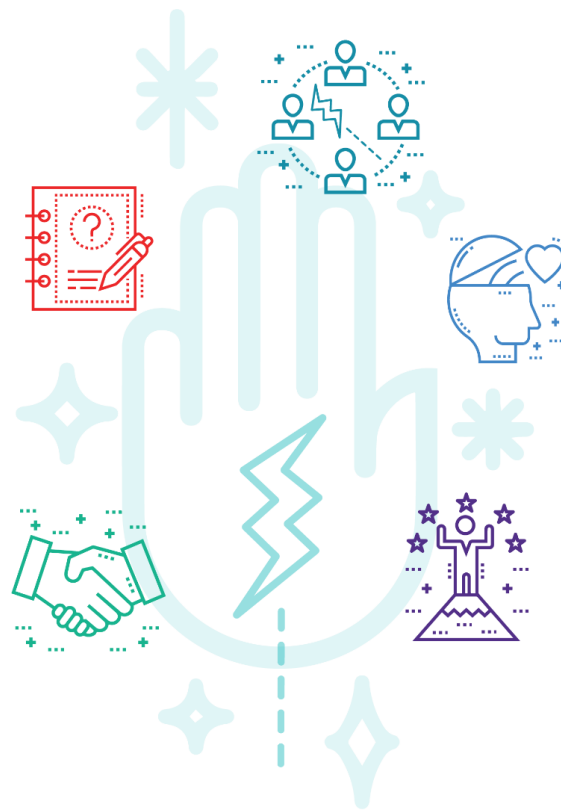


Business Ecosystem Playshop



Business Dream

With Coach Dave Buck, MBA, MCC

“A dream we dream alone is just a dream.
A dream we dream together is reality”
-Yoko Ono

Play BIG for your Business

Hi there! Coach Dave here with you.

Excited to share the Business
Ecosystem Playshop Experience with
YOU!

In this playshop you will create the core
structure of a business model that is
perfectly tuned to YOU and your Ideal
Players – and here is the important
part – in the company of a few friends.

When you share your vision with fellow
humans who want the best for you, you
significantly improve your possibilities
for fulfillment.



This playshop is based on 2 models from our Transformational Business Coaching Program for Professional Coaches called BIG Freedom. The 2 models are: Business is Play and the Business Ecosystem. Included in this playbook are pictures of the models followed by playsheets to use during the playshop.

Playshop Outline

- 1) Create a safe space
- 2) Your Business Dream
- 3) Business is Play – Like Performance Art
- 4) Your Business Ecosystem

I am with Yoko. We are here to play BIG for our dreams... TOGETHER!

#PlayLife

Coach Dave and the CoachVille Team!

Coaching Is...

1. A profound personal relationship
2. Wherein the coach guides the player
3. In pursuit of playing better by playing together
4. Through perceptive observations
- 5) And life-changing co-creations

Always good to remember!

BIG Dream Playsheet

Share the Dream

Player Name:
Date: / /



Name the Dream

Purpose & Values

Spirit of Play

Outcomes



Mastery



Becomings



Upgrades



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Path to Big Freedom



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Four Pivotal Moments of Play with Social Fear



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Business is play! Like performance art.

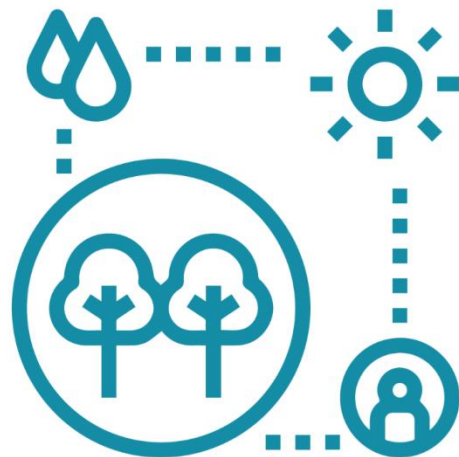
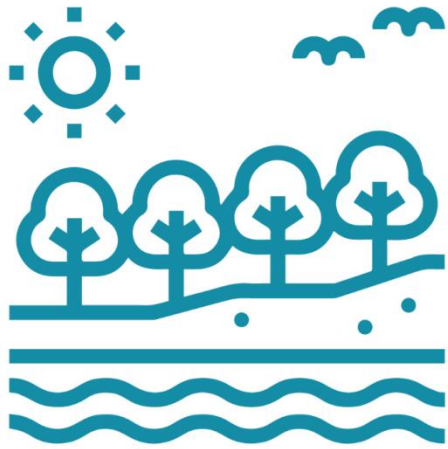
Consider a singer / song writer

- 1) a playful act to write a song (Create)
- 2) a playful act to practice with a coach / other musicians (Experiment)
- 3) a playful act to find / gather an audience (Explore)
- 4) a playful act to perform the song for the audience. (Relate)

Business is EXACTLY the same thing...

- 1) a playful act to create your coaching business models (Create)
- 2) a playful act to practice with your coach and peers (Experiment)
- 3) a playful act to find /gather an audience of potential players (Explore)
- 4) a playful act to perform them with / for your players. (Relate)

What's in your ecosystem?



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BIG FREEDOM *Business Ecosystem*

Things We Co-create



*Always Have Something To Invite People To

© 2020 Dave Buck

Performance-Possibility Gap Playsheet

Your originating question:

Date: / /

Describe your ideal player



Describe the BIG dream your players pursue



How do they imagine playing better?



Their current situation / how they play now



Idea Pops:



Follow-up Actions:



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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 imagine playing better:

How I play now:

Idea Pops:

Follow-up Actions:



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Message & Brand Playsheet

Credible & Attractive

Date: / /

Aspirational
Content

Signature
Keynote

Success
Stories

**What is my current messaging
and branding?**



What I want to create:



How I imagine playing better:



How I play now:



Idea Pops:



Follow-up Actions:



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Marketing Method Playsheet

Seen & Trusted

Date: / /

Social &
Face-to-Face
Network Plan

Speaker &
Media Kits

Joint Venture
& Referral Plan

What is my current marketing method?



What I want to create:



How I imagine playing better:



How I play now:



Idea Pops:



Follow-up Actions:



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Selling Method Playsheet

Connected & Valued

Date: / /

Follow-up
Method & CRM

Website
& Email

AHSTIPT*

**What is my current
selling method?**



What I want to create:



How I imagine playing better:



How I play now:

Idea Pops:



Follow-up Actions:



*Always Have Something To Invite People To



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Conclusion!

Now go out into the world and play BIG for your business dream.

Coach others to play BIG for their dreams.

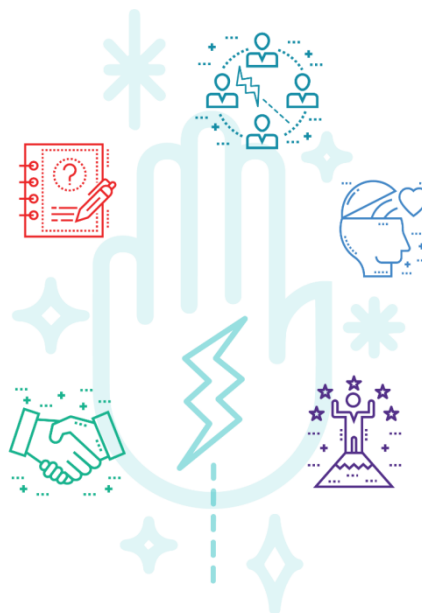
Create a ripple effect of good in the world!

Invitations...

1) Join a BIG Freedom Play Group and get the coaching you need to play business: [Schedule an exploratory session with Coach Dave](#)

2) Join the BIG Freedom Membership ~ Together we will build the Ecosystem you just designed!

Thank YOU!



Business Dream