To play for impact in the world – even with just a few people - you need to cultivate a high level of ease with approaching people and talking with them. And then you need to invite them to a next step. This is where the fear of rejection comes in. **BIG TIME.**

## Create for Expression = Fear of Disappointment

Playing BIG for your dream will include creating and sharing experiences (or content) in a variety of forms. Also every time you have an opportunity to speak in front of people you are creating and sharing an experience. The fear that we might disappoint someone or BE disappointed by someone's reaction to what we create can be a BIG block to creating and sharing.

Create and share is the essence of the idea that life can be played like performance art!

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## Explore for Visibility = Fear of Trouble

Exploring for visibility is often described as: “I need to get out there”. And for many people this is a BIG struggle; this is because the Fear of Trouble is VERY REAL.

In order to contribute your gifts to others you need to find people (customers, colleagues or partners) to participate in what you are creating. You need to “get out in the world” either physically or virtually.

The world of people is an amazing but potentially “dangerous” place; at least at an emotional level. The potential for trouble in the unknown is why most people stay where they are and spend their time with the same people. However, it is almost impossible to pursue your dream this way.

## Experiment for Change = Fear of Mistakes

As coaches and entrepreneurs we are change-makers! But at the same time we are often crippled by the fear of mistakes.

This is a big remnant of the Industrial Age mindset that everything you need to do: a) there is a right way to do it b) you should be able to do it the right way every time and never make mistakes.

Of course this is nonsense! But the residue of this mindset from school and jobs keeps us locked into a perfection trap. This makes it sooo hard to experiment and find our unique way to do everything our Dream needs us to do.

## Fear of Judgment ~ Fear of Failure ~ Fear that I am not enough

These fears are basically accumulations of the four fears of playfulness. They are deep artifacts of the Industrial Age of Control and they impact our thoughts and feelings in a profound way.

This brings up two BIG points:

- 1) We need to keep playing for freedom within ourselves... especially by asking for support from the BIG Freedom Team: **WE FREE EACH OTHER.**
- 2) Know that everyone you know and everyone you coach is experiencing the impact of these fears every day. Have compassion... also have confidence that you can truly help anyone become more FREE!

On the next page is the Play Life Play Plan sheet that you can use to take notes during the session.

Also, I recommend you print this sheet each week and hand write a few key play activities you aim to focus on. Keep the sheet in sight so you have a visual inspiration to PLAY!

Your **BIG Dream**:



Your **Focus this week**:



Your **Superpowers**:



## PLAY IN THE FEAR / GROWTH ZONE

Relate for **INFLUENCE** > *Risk Rejection*



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## NOTICE & JOURNAL

Challenges / Results / Playfulness

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Create for **EXPRESSION** > *Risk Disappointment*



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Explore for **VISIBILITY** > *Risk Trouble*



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Experiment for **CHANGE** > *Risk Mistakes*



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Insights on the Adventure:

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Environmental Upgrade Ideas:



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## 02 The Playfulness Conversation Guide Overview

1) First is the big picture context. An important element of growing a Coaching Business Ecosystem is to create conversation guides for the important elements of your business; most especially your coaching method and your selling method.

This exercise gives you an example of playing with a conversation guide.

2) Reframe from “script” to “music”. Many people resist the notion of conversation guides because they feel like they are being scripted. If this is you, I urge you to reframe it from a script to music. When you learn a musical instrument you learn to play by learning songs! When you pick up the new instrument and play random notes it does not typically produce a pleasing result.

You learn to play the music written by others and when you get a feel for the structure of music you can write your own songs. The same is true for your business; which is a form of performance art!! Your conversation guides are the “music” for your business; by playing with them you will co-create pleasing results with your players.

3) This brings us to the important coaching technique called “structured conversations”; structured conversations are to a business player are what music is to a piano player!

This is where you plan the key elements of a conversation that you can use over and over again to guide your players toward the mutually desired results. Then, just like a musician with a song or an actor with a script or an athlete with a game plan, you practice and practice until it feels natural and spontaneous.

THEN, as you move toward mastery with the guides that you create, you can improvise and respond creatively to any situation in the moment. **POWERFUL MAGIC!!!**

**What to do: Prepare to PRACTICE THIS GUIDE.**

You are going to practice this guide with a partner in our group gathering. You can prepare by reading it over several times. AND read it at least once out loud – even better several times. Get comfortable with the words and phrases. It may seem weird at first but this is how you become a professional: You get comfortable with preparation and practice!

**Then create your own! (If you want)**

After our group gathering your play plan will be to have a Business Playfulness conversation with 3 – 7 members of your Dream Team and/or Tribal Research Team. As you do this you will get ideas for your Coaching Method. This is explained later in the document.

To prepare for these conversations you can make your own version of this conversation guide if you choose! It can be a fun creative process. You can take parts out or change words or phrases. You can add new questions that you would love to explore with your dream team.

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You are welcome to use the Business Playfulness Guide as it is. But if you type up a new version for yourself it can be a great way to prepare for these conversations. If you do decide to make your own conversation guide, be sure to read it out loud a few times to prepare for those conversations. Often phrases that seem natural in writing don't sound so smooth when you say them.

Remember: **The point of this experience is that it will prepare you to grow your business ecosystem!**

## Playfulness Real Play Conversation Guide

### 1) THE DREAM

**SAY:** "I am really excited to do this with you. Our purpose together is to explore your BIG Dream and your playfulness. I can't wait to see what we co-create."

**SAY:** We are going to explore a playfulness framework that includes four components: relating for influence, creating to share, explore and experiment.

**SAY:** I am going to ask you some provocative questions, listen and share my observations.

**ASK:** Are you ready to get started?

{Wait for them to say: "Yes"}

"OK. Let's go.

**SAY:** Your BIG Dream is something that you want to do right now that involves having a positive impact on the lives of others and often it is something that will pull you out into the world bigger than you have gone in the past.

**ASK:** Share with me how you describe your big DREAM is right now?

{Listen and clarify}

### 2) RELATE FOR INFLUENCE

**SAY:** Let's next look at conversations where you can become more influential. An Influence conversation is often where the desired **RESULT** is another person saying "Yes".

**ASK:** Where do you want to play for another person to say: "YES"?

{Listen and clarify}

**ASK:** What is the growth opportunity for you?

**ASK:** How can you make it fun?

### 3) CREATE for EXPRESSION

**SAY:** **Create for Expression** is doing things and creating experiences with and for other people and also engaging with people who enjoy what you create.

**ASK:** What are some things or some experiences that you aim to create and then share?

{Co-create with them to figure out the Create for Expression aspect of how they play}

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**ASK:** What is the growth opportunity for you?

**ASK:** How can you make it fun?

#### **4) EXPLORE for VISIBILITY**

**SAY:** Next let's talk about exploring new places or groups to see something new and be more visible.

**ASK:** Where is your DREAM encouraging you to explore or become more visible?

{Co-create with them to figure out the explore for visibility aspect of how they will play}

**ASK:** What is your growth opportunity?

**ASK:** How can you make it fun?

#### **5) EXPERIMENTS for CHANGE**

**SAY:** Finally, let's talk about a few playful experiments where you want to try new ways of doing things.

**ASK:** When think about your DREAM what experiment possibilities do you see?

{Co-create with them to name a few experiments}

**ASK:** What is your growth opportunity

**ASK:** How can you make it fun?

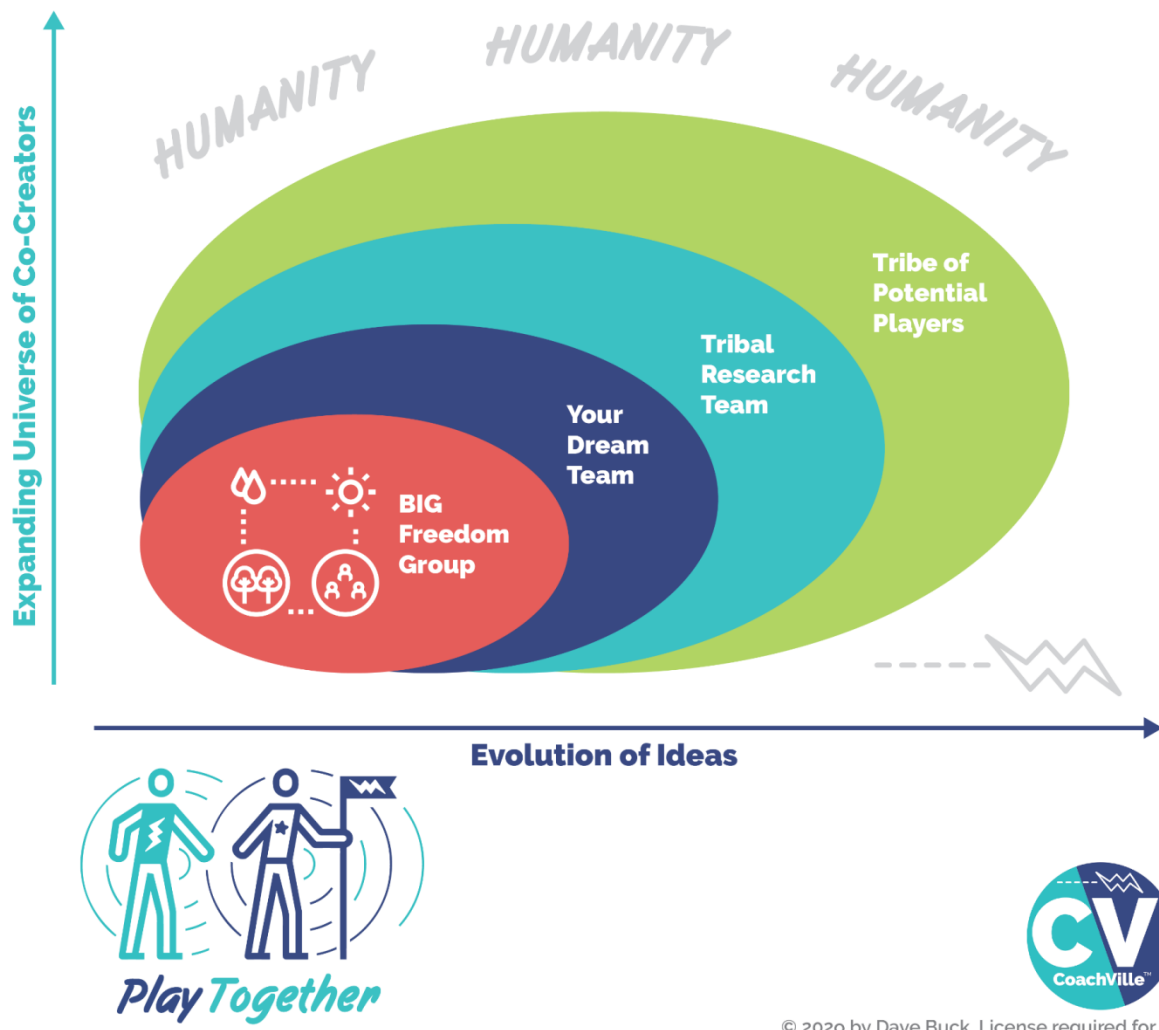
**HAPPY WRAP UP!**

**SAY:** Thank you so much for doing this with me!

**ASK:** What was your highlight from the conversation?

**SHARE:** {Share Your Highlights}

# BIG Freedom Co-Creation Universe



## 03) Co-Create Your Way to a Thriving Business

This concept is a staple of every month of the BIG Freedom Membeship. The co-creation mindset and action plan is essential to your sustainable success as a Life Coach!

The coaching experience is a co-creation between a coach and a player. Coaching is not something you do **TO** someone or **FOR** someone. Coaching is a relationship that you co-create **WITH** someone.

Similarly your coaching business is a co-creation between you and your tribe of ideal players and you and your community. **WE** free each other; we thrive together.

The purpose of this visual is to show how your expanding universe of co-creators and your evolution of ideas that become messages and methods.

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You start by co-creating and practicing with your colleagues in the **BIG Freedom Membership Group**; a very safe space to play.

Then your ideas move into your **Dream Team** – this is your inner circle of 3 – 9 people; partners, colleagues, best friends. These are people who share your dream, support you BUT they may not be in your tribe of ideal players. It is great to share and practice with them so that they know what you are up to BUT their feedback may not always be relevant.

Next is the absolutely essential group: Your **Tribal Research Team**. These are folks who match your ideal player profile AND enjoy co-creating with you. A primary goal for you in this program is to cultivate a group of 3 – 10 folks who are on this team. Frequent and playful conversations with these folks is what will lead you to many of your most practical discoveries for your Business Ecosystem. This group can include former and current players as well as friends and colleagues who match your ideal player profile.

Next is your **Tribe of Potential Players**. This is the group you are aiming to influence and attract. The responses of this group to your messages and methods is how you determine the quality of what you are co-creating. Your interactions with these folks – which hopefully are many and often – also become part of your co-creation process.

Then there is everyone else... AKA **Humanity**. Since we are playing with Dreams and Aspirations - which are universal - there is always the potential for another person to co-create something awesome with you.

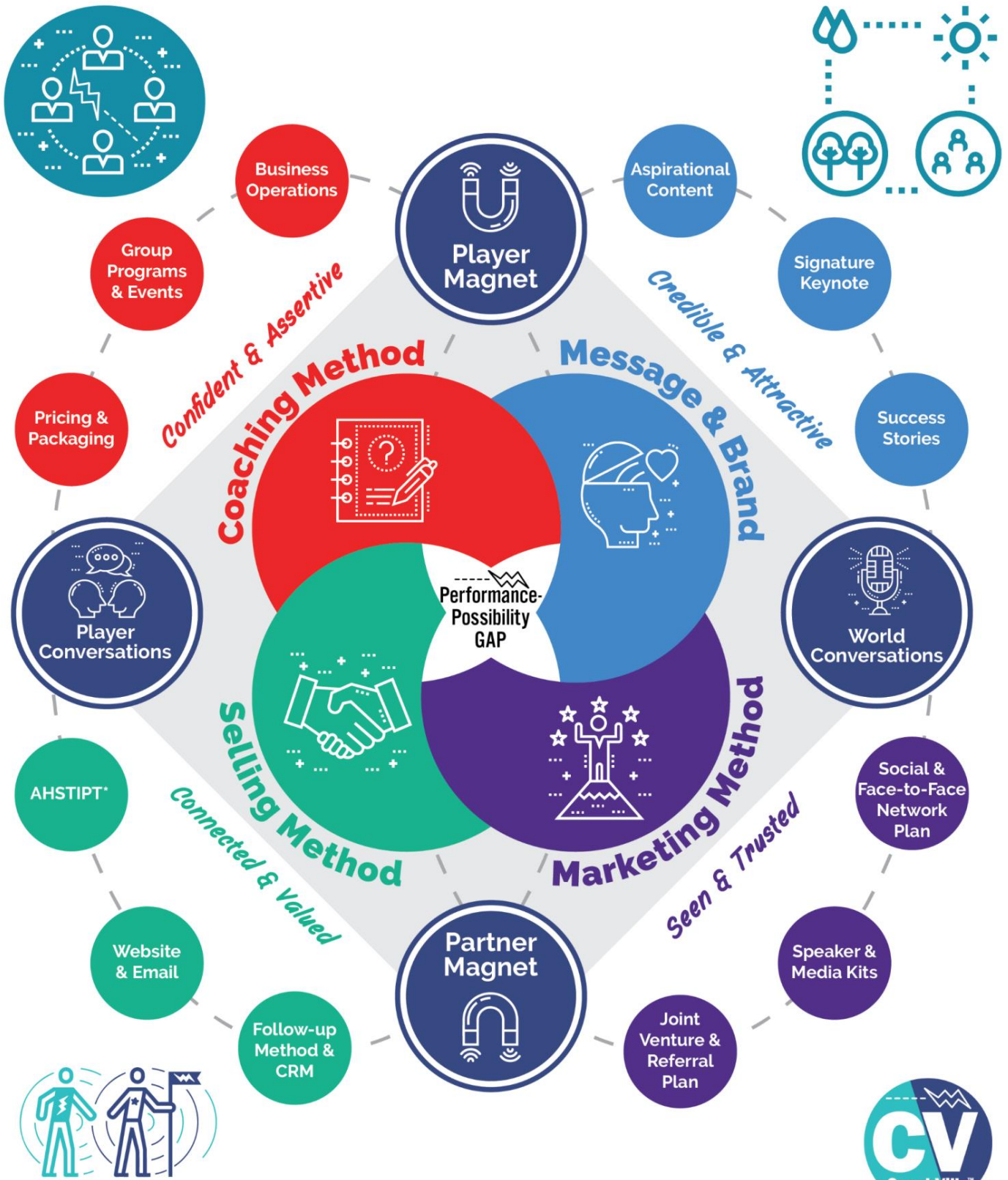
### **ACTION: Know who is on your team**

Identify the people for your co-creation teams. Make a paper or computer file with the names (and contact details) of your people.

Your Dream Team: You know who these folks are; but they may not yet know that they are your dream team! For now just make it real by putting their names down on a Co-Creation Team page.

Your Tribal Research Team: Make a list of folks who meet your initial profile of an “Ideal Player” that you know personally and would love to co-create with.

# BIG FREEDOM *Business Ecosystem*



\*Always Have Something To Invite People To

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## 04) Your Coaching Method

### Overview of the Coaching Business Ecosystem

Your Business Ecosystem encompasses each of the elements of a flourishing business!

There are so many fun things to create and/or uplevel for your coaching business. And in the right environment it can feel like creating and sharing your masterpiece one fun step at a time. You will create all of these things as you participate in BIG Freedom experience.

The idea of an ecosystem is that there many different parts that support each other, need each other and play together in order to thrive.

Your business ecosystem is about YOU and your tribe: your values, your desires, your style, your needs and you expressing your Superpowers (that is the most important part). It's not about doing anything someone else's way. It's about creating YOUR Way; although you can use the ways of others as a place to start.

We will co-create each element together... one at a time.

We will focus on your Coaching Method which is HOW you guide your players in pursuit of their dream to play better.

It also includes your new player onboarding method.

**Coaching is:**

**A profound personal relationship  
Wherein the Coach guides the Player  
In pursuit of their dreams to play better  
Through perceptive observations and  
Life changing co-creations.**

What dreams do you help people pursue?

HOW do you guide people to play better?

### Your Coaching Method...

This is a juicy topic! Your coaching method will continue to evolve every year that you coach. Here are a few thoughts to help you either get you started OR document what you have so far.

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1) Make a list of all the concepts you want to share and activities you want to do.

See example on this page: a list of sessions from the Play Life Method

2) Decide if you will use it as a sequence of sessions or a menu for each session.

3) Craft a conversation guide for each session.

For example on the next pages is a conversation guide for Play Life Session #3. You can see that it is quite detailed. You don't need this much detail but if you want it, go for it.

4) Over time add additional elements.

A) Assessments

B) A pre session audio or video to prepare your player to get the most out of the session.

Example: <https://soundcloud.com/coachville/playlife-03-playforresults>

C) A print-able playbook for your players to use; this can include concepts, session prep sheets, play plan play sheets, etc.

## EXAMPLES

On the next few pages I will share with you a few elements from my Play Life Method. This will give you some ideas that you can use for your Coaching Method.

### The Play Life Method 12 Sessions.

Each of your 12 coaching sessions will have a focus.

- Session #1) Share the Dream
- Session #2) Design the Way to Play (for the dream)
- Session #3) Play for results with actions {Practice with Role Play}
- Session #4) Embrace challenges {Practice with Pivotal Moment}
- Session #5) Evaluate what matters
- Session #6) Practice Skills {Role Play}
- Session #7) Play Plan for your Superpowers \* Mid Season Review
- Session #8) Expand Inner Freedom {Pivotal Moment}
- Session #9) World Power (Design a winning environment)
- Session #10) Transformational Play {Role Play + Pivotal Moment}
- Session #11) The Pursuit of Mastery
- Session #12) Celebration!


On the next page is a Play Sheet I use to track the progress of each player through the 12 sessions. I keep a printed page for each player and make a few notes after each session. This helps me get a quick snapshot of the player before each session. Think about creating something like this for your method!!

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**1. Share the Dream**

Player Name: \_\_\_\_\_

Date: / /



**Name the Dream**

Date: \_\_\_\_\_

**Purpose & Values**

**Spirit of Play**

**Outcomes**

Date: \_\_\_\_\_




**Mastery**



**Becomings**



**Upgrades**



**2. Design the Way to Play**

**Results**

Date: \_\_\_\_\_



**3. Play for Results**

**Actions**



**Challenges**


Date: \_\_\_\_\_



**4. Embrace Challenges**

**Evaluate**

Date: \_\_\_\_\_



**5. Evaluate Performance**

**Superpowers**

Date: \_\_\_\_\_



**7. Play Plan**

**Role Play**

Date: \_\_\_\_\_



**6. Practice Skills**

**Fears**

Date: \_\_\_\_\_



**8. Inner Freedom**

**Environments**

Date: \_\_\_\_\_



**9. World Power**

**Play Big**

Date: \_\_\_\_\_



**10. Transformation**

**Play Big**


Date: \_\_\_\_\_



**11. Mastery**

**Highlights**

Date: \_\_\_\_\_



**12. Celebrate and Co-Create**

**Next Dream**



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## Sample coaching guide from the Play Life Method

### Coaching Guide for Play Life Step #03: PLAY for Results (and experiences)

#### Includes Role Play

#### WELCOME (and permission to coach)

##### *1) WELCOME*

**SAY:** "Welcome back! It's great to be with you again. Let's see what we can co-create together."

**ASK:** Do I have your permission to be your coach today? Are you ready to get started?

{wait for them to say, YES}

**SAY:** "OK. Let's go."

#### COACHING PLAN

##### *2) DEEPEN THE DREAM*

**SAY:** Today we are going to flesh out how you are going to PLAY for your DREAM. And start playing together with one of the conversations for influence.

**ASK:** Does that sound good to you?

{Wait for the "yes". (Agreement)}

**SAY:** Let's start by speaking your big Dream. Share it with me.

{Listen and clarify}

**SAY:** Next, let's talk about how you played since our last session.

**ASK:** What do you want to celebrate?

{Listen and Champion}

**ASK:** Tell me about some of your actions, results and experiences that you created?

{LISTEN! And don't SAY too much! Highlight anything that seems important; in the future you will learn more about how to offer observations and suggestions}

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{If needed you can ask about a few action ideas that you have on your Playsheet}

## PLAY TOGETHER ~ {Explore Playful Actions and Results}

### 3) *THE WAY TO PLAY*

**SAY:** Let's get into this idea of playing Life for experiences **and RESULTS** while you pursue your dream. We are going to use a PLAY framework that includes 4 components: Relate for influence, Create for Expression, Explore for Visibility and Experiment for Change.

### 4) *RELATE FOR INFLUENCE*

**SAY:** Let's first look at conversations where you can become more influential; And then we will do a short Role Play.

**SAY:** An Influence conversation is where the desired **RESULT** is another person saying "Yes".

**ASK:** Where do you want to play for another person to say: "YES"?

{Co-create with them to figure out the relate for influence conversation  
If they bring up more than one...}

**ASK:** Which one should we play with today?

{now look for the Spirit of Play}

**ASK:** When you look at this conversation **ACTION** what are you curious about?

**ASK:** What is the growth opportunity for you?

**ASK:** How can you make it fun?

### 5) *QUICK ROLE PLAY*

**SAY:** Let's do a quick role play of this conversation to get into the mode of playing together to play better!

**SAY:** We are going to do a bunch of Role Plays together while we are coaching so this one will get us into the flow.

**Choose a conversation**

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{Confirm the conversation...}

**ASK:** Recap the situation for me ?

### 5.1) Define the Situation

**ASK:** Briefly describe the “Yes” result that you want to create in this conversation?

### 5.2) Know the role

**ASK:** Do you have a specific person in mind or is this a composite of the typical person?

**ASK:** Please give me a brief (30 second) character sketch of the role I will be playing.

### 5.4) Play Together (Get into the role)

{Get into the **ROLE PLAY**. Let yourself be the character. **Have fun playing together.**}

### 5.5) Call time out

**SAY:** Let’s call time out.

### 5.6) Level up

**ASK:** What are you noticing so far?

{Listen and then share **ONE** idea that you have about a different way they could approach it; or **step into a Superpower** that that they want to develop}

### 5.4) Repeat

{just do one more run through}

### 5.7) Debrief

**ASK:** What did you learn from doing this practice conversation?

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{ SHARE what you observed; specifically, what you FELT on the receiving end of the influence }

!\*\* End the Role Play \*\*!

**SAY:** That was great! Now let's explore the other 3 ways to play for your Dream

#### 6) *CREATE for EXPRESSION*

**SAY:** **Create and Share** is doing things and creating experiences with and for other people and also engaging with people who enjoy what you create.

**ASK:** What are some things or some experiences that you aim to create and then share?

{Co-create with them to figure out the Create and Share aspect of how they will play}

{now look for the Spirit of Play}

**ASK:** When you look at these create and share **ACTIONS** what are you curious about?

**ASK:** How can you make it fun?

**ASK:** From these Create and Share ideas is there anything you want to play for this week?

#### 7) *EXPLORE for VISIBILITY*

**SAY:** Next let's talk about exploring new places or groups to see and be more visible.

**ASK:** When you look at your desired DREAM **RESULTS** where you want to explore?

{Co-create with them to figure out the explore for visibility aspect of how they will play}

{now look for the Spirit of Play}

**ASK:** When you think about exploring for visibility what are you curious about?

**ASK:** What is your growth opportunity?

**ASK:** How can you make it fun?

**ASK:** Is there an exploration you want to play with this week?

**BIG Freedom!**

8) *EXPERIMENT for CHANGE*

**SAY:** Finally, let's talk about a few playful experiments where you want to try new ways of doing things.

**ASK:** When you look at your DREAM **ACTIONS** what experiment possibilities do you see?

{Co-create with them to name a few experiments}

{now look for the Spirit of Play}

**ASK:** What is your growth opportunity

**ASK:** Is there an experiment you want to play with this week?

**GROW**

9) *GROWTH MODE*

**SAY:** "OK, this is a good time to switch into growth mode"

**ASK:** "What did you learn about playing for your dream today?"

{Coach: listen }

**ASK:** "What did you learn about yourself and your superpowers in this session?"

{Coach: listen }

**ASK:** "Can I share an observation?"

{Wait for them to say Yes}

{Coach: share an observation about how your player is playing for their dream.}

**ASK:** "How do you feel about your clarity for how you can play for your dream?"

{Coach: listen and share}

## PLAY PLAN

### 10) PLAY PLAN ~ FOR THE DAYS AHEAD

**SAY:** “OK, let’s make sure we have a Play Plan... And try to get at least one thing from each area: Relate, Create, Explore and Experiment...”

**ASK:** “What are the actions (or perspectives) you will focus on?”

{Coach: listen for the Role Play conversation, Create & Share, Explore and Experiment}

**ASK:** “How will you keep our play plan alive between now and our next session?”

{Coach: listen their need for support or structure}

**SAY:** {Share a supportive observation about the player’s progress in the session}

{Coach, remember to make a few notes on the Play Life Playsheet for this player AFTER THE SESSION}

### 11) ENDING

**SAY:** “Great! Have a great week of play. Talk to you soon”

**NOTE:** if you want to stay connected with them via text or email, you can confirm those details with them.

### ALTERNATE ENDING

**SAY:** “Great! Please keep me tuned in to your progress by email during the week (or text or however you choose). I want to hear from you. OK? Have a great week of play. Talk to you soon”

\*\*\*

On the next page is a sample of a coaching notes page from the Play Life Method.

I have a page for each session to match the coaching guide. I share these sheets with my players so that they can get into the flow of each session and take “keyword” notes.

**BIG Freedom!**

# Play Life Coaching Session #3 Notes

Date: \_\_\_\_\_

Session: *Play for Results*

The BIG Dream: \_\_\_\_\_

## Explore the Fear / Growth Zone

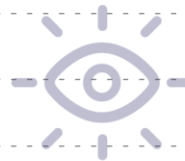
CELEBRATIONS



ACTIONS AND RESULTS



INSIGHTS



Focus: Role Play

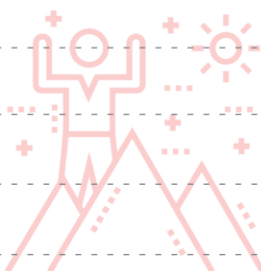
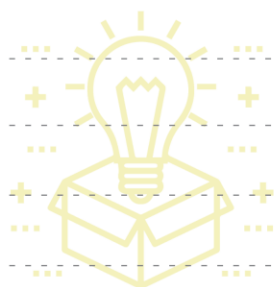
*Ah-ha Moments & Patterns*



**CREATE** for Expression

**EXPLORE** for Visibility

**EXPERIMENT** for Change



**Growth Zone** What did you learn...

Playing For Your Dream

Self and Superpowers

**PLAY PLAN**



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## The Coaching Method Playsheet (on the next page)

Print the next page and use it as a place to write out a few notes for yourself about your Coaching method.

The key thing is to own what you have now. Even if you are just starting out!

Then make a few notes about what you want to create over the next few weeks.

In the section about how you play...

Write about your skill level for the coaching techniques that you want to use with your players. You have may a great idea for a technique and also recognize that you are new at it and want to practice! This is something you can do with your Dream Team or Tribal Research team.

Remember!!! It is OK to try new things. It is OK to experiment and add to your method through practice with your tribal research team AND even your existing players!

# Coaching Method Playsheet

## Confident & Assertive

Date: / /

Pricing & Packaging

Group Programs & Events

Business Operations

**What is my current coaching method?**



**What I want to create:**



**How I play now:**



**How I imagine playing better:**



Idea Pops:

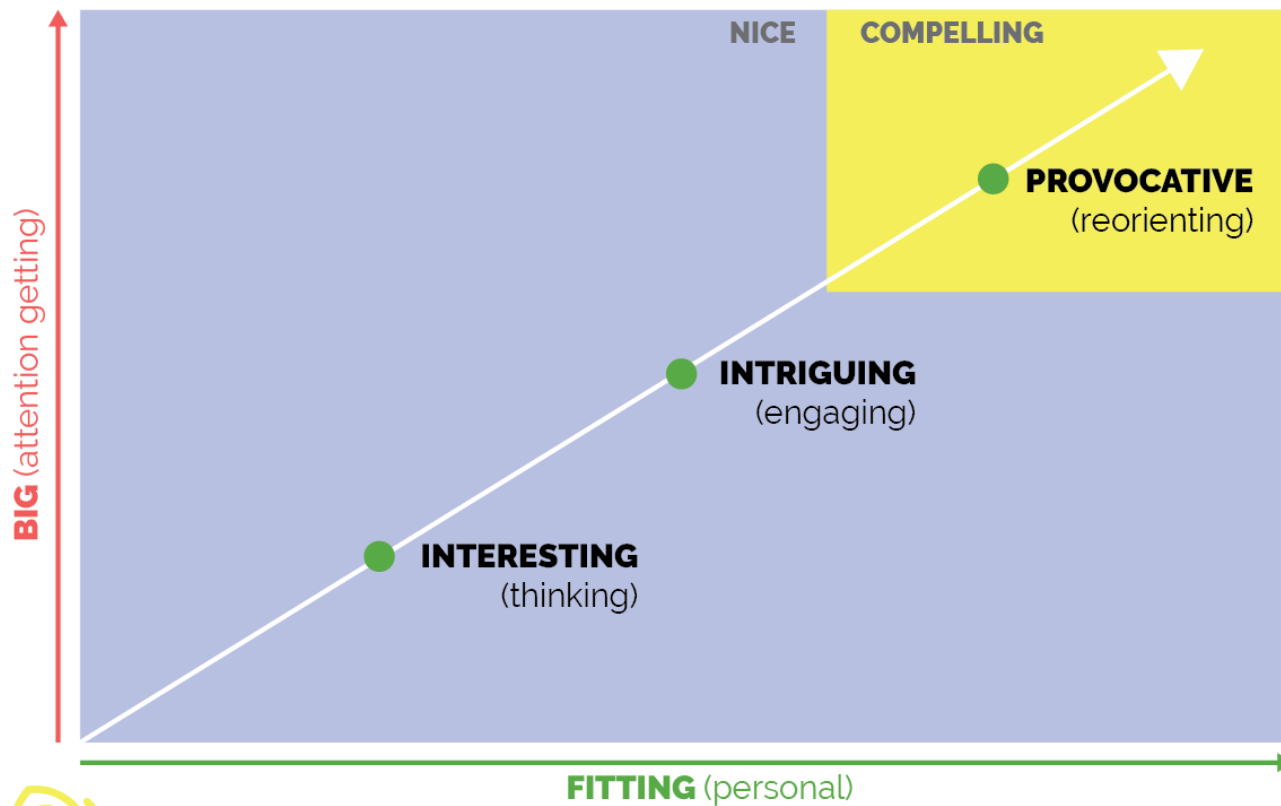


Follow-up Actions:



## 05) Plan for Playfulness Conversations with your Team members

### #1. Engages in Provocative Conversations



The larger and more personal your conversations are, the more naturally provocative they will be for the player. You know it's a provocative conversation when it gets the player's attention and they reorient around it.



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Coaching Proficiency #1: Engages in Provocative Conversations. This is an essential staple to your life as a coach... with team members, prospective players, advocates and partners and paying players. Be the ONE who is always reaching out for a provocative conversation.

Make a plan to have a playfulness conversation with as many members of your Dream Team and Tribal Research team as you can over the next few weeks. You can use the Playfulness Conversation Guide as is, or you can create your own version using this one as a starting point.

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If you don't have 3-7 Dream Team members, then your mission is to have a conversation like this with a few candidates. Begin the process of cultivating your Dream Team!

The method is to make your business a constant co-creation with your tribe of ideal players.

What this looks like is any time you have an idea for a post, presentation or program or ANYTHING for your business, you reach out to a few folks in your Tribal research team and just talk about it with them. Explore the idea with a few people; ask for perspectives and examples. As you talk with a few people your "thing" moves into resonance with your tribe and becomes magnetic.

The aim is for these reach out conversations to be enjoyable and stimulating for both of you. As the coach, **you are the provider of provocative conversations** that keep life and business growing.

AND you also up the value equation by being the champion of the dreams of everyone on your tribal research team! Or said more fully: the keeper and champion of their dreams... even though you may not be their "formal" coach (at the moment), you are their "aspiration" coach!

This type of bond is created initially and then maintained by juicy "share your dream" conversations. Let it be known that you care about them and that you are the champion of their dreams.

By doing this, you "earn the right" to reach out to them on a regular basis for these reach out conversations that are essential for you and provocative for them.

Just to clarify... you don't need to tell them: "Hey, you are on my tribal research team". You just start by caring about their dream and then reach out to them to talk about ideas from time to time. If they seem to groove on the relationship and conversations then they are "on the team".

### **Your Initial Tribal Research Reach Out Conversation Guide**

This is the conversation that sets the stage for the relationship you aim to develop with them.

Make an outline of 3 – 7 key questions / topics you want to explore with your potential tribal research team members.

Use the BIG Dream Real play as a model. Feel free to use any of these questions and/or create your own that are relevant to your tribe of players and potential players.

**\*\* ACTION: Be prepared to practice this conversation on the BIG Freedom Team call.**

### **Your Reach Out Logistics**

You can go about this in whatever way feels good to you!

I suggest you keep it "informal"; almost presumptive. You are a coach, so "of course" you want to know about the dreams of people you care about. Remember the formula for a provocative conversation: it's BIG and it's personal.

You can spark it with an email or text: “Hey, I want to check in on you and your dream. When can we talk this week?”

Don't let their “busyness” deter you. Everyone was trained to be busy all the time in the Industrial Age. But people have time for someone who cares about them and their dream; someone who enriches their lives with provocative conversations. Be that someone and people will take your calls.

### Co-Create Playfulness Conversations with your Teams

The next step is to have these playful conversations with as many people as you can. Have fun being an explorer and promoter of playfulness. Come up with a visual way to stay connected to the Dreams of your Dream Team members. As you care for their dreams, they will care for yours.

Note: you will find a place to share about these conversation on the Action section of the game card.

## 06) Your Onboarding Method

### Introduction

Your signature onboarding method is designed to give your new player a feeling of certainty that they chose a great coach.

You do this by having an organized method that gets them plugged into the experience of coaching with you.

You also want to do something to create an experience of belonging right away.

Finally, you want to give them an experience that life with a coach is different than life without a coach.

*The Question: What will you do during the onboarding process so that your new player KNOWS that they made a great decision even before their first official coaching conversation?*

**Remember:** a method is a sequence of actions with a desired result.

**Desired result** = My new player feels connected to me and confident that they made a great decision to hire me as their coach.

### Onboarding Example

This is an example new player onboarding process

- 1) I start the billing using my shopping cart software and set up monthly recurring payments
- 2) I use my coaching agreement template to create an agreement which details our agreed upon terms.
- 3) I send the agreement by email and ask them to sign it, take a picture and send the picture back to me.
- 4) I send them a link to my online calendar and ask them to set up an hour for our first session
- 5) I send them an email
  - A) to collect their cell #, email and facebook ID AND
  - B) to collect their birth date, time and place which will be used to create their Superpower School Player Profile.
- 6) I send them a text: something about getting ready to play BIG
- 7) I generate their Superpower Player Profile.  
(but I don't send it to them yet!)
- 8) I send them an email with 3 questions...
  - A) Tell me about the MOST important thing you want to accomplish in the next 3 months
  - B) What are your 3 most valuable Superpowers?
  - C) What is the best way for me to challenge you to uplevel how you are playing life?

**Desired result** = My new player feels connected and confident that they made a great decision to hire me as their coach.

### **Ideas for your onboarding method**

- 3 Questions that you want them to think about before your first session.  
Examples  
what is their Big game?  
what do they want to do better?
- Assessment tools
- Getting started checklist
- A content article you have written about coaching
- A content article you have written about playing better in the endeavor that you coach.

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## 07) Your 4-Minute “Invitation to Coach” Video

### The Project

Create a 4-5 minute video where you share about your coaching and invite the viewer to contact you for an exploratory conversation.

### A few details...

- You will share this video with everyone you know!! YES!!!  
If they want to refer someone to you, they will send them the video.
- Creating this short video will inspire you to focus your message.
- You can always post a new version of the video on top of the previous one so that the same link will have your fresh message.

### What to share in the video...

There are many things that you could share, the point of the 4-5 minutes is for you to choose the most compelling.

What can you share that will inspire your ideal players to want to talk with you?

### For Sure...

- Share WHO you coach
- Share the Dream(s) you coach people to pursue

### Then... a few options...

- Share the BIG WHY of your coaching
- Share a compelling idea or feature of your coaching
- Share a player success story
- Share the focus of your Exploratory Session

### For Sure...

- Conclude with an invitation to contact you.  
OR to visit your website to get “Your Client Magnet Thing” and join your email list

We will practice these on our zoom sessions.

This is your Performance Art!!! Have fun co-creating this with your team.

## 08) Celebration Call

Print The Energy Alignment Celebration Playsheet

Fill it out prior – during and after the call!

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**For the end-of-month celebration gathering**

**Hand write the play sheet.**

This is how you claim your personal and business growth!!

Hand writing your BIG Dream update will keep you connected to your dream. Keeping these sheets in a folder will give you a way to see (and relive) the progress of you and your dream!




**For example, if you signed up a new paying player this month, this is a BIG Dream Experience!!!**

**Attend the Celebration Gathering and SHARE**

Celebrating your dream and your life in conversation with your coaching tribe is a powerful way to move toward alignment!

# Energy Alignment Celebration Play Sheet (Part 1)




Date:

Energy Element	Recent Experiences	Growth Opportunities
 <p><b>BIG DREAM</b></p> <p><b>BIG DREAM</b> The Call to Adventure to contribute yourself to the world</p>	<p><i>Describe your recent BIG DREAM experiences</i></p>	<p><i>What is the next step of your adventure?</i></p>
 <p><b>Super YOU!</b> Expand and Unleash Your Superpowers</p>	<p><i>Describe a moment when you expressed your Superpowers?</i></p>	<p><i>Describe the next level of your Superpowers that your Dream is asking for</i></p>
 <p><b>Conscious Mind</b></p> <p><b>Playful Conscious Mind</b> Relate (influence) Create (share) Experiment (new acts) Explore (See + be seen)</p>	<p><i>Describe moments of playfulness...</i></p> <p><i>Describe worthy challenges that you faced...</i></p>	<p><i>How can you bring the spirit of play to your current opportunities and challenges...</i></p>

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# Energy Alignment Celebration Play Sheet (Part 2)

Date:

Energy Element	Practical Expression	Activate Imagination
 <p><b>Non Conscious Mind</b>  <b>Body Awareness</b>  <b>Fears</b>  <b>Desires</b>  <b>Beliefs</b></p>	<p><i>Describe new awareness of your body, fears, desires and beliefs...</i></p>	<p><i>Describe the steps out of your Self-Preservation zone that your dream is asking for...</i></p>
 <p><b>Environments</b>  <b>People</b>  <b>Places</b>  <b>Things</b>  <b>Ideas</b></p>	<p><i>Describe upgrades that you made to your environments...</i></p>	<p><i>Describe the next upgrades needed to your "Olympic Training Center" for your Dream</i></p>
 <p><b>Supermind Connection</b>  <b>Attracted Experiences</b>  <b>Focused Intentions</b>  <b>Expressed Gratitude</b>  <b>Curious Questions</b></p>	<p><i>What are you most grateful for from your recent Dream experiences?</i></p>	<p><i>How will your dream change lives for the better in the days ahead?</i></p>

**BIG Freedom!**