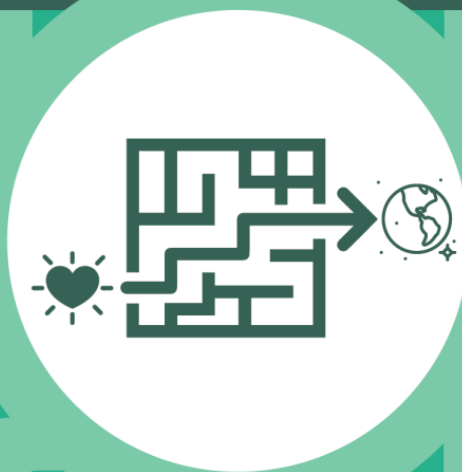




# INNER *Freedom*

## Playbook for Coaches

*From ~~conquer~~ fear  
To EXPLORE fears... and BELIEFS  
like a treasure map to **Super YOU!***



**CoachVille Center for Coaching Mastery**

*----- We are the champions of dreams! -----*

# WE FREE EACH OTHER!

Welcome. On behalf of the entire CV Team, I want to welcome you to the Inner Freedom Method™ Coaching Program.

The themes of the program:

**The Pursuit of Inner Freedom to get your Hearts Desires out into the world.**

AND

**Learn how to befriend fear and it will guide you like a treasure map to your playfulness and Superpowers!**



The BIG IDEA that is the focus of this program is this: People playing a BIG Dream in life are often highly aware of exactly what to do, but they are unable to do it on a consistent basis because of the strong conflicting experience of FEAR.

The powerful truth is: **You can PLAY with FEAR!** This is the coaching opportunity that we will explore in this program.

And we will play with our fundamental coaching theory: **The World is a Playground and Life is for Play!**

The emphasis will be on PLAYING BIG in life and adopting a “PLAY Life framework” in your personal, business and career life. Specifically, you will design and play for your dream with actions that require you to play outside of your current self-preservation zone. This is a potentially transformational shift and we invite you to PLAY along with us.

Of course, there will be LOTS of coaching as well! As a part of our “Active learning” method you will collaborate with a coaching partner throughout the program. You will coach and be coached by the same person in all of the in-class coaching exercises. We believe this will allow you to go deeply into the coaching and experience a real coaching relationship.

**The BIG BIG DREAM...**

Life Coaching is a global freedom movement! When people are free to play big for their dreams they can think for themselves and care for the collective at the same time. This way of living is essential for us to uplift the Human Family.

Enjoy the program and remember...

**FREE PEOPLE, FREE PEOPLE!**

Coach Dave Buck and the CV Team!

**Important:** This PDF contains only the Introduction to the Inner Freedom Coaches Playbook... which is pretty awesome by itself with over 60 inspiring pages!

It is intended to provide a robust introduction to this life-changing coach training program.

Here we go!

## Introduction

Most of these Introduction pages are excerpted from my upcoming book about coaching called: "Champion of Dreams".

The purpose is for you to gain the advanced understanding needed to make the most of this coach training program; and to be a great coach in the world.

I have a few provocative ideas to share with you... that will shift how you see yourself, the world around you and your opportunity to thrive as a coach in a joyful way. AWWW Yeah.

## *Pre-Class Play Plan*

It looks like a lot... but it will be fun to prepare for our adventure.

- 1) Read the Introduction of this playbook (Wooo Hooo! You are doing that now!)
- 2) [Get the Inner Freedom Coaching Guide PDF](#);

I recommend printing this and putting it in a binder.

- 3) [Get the Player Playbook Introduction PDF](#)

You can send this to your potential players to entice them to sign on for the life-changing experience you are offering them! Team Play for Transformation.

- 4) [Listen to the Player Prep Audio for the Exploratory Session](#)

You can send your potential players this audio as an enticement to have an exploratory conversation with you; OR send it to them to help them prepare for the exploratory conversation with you.

- 5) [Listen to the Sample Exploratory Session with Player Leanne](#)

- 6) Recruit 3 players to coach by reaching out and having exploratory conversations.

This Introduction contains a detailed plan for doing this. Aim to have your 3 players signed before class starts; or during the first week at the latest.

- 7) Get on the Game Card for this program:

On the Milestone Card Read the “how to play” Playbook (for first time students only)  
Share about your exploratory sessions on the Milestone Gamecard

- 8) [Get the Inner Freedom Playsheet PDF](#);

Follow the printing instructions.

Send this to your players after they sign on with you.

- 9) Get the Player Playbook PDF

Send this to your players after they sign on with you

- 10) [Listen to the Player Prep Audio for Session 1](#)

Send this to your players after they sign on with you for the Inner Freedom Coaching experience. (Team Play for Transformation!)

- 11) Give some thought to what your BIG Dream is and what your Inner Freedom “Mission” will be for the 12-week program

- 12) On the program home page, read the “Dyad Guide” (for first time students only)

- 13) [Listen to the Coaching Demonstration Session 1 Audio with Player Leanne](#)

- 14) Read Chapter 1 of this Playbook

- 15) Read the Coaching Guide for Session 1 a few times (at least once out loud)

- 16) Update your Gamecard to share about what you learned during all of these activities!

You are READY for the first class!

**I promise that the play plan for weeks 2 – 12 will be much lighter!**

- 1) Share on the Gamecard your insights from class!
  - 2) Coach your players using what we practiced in class (then share on the Gamecard about each one)
  - 3) Listen to the player prep audio for the upcoming session.
  - 4) Read the Chapter in this playbook for the upcoming session (then share on the Gamecard).
  - 5) Listen to the coaching demonstration audio for the upcoming session (then share on the Gamecard).
  - 6) Read the Coaching Guide a few times for the upcoming session; at least once out loud.
  - 7) If you missed class... Listen to the class audio from the class you missed.
- See! Easy.

## **The Game Card**

**Your REAL LIFE is PLAY!**

Each week you will play a fun and challenging game where you earn points for doing and then **SHARING**:

- 1) Read your class Playbook; **SHARE** your insights.
- 2) Participate in class; **SHARE** about what you have learned in class conversations
- 4) Listen to the recorded coaching demonstrations; **SHARE** your insights
- 5) **Complete Missions** to coach your players; **SHARE** what happened in the sessions.
- 6) Complete Missions to play BIG for your dream; **SHARE** what you have discovered.
- 7) Stay in contact with your class partner (player/coach) **SHARE** what you have discovered together.
- 8) Inspire your team mates And being inspired by them. **SHARE** your You Inspire Me points (**YIM**).

Your personal “game card” will provide you with a visual display of what you need to do and what you have already accomplished. And... when you share you will attempt to inspire your classmates. (so that they give you “You Inspire Me” Points)

The public leaderboard will allow you to see how everyone else is doing. Then you can explore the game cards of your class mates for ideas and inspiration. (And to give away your “You Inspire Me” Points)

Note: Center for Coaching Mastery Students need a minimum of 150 points total on game cards to pass the class. At CoachVille we don't give right/wrong answer tests... not our thing!

## **Team Play for Transformation!**

Life is a co-creation.

Freedom is a co-creation.

The coaching relationship is a co-creation.

At CoachVille we play with co-creation all the time. CoachVille founder Thomas Leonard was a wildly successful co-creator with a group of coaches he called his “R&D Team”. So it is part of our DNA.

We have taken this idea to a new level by co-creating a set of informative and compelling resources for you to share with your players. These resources will make your coaching more impactful... but they will also make you look really good in the eyes of your players! (Status Matters)

There is a collection of concepts that when your player absorbs them your Coaching will be more impactful; for example the concept of “Pivotal Moment”. When your player understands how to recognize a Pivotal Moment in their life they will make much better use of their coaching time with you.

At the same time, it would take a bunch of time for you to explain it to them... and this would take away from the time that you can be practicing with them, observing them and listening to them; which is where the magic happens.

So we have created a playbook and a set of audios that you can share with your players that explain all of the concepts needed for Inner Freedom Coaching.

In the playbook and audios I explain to the player that I will be their bonus companion while they are on the coaching adventure with you.

There is a playbook chapter and an audio that will help the player prepare for each session and make the most of their time with you.

There is also a playsheet PDF with a sheet that matches the unique flow of each session. (If you follow the coaching guide ;-)

Your players will love these resources and you will love that they come to each coaching session ready to play. SO GOOD.

Meanwhile, this will make coaching with you a step above anything else they have experienced in the coaching or personal growth space. Like I said... status matters. It leads to impact, advocacy and referrals.

[Here is the Playsheet Pack PDF](#)

[Here is the Introduction to the Player Playbook](#)

[Here is the Audio to prepare for the Exploratory Session.](#)

## **You may notice...**

You may notice that these resources are also on the preclass play plan that started this Introduction. YES!!! That is because in the Inner Freedom Program you are BOTH a coach and a player.

As you use these resources to be a better Inner Freedom Player, you will gain confidence in sharing them as a coach.

## The Benefit for us at CV... and the World!!

There is a BIG benefit for us at CV with regard to your players; in addition to you being the most awesome coach they have ever had!

It happens often that people who experience transformation with a Life Coach want to learn how to be a Life Coach – or coach approach leader – themselves.

Free People, FREE PEOPLE!

It is our hope that with their experience of your coaching and these impactful resources that they will join us in our school. And our world changing team of “rebels with a cause” to uplift the Human Family will continue to grow!

## Understanding Coaching and it's greater purpose in the world

### The Practical... The Problems ... The Purposeful

As your Guide on your Inner Freedom adventure, my role is to prepare you for each leg of the journey so that you can really LOVE it and thrive as both a player and a coach.

So the first thing I want to do is share with you a few of the “real world” benefits of Life Coaching in general - and Inner Freedom Coaching in particular - in the form of practical benefits, problems solved and bigger purpose and aspirations.

I have phrased these from the perspective of the player. From the coach’s perspective, they explain what you will guide people to accomplish and experience.

### The Practical

- If your dream or purpose feels fuzzy or lost, it will come into focus and gain energy.
- Positive actions that used to seem hard, will start to feel easy.
- Your life will start to feel like a fun, growth-oriented adventure... MOST DAYS
- You will have more fulfilling experiences with people you enjoy; in ALL aspects of your life!
- You will gain awareness of where your doubts and fears are coming from... and you will feel more and more FREE!
- You will greatly expand your “body awareness” and “emotional awareness” which will increase your intuition, inner knowing and self-trust. << **THIS IS A BIG ONE!**
- You will feel more ALIVE... and feel like your life is more vibrant than it used to be!



### The Problems

Coaching is NOT an intervention for problems! It is about playing better for your dream.

However... as you play better with your Inner Freedom coach, many of life’s common problems will lessen or disappear completely.

- You will experience LESS anxiety.

- You will experience LESS self-doubt.
- You will experience LESS procrastination on important actions.
- You will experience LESS negative self-talk;
- You will experience LESS limiting beliefs; and the idea of self-sabotage will disappear.
- You will experience LESS frustration, isolation and overwhelm! (*A LOT LESS*)
- OFTEN... You will experience LESS of unwanted addictions.

You have to admit... this will be awesome!

## The Purposeful... and Aspirational

- You will gain influence. You will begin to see yourself as powerful and capable of having a profound positive impact in the lives of others and in the world!
- You will gain creativity. You will gain clarity on the YOUUnique qualities that you have within you that you can use to co-create the results and experiences you desire.
- You will make changes. You will feel more confident in taking risks that can bring about positive rewards for your dream.
- You will gain visibility. You will feel more courage in being seen and owning your value.
- You will develop the ability to tap into your body wisdom to make bold choices.
- You will develop the ability to tap into the Supermind for needed insights and possibilities... and then ACT on them.
- You will feel like your energy is flowing and aligned with your dream and greater purpose.
- *Last but not least...* you will stop the futile exercise of trying to conquer fear and you will learn how to EXPLORE fear – specifically social fear – which will lead to an extraordinary boost in your FREEDOM. INNER FREEDOM!
- As you practice exploring the FEAR you experience in social situations, you will rediscover your lost playfulness and YOUUnique capabilities. AKA Your Superpowers!

AWWWW Yeah!

## What coaching is

Next I want to share with you a few thoughts about life coaching because there is a lot of confusion about this.

Here is our definition of coaching:



# Coaching Is...

## 1. A profound personal relationship

2. Wherein the coach guides the player
3. In pursuit of playing better for their **dreams**
4. Through perceptive observations
5. And co-creative conversations

Some folks have gotten the idea that coaches talk with you to help you solve your own problems. Others think that coaches tell you what tasks to do and hold you accountable.

Life Coaching is not about problems or tasks because life is not about problems and tasks. Life is for playing for our dreams and Coaching is about playing together to play better; also known as practice.

Let's go a little deeper into each of the elements.

### ***1. A profound personal relationship***

Coaching is a personal relationship. Your coach will care about you as a person and you will care about your coach. It is very different than the ideas we got about Industrial Age Professional that was robotic and impersonal.

Coaching is profound because it goes beneath the surface of life into feelings, emotions, beliefs, desires, possibilities, fears, visions, ideas... the important stuff.

### ***2. Wherein the coach guides the player***

Coaching is NOT hierarchical... which is an important detail we will explore in a moment.

Guiding another person on an adventure is a real artform. It is not the same as directing or controlling; but it is more than a passive companion.

Think about the guide on a hero's journey like Star Wars Obi Wan Kenobi to Luke Skywalker. They are on the adventure together, they are both actively involved. Obi Wan is sharing observations with Luke BUT... Luke makes his own choices about what to do.

Another way to think of this is the Olympic Coach. They are in the Training Center with the athlete every day sharing the dream together. Olympic athletes deeply thank their coach when they win a medal; they could not have done it alone.

### ***3. In pursuit of playing better for their dreams***

Playing better is the essence and the purpose of what ALL coaching is about.

Playfulness is an awesome Human Superpower. Helping you restore and maximize your playfulness is a big part of Life Coaching. I will get into that much deeper in a few moments because the idea of play may be scrambling your mind right now.

To ease into the exploration here are a few ideas to help you understand what I mean by PLAY and playfulness:

- Curious and Creative
- Resourceful and Resilient
- Explore and Experiment
- Fun! (usually, but not always)

### **The 3 Frameworks of Play**

There are 3 areas of life where we see play all the time. One way to get into playing for your dream is to identify with one or more of these and re-imagine your dream with this framework.

1) **Performance Art:** You have talents, a “voice” or perspective and something to say or share. You practice A LOT to refine both your skills and your message. You use your talents to co-create experiences with your audience.

2) **Game / Athletics:** The urge to compete drives you to hone your skills to perform at a high level. You enjoy the thrill of victory and embrace the difficulty of defeat. You enjoy the camaraderie of your team mates and the competitors. The definition of compete from the ancient Greek language is actually quite inspiring.

To Compete: to seek the best in oneself in the company of others likewise engaged.

3) **Epic Quest:** You have been “called” to adventure. There is something you MUST do even though it means leaving behind the comfortable of your well known surroundings and place in the world. You face great challenges in pursuit of your mission. If you are successful, you reap some great reward which you can bring back to your tribe for all to enjoy.

### **Your Dreams**

This is another topic we will talk about A LOT in this playbook and with your partner coach. Your Dream is your vision for who you want to become and what you want to experience in the world.

In the next section we will get into the details of The Dream.

#### ***4. Through perceptive observations***

We are ALL yearning to be seen by someone who knows what they are looking at!

Your coach is going to observe you as you adventure together and share with you what they see in a judgment-free way!

We all have blind spots in our thoughts and actions because we can't see ourselves very clearly...a trusted outside observer can really accelerate our growth.

This is the way life is meant to be played; we are meant to co-create life with others.

### ***5. And co-creative conversations***

Talking together is a big part of how coaching happens.

The key in Life Coaching and Life Playing is to co-create a safe space for deep and provocative conversations.

This brings me to one of my favorite things to share with new Life Players!

#### **The ancient power of co-creation!**

**In the ancient** Aramaic Language there was a power phrase: **Abera Ca Dabera** – It means: “I create as I speak”. You have probably heard of it being used in the context of a magic trick but it is much more practical than that! When two people are talking together in deep conversation with purpose, permission and presence – as happens in a Life Coaching relationship – it can take on a life all its own.

With your words you can speak your dream into existence and create the new version of YOU needed to fulfill your dream. This is the “magic” of co-creating that makes coaching such a powerful force in the world!

With focus and determination you can experience this transformational power as an Inner Freedom Life Coach and Player!

#### **The Global Life Coaching Movement... to FREE THE PEOPLE!**

I want to take this co-creation idea one step further here and share with you that as a Life Coach you are part of a global movement of vital importance to the Human family.

#### **We Free Each Other... The Global Life Coaching Movement**

By signing on to become an Inner Freedom Life Coach you are participating in one of the most important movements happening in the world today!

The movement is to free the people from the dehumanizing, traumatizing and demoralizing hierarchical control structures that are dominating life today like a bad virus.

The movement is to “RE-Humanize” the human family to be the connected, playful, FREE co-creators we were born to be.

While hierarchical controls aim to suppress Human Nature, Life Coaches play to unleash Human Nature. We are awesome!

I like to refer to us as “Rebels with a Cause”; even though I know that is a quirky cliché.

All around the world Professional Life Coaches as well as Coach-Approach leaders, managers and entrepreneurs are uplifting the Human Family – one person at a time - out of the dehumanizing Industrial Age of Control and into the Connected Age of Play by unleashing the Superpowers of Human Nature. (whew... that is a doozy of a sentence!)

#### **Dehumanizing Hierarchical Control**

The idea that the best way – or the only way - to organize human endeavor is through top-down control hierarchies is like a bad virus that has infected the Human Family; it started

a few thousand years ago but it has really spread over the past 150 years. (As I shared in the Industrial Control chart)

The way I see it:

- Schools are all about controlling the human nature of children.
- Most religions are about controlling human nature
- Corporations are based on command – control - compliance
- And because of all this control everywhere... even families are often focused on controlling each other.

**Our dreams are squashed,**

**Our voices silenced and**

**Our playfulness is shamed.**

It's REALLY BAD... IT's traumatizing and dehumanizing.

Why do I say dehumanizing?

Because ... we HUMANS HATE being controlled. We do. We hate it. But yet somehow human systems based on control are everywhere.

What happens is, when a human is subjected to control everywhere they go, eventually they succumb to it... most do anyway – except for us rebels... they absorb it and pass it on.

In hierarchical control structures:

- Our dreams are squashed
- Our playfulness is shamed
- Our voices are silenced

Just look around at the anxiety, depression, addictions, all the supremacies (white, male, wealth, religious), the discord, the growing power of authoritarian political leaders and the pervasive mean spiritedness we see; It's EVERYWHERE. It's all caused by dehumanizing control hierarchies suppressing the goodness – the awesomeness – of Human Nature.

**Controlled people, control people.**

**Hurt people, hurt people.**

**Life coaching is our way out of this mess.**

Rather than trying to intervene or fix people, we can transcend the situation by uplifting people through Life Coaching!

**Life Coaching is about freedom!**

- Freedom to be your playful self and continue to grow and become a new version of you easily and naturally.
- Freedom to express ALL of who you are and contribute your value to others and enjoy the rewards.
- Freedom to pursue your own dream with a team of people who share your dream.
- Freedom to co-create belonging with people who enjoy ALL of YOU and who you are becoming and what you are contributing.

Every person who “gets free” in this way then passes freedom on to everyone around them; co-creating a ripple effect of good.

A key point here is that we don’t get free by struggling alone! Freedom is social. We only get free together... we must free each other by stopping the status quo habits of Industrial Control and sharing the rebellious joy of Connected Play and Co-Creation.

## Free people, free people!

I am super excited to have you on our team as an Inner Freedom Coach!!!

### *Understanding Playing*

#### **Possibilities for your BIG Dream (and the Dreams you can Coach)**

The first thing your partner coach is going to talk with you about (and you with your players as well) is your Dream; because going for your Dream is what playing life is all about. An important point here is that playing life with a Life Coach is MUCH different than going it alone. So I am encouraging you to think bigger than you might normally allow yourself to think.

#### **Why Dream... rather than objectives or goals?**

- Your Dream includes your imagination.
- Your Dream includes your vision.
- Your Dream includes your heart’s desires.
- Your Dream includes how you want to contribute to life.
- Your Dream includes who you want to become.
- Your Dream includes the experiences you want to co-create.
- Your Dream includes the spirit of play.
- Your Dream includes a sense of wonder and mystery.



Often we don’t think too much about our dreams, we just focus on what we can control by working alone. This is how we were trained to think in the Industrial Culture. (We will get to this in a moment) This approach tends to keep us pretty small; which is OK sometimes. But truly life can be MORE.

You may be very clear on your Dream and already in pursuit. Or you may be a little fuzzy about the details but just know you are ready for more. Wherever you find yourself now is the perfect place to start your adventure. The purpose of this little section is to spark your imagination for what your BIG Dream can be.

#### **Our mantra is: The world is a playground. Let’s Play Together.**

Here is a “starter” list of the endeavors that people dream of playing better. This will spark your imagination for the many possibilities you have with your Inner Freedom Life Coach AND as an Inner Freedom Life Coach for your players!

## Aspects of Life you can play better with a Life Coach

- small business ownership,
- career development & transition into something joyful & meaningful
- business growth through team play,
- leading a worthy cause
- growing a vibrant community or tribe
- spiritual quest through community participation,
- financial freedom through value creation,
- corporate management and/or leadership of a great team
- artistic expression and performance
- health and wellness through engagement
- personal growth through self-expression and participation (this includes co-creating relationships and partnerships)

### How you will grow as you play for your dreams...

- You will express your superpowers, energy and creativity
- You will enjoy the company of people on your growing Dream Team
- You will grow your skills and capabilities
- You will experience personal transformation; to become, believe and belong
- You will grow in status within a community
- You will change your world or THE world in a positive way

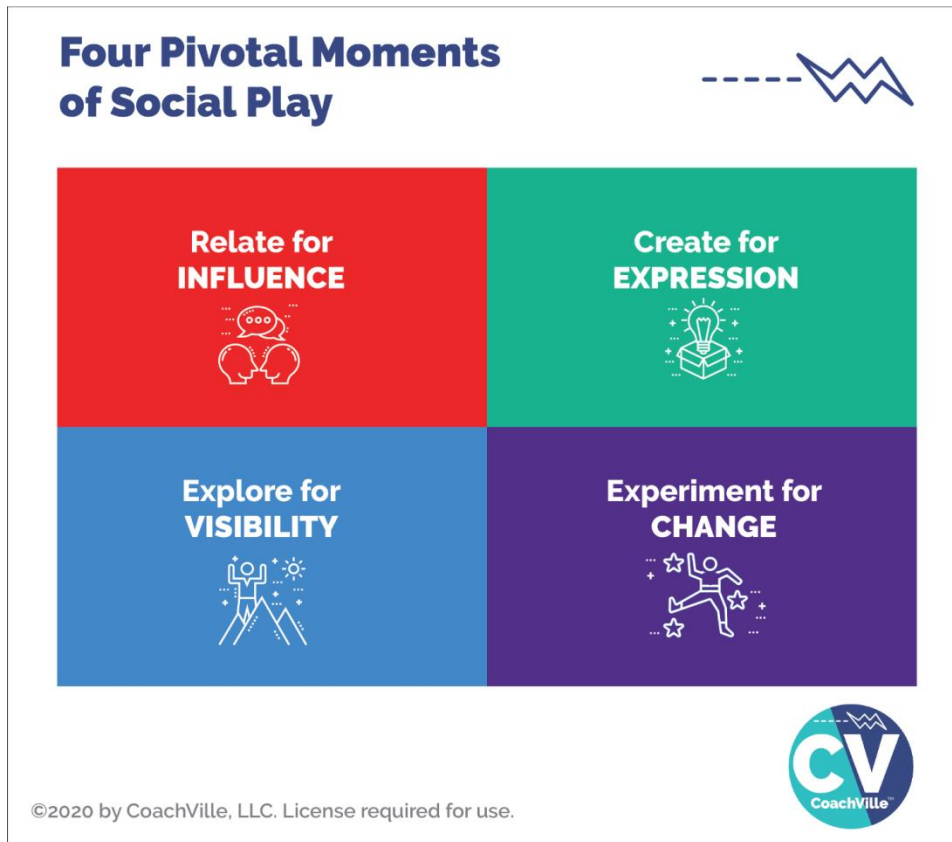
You will LOVE playing for a Dream that is engaging, supportive, challenging, purposeful and fulfilling.

### **The 4 ways to Play Life. The 4 things we desire!**

A BIG difference between playing with a coach and working in isolation is well... a focus on play... specifically Social Play.

These are the four things EVERYONE playing big in the world wants more of; wants to do better or bigger in their own unique way to make a positive impact; to matter.

By adding activities in these four areas into your plan each week, your coach will be able to guide you toward the experiences you desire, the impact you desire and personal transformation AT THE SAME TIME!.



Here is an important insight to consider: **Anything that you cannot control but you can influence is an opportunity to play and play better with a coach!**

So I want you to wonder... to dream... of what you would do if you were able to increase your influence in the world around you.

These are the four essential activities of the Connected Age of Purpose.

**We call them pivotal moments of social play.**

- Relate, Create, Explore and Experiment
- A pivotal moment is a coach-able moment that you can improve through practice.
- Social play means that it involves co-creating the experience with one or more other people rather than completing a task in isolation; as was the norm in the Industrial Age of Control.

And here is another BIG point: Everyone has unique superpowers within them that can be unleashed to become AWESOME in each of these 4 types of social play.

**The Four “Things” people playing life want more of...**

Entrepreneurs, leaders of teams and organizations, people with a cause, people with an idea... anyone who aims to move beyond the status quo of life wants these four things:

- Influence
- Visibility

- Expression
- Change.

That means YOU!

### ***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”.

### ***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!

### ***The BIG Picture...***

Inner Freedom is a transformational method of Life Coaching where you practice pivotal moments of social play that lead to influence, visibility, expression and change!

You will experience this fully over the next few months and you just might be inspired to take a “coach and play” approach to many of your future pursuits in life!

The next step toward understanding playing for a dream is consider how YOU will play for your Dream!

Next I will share with you the PLAY mission for this program. Remember, you are both a player and a coach in every CoachVille program. Giving some thought and conversation to playing for your dream will prepare you to explore dreams and play plans with your potential players.

Also in this “Mission” are references to the CoachVille Gamecard... Power Up, Game Action and BIG Win. We do this to start getting this language into your awareness.

## *Inner Freedom Mission 1 = Make a play plan for your Dream*

### **Outline**

1. You are on a mission to get your Hearts Desires out into the world. AKA Your BIG Dream
2. Let’s go deeper into **PLAY in the Connected Age:**  
**Influence, Visibility, Creative Expression and Change**
3. **Power Up:** Name a few PLAY BIG Moves
4. **Game Action:** Elicit support from your team
5. **BIG WIN:** You get verbal support for your DREAM and your PLAY BIG Moves!
6. Find the Fun!



**“Inner Freedom Coaching Mantra #1:  
“All growth happens over the edge of your self-preservation zone.”  
- Coach Dave**

### **1) Introduction: You are on a mission to get your Heart’s Desires out into the World!**

### **Quick Summary:**

**BIG Idea:** Get your Heart’s Desires through a FUN and challenging “Maze of FEARS and Body Beliefs” out into the World by PLAYING in pursuit of your BIG DREAM. Explore those FEARS and Body Beliefs like a treasure map to your lost superpowers! Fully immerse yourself in the Inner Freedom Method by experiencing it as a player.

### **3 Questions:**

What is your current Purpose / BIG DREAM?

How/What would you LOVE to contribute to the world? (AKA your fellow humans)

What are your Hearts Desires?

These questions reveal your “mission” to PLAY BIG for your DREAM. The IMPORTANT point here is that you DO NOT need perfect clarity. You just need a place to start. The details will reveal themselves while you are on the adventure.

We PLAY LIFE by **relating, creating, exploring and experimenting**.

We will use the Pivotal Moments of Social Play framework to create a fun weekly play plan to get your Hearts Desires out into the world!

**RELATE** to be a positive **INFLUENCE** (also called Play for “YES”).

**CREATE** for self-**EXPRESSION** of things and experiences that you aim to share with people.

**EXPLORE** for **VISIBILITY** with new people, groups and places to see and be seen.

**EXPERIMENT** for **CHANGE** by trying new ways of doing things.

Influence, Expression, Visibility and Change... these are the four experiences that we are all playing for in the Connected Age of Purpose.

In the Inner Freedom program you will use the Plan-Play-Grow technique to create opportunities to play with the FEAR on the edge of your preservation zone; to play in the fear/growth zone and... the Superpower Zone!

You will learn later in the program why we use the term preservation zone rather than what is typically called the comfort zone.

Another way that we describe this is your Performance-Possibility Gap. As a player, you always look for the next level; for how you can play bigger and better.

Think about what a HUGE opportunity this is. **YOU PROBABLY ALREADY KNOW WHAT YOUR PLAY MOVES ARE!** The activities and results that if you played them with freedom, grace and energy every day – it could send your business / career / relationship into a state of awesomeness!

We are going to do this together! With the powerful assistance of your new Inner Freedom class partner and your Inner Freedom colleagues you will be able to take actions and get results that have eluded you in the past. Let's **DO IT!**

Together we will co-create transformation:

**From:** fear and emotions are something you ignore or power through; the subconscious mind is dark and mysterious and must be avoided.

**To:** you can embrace and play with fear and emotions; the non-conscious mind and the Social Survival Imperative is “a bit of a maze” but it can become a vast resource of wisdom and your superpowers.

As you think about your **PLAY MOVES**, consider that playing **BIG** means to express yourself and create results that contribute to the lives of others. It's not just about you doing something; it includes influencing or sharing with other people in some way.

Remember that you want to go for something that connects to your purpose so that it is meaningful and edgy; something that will inspire a combination of tenacity and vulnerability.

Even if you are not 100% sure what your **PLAY MOVES** are, dive into play. You only need an inkling about where to start. Got it? OK, you are ready.

**Finally stay connected to these FUN ideas about the Inner Freedom Method:**

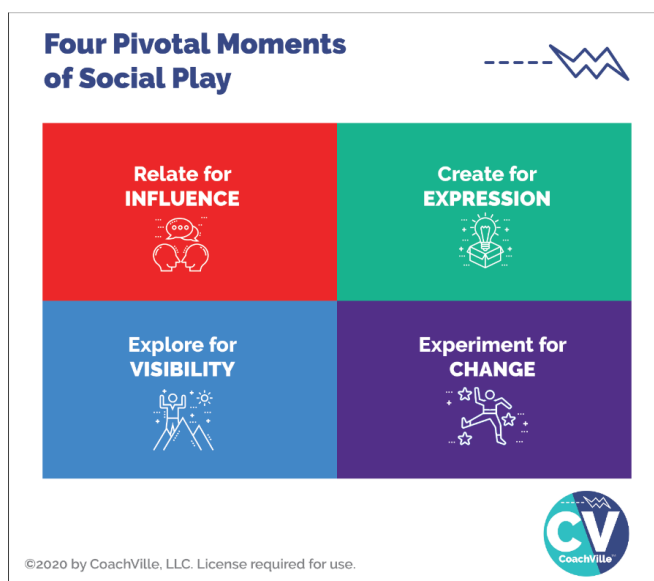
- Get your Heart's Desires out into the world
- FEAR is your Friend; You can **PLAY** with FEAR
- FEAR is like a treasure map that leads to your Superpowers
- Actions and results that seemed really hard, suddenly become easy and fun

- To go bigger out in the world, you must go deeper into your SELF”.

## 2) Let’s go deeper into PLAY: Relate, Create, Explore and Experiment

*IMPORTANT: Choose Play Moves you can do at least a little bit most days. These activities will keep you on the edge of your preservation zone and give you lots of experiences to explore with your partner / coach.*

This is important. The Inner Freedom Method is about what happens in your body and mind during pivotal moments when you choose to do something where you will experience some fear, doubt or uncertainty. You start the adventure when you CHOOSE to play BIG.



There are 4 types of Play MOVES that we will focus on in Inner Freedom:

1) **INFLUENCE**: This is a **Relating Action** → **Resulting Influence** (play for “YES”) Here you take the relating action with the intention of producing a resulting positive influence on other people.

There are several skills that you can practice that often put us into a “state of resistance”:

Relating Action / Skill	Resulting Influence
The Social skill of networking and follow up: attend networking events and make a few Follow Up calls every day.	Play for “YES, I want to know more about what you do.” OR “YES, I will recommend you to someone”.
The Enrollment skill of recruiting clients for your business. Connect with potential clients.	Play for “YES, I would LOVE to be your player!”
The Leadership skill of sharing with a colleague about something important to you in order to enlist their support.	Play for “YES, I will support you”.

And there are many “specific” opportunities where you COULD play for “YES”.

Here are a few examples to spark your imagination

Follow up with a specific person who was curious about your coaching.	Play for “YES”.
Contact an influential person you know and invite them to an exploratory conversation... in pursuit of enrolling them as an advocate	Play for “YES”.
Contact an influential person you know and engage them in a conversation about introducing you to their tribe.	Play for “YES”.
Follow up with a person who you supported in the past who said they would support you in the future.	Play for “YES”
Reach out to a good colleague and ask them if you can share with them about what you are doing and how excited you are.	Play for “YES”

2) A “**CREATE** and **Share**” challenge based on completing the steps of a project.

Here you take action to **CREATE** a “thing” or “experience” and then share what you have created to get engagement or feedback. Usually it is the “sharing part” that creates the resistance.

Here are a few examples.

<b>Project</b>	<b>Create for expression (AKA To Share)</b>
20-Day Challenge to write a chunk of your book	Complete a few pages, share them AND request feedback.
20 Day Challenge to create a product	Complete a discreet step each day and as you complete each one share it and request feedback.
20 Day Challenge to create a new method; eg. A visibility method or enrollment method.	Complete a discreet step each day and as you complete each one share it and request feedback.
The skill of blogging or posting: write provocative articles / posts that spark engagement.	Play for “YES, I will write a comment about the value of your article”.

3) **EXPLORE** for VISIBILITY: people, groups and places,

**People:** contacting someone that you have not met before (usually because someone you know referred you; OR because you saw them on a social network.

**Groups:** Participate in social networks by interacting with the posts of other people.

**Places:** Going somewhere that you have not gone before

The idea for Inner Freedom Exploring is to step out of your preservation zone into the transformation zone.

So... if you LOVE to go to new places... then that would not be a good choice for an Inner Freedom **Play** move.

4) **EXPERIMENT** for CHANGE: activities and ideas

Experimenting is about using your imagination to try new things that you might normally avoid because they give you a feeling of fear, doubt or uncertainty.

This is also about doing things where you do not have control of the outcome.

### 3) **Power Up: Name your Hearts Desire and Potential PLAY Moves**

**Inner Freedom Power Up:** OK. You got the basic idea from reading about the mission. Here are a few points to emphasize.

Choose something you REALLY WANT to do.

Yes it is scary in some way and

yes, you have been avoiding it in some way but

you KNOW it would be awesome if you could really do it with ease and create the results that you desire.

Whatever it is, do it in a way that requires participation by other people! Once you have your initial idea together for your Hearts Desire and your possible PLAY MOVES, update your game card!



A **POWER UP** is an activity where you listen, read or do an exercise and then share your insights and/or plans.



#### *Inner Freedom Mission #1:*

Here is my BIG Dream to get my **Hearts Desires** out into the world! Here are a few activities I aim to do to expand my **Influence, Creative Expression, Visibility and Change.**



Share

#### **WHAT TO SHARE:**

1) Share the name of your Dream

2) **Relate:** Share a few Influence Plays you are playing for. Are you playing for "Yes"?

3) **Create** and share: Share about anything that you are going to create and share with others (either a few specific people, a group or the

---

World!)

4) **Explore:** Describe any new territories, frameworks, groups you are going to explore to see and be seen.

5) **Experiment:** Describe a few changes you want to make by doing new activities or doing current activities in a new way.

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#### 4) Game action: Enlist support for your Play BIG Moves

This is the Connected Age of Play. Your Hearts Desire is NOT a game of solitaire. AND even if your Hearts Desire and Play Moves might seem easy for someone else, they are a BIG DEAL for you, and that is all that matters.

Also, you may need to make a few changes in your daily routine to make space for your play moves and that will require some support from the people in your life.

AND here is the other thing... sharing about your Hearts Desire and PLAY MOVES with your “team” is often on the edge of your preservation zone so it is good practice!

Your Team = family, friends, colleagues, advocates, customers.

You can find your own words but it can be helpful to share it in the context of the course.

Example: **Say something like:** “I am participating in a program called Inner Freedom where we create a mission to get our Heart’s Desire out into the world by playing over the edge of our preservation zone. Can I share mine with you?”

Go for it! And share about each conversation you have whether they like your PLAY BIG MOVES or not!



A **GAME ACTION** is an activity where you do something in the world and then share about what you did and what you learned.



#### *Inner Freedom Mission #1*

I just shared about my Hearts’ Desire and PLAY BIG MOVES with someone on my “team”. Here is what happened and what I learned...



Share

**WHAT TO SHARE:** Share about the experience of sharing with someone on your TEAM. Share about anything you noticed about your thoughts or physical sensations before, during and after. **REMEMBER:** if you got an acknowledgment of support then you will share about that on the **BIG WIN** tab so that we can celebrate YOU.

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POSSIBILITY!! Whenever possible, share a photo of you in action!

After you share about the game action, a BIG WIN item will pop up on your game card (look on the Big Win tab). If you got an acknowledgment of support then you can ALSO share about that next.

### 5) BIG WIN: "Yes. I will support you!"

When someone on your team listens to you share about your Hearts Desire and PLAY MOVES and expresses their intention to support you... THAT IS A BIG WIN. Relish it.

So when this happens you will share in both the Game Action area AND the Big Win area for the same conversation.



A **BIG WIN** is when you get the desired result or experience from an action you take in the world. This is a BIG DEAL and we want to celebrate you!



#### *Inner Freedom Mission #1*

*I just got an acknowledgement of support for my PLAY BIG MOVE from someone on my team! I am so grateful because...*



**WHAT TO SHARE:** Share a few details about how you feel and what is possible now that you have this acknowledgement of support.



POSSIBILITY!! Whenever possible, share a photo of you in action celebrating with someone on your team!

### 6) Find the Fun!

**Make the play plan your own!**- When you play for your dream it is fun to customize the play plan for your personal desires; then bring the spirit of play to the PLAY MOVES of your dream.

**Creativity is fun** – Find a collection of fun ways to approach your PLAY MOVES. 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 PLAY MOVES. Playing with others is always more fun than playing solitaire and you tend to get better results as well (although it is more risky).










**Fear is fun** – It is exhilarating when you step out of your preservation zone and embrace the experience.

## Transformations from worker to player

Industrial Control Mindset (the old way)...	Connected Play Mindset (the new way)...
Do what you are told to do.	It's YOUR Dream. 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.

# Sample Weekly Play Plan

This page is a slight miniature of the Play Sheet that you will use every week to maintain awareness of your Play Plan. You will also share this with your players so that they can use it as well.

Inner Freedom Play Plan # <span style="border: 1px solid white; border-radius: 50%; padding: 2px 10px;">  </span>		Date: <span style="border: 1px solid white; padding: 2px 20px;">  </span>
<p><b>Your BIG Dream:</b></p> 	<p><b>Your Focus this week:</b></p> 	<p><b>Your Superpowers:</b></p> 
<p><b>PLAY IN THE FEAR / GROWTH ZONE</b> Relate for <b>INFLUENCE</b> &gt; <i>Risk Rejection</i></p>  <p>.....</p> <p>.....</p> <p>.....</p>	<p><b>NOTICE &amp; JOURNAL</b> Results / Resistance / Reaction</p> <p>.....</p> <p>.....</p> <p>.....</p>	
<p>Create for <b>EXPRESSION</b> &gt; <i>Risk Disappointment</i></p>  <p>.....</p> <p>.....</p> <p>.....</p>	<p>.....</p> <p>.....</p> <p>.....</p>	
<p>Explore for <b>VISIBILITY</b> &gt; <i>Risk Trouble</i></p>  <p>.....</p> <p>.....</p> <p>.....</p>	<p>.....</p> <p>.....</p> <p>.....</p>	
<p>Experiment for <b>CHANGE</b> &gt; <i>Risk Mistakes</i></p>  <p>.....</p> <p>.....</p> <p>.....</p>	<p>.....</p> <p>.....</p> <p>.....</p>	
<p><b>Notice your thoughts / reactions / beliefs:</b></p>  <p>.....</p> <p>.....</p>	<p><b>Notice your desires:</b></p>  <p>.....</p> <p>.....</p>	

## Understanding Human Nature

### The FEAR of Social Play

Now you might be thinking: “Yes, these social play actions and results are exactly what I want!

“But when I think about it:

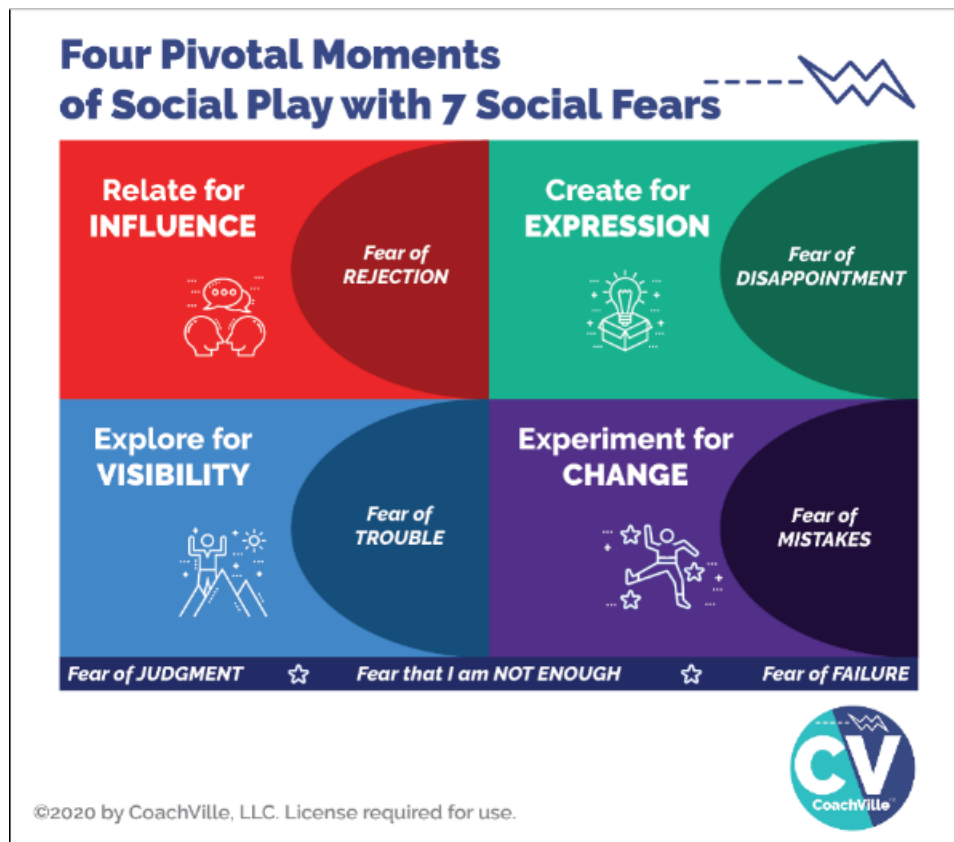
- Asking for what I want or need is pretty hard for me.
- Sharing what I create can be a real struggle.
- I know I need to “get out there” and be more visible, but it’s not easy.
- Trying new things often feels too risky so I stick with what I always do.”

EXACTLY.

These feelings are the opposite of Inner Freedom.

**These four social play activities will bring up seven really intense FEARS!**

As you explore these fears in your own life, you will become more capable as a Guide for your players on their journey.



While all of us with a BIG Dream to contribute our unique value and voice to others want these four experiences... we are all also navigating through these seven intense fears; mostly on a non-conscious level and mostly with a variety of not-so-effective methods! (Hah! That is an understatement).

- Fear of Rejection
- Fear of Trouble

- Fear of Disappointment
- Fear of Mistakes
- Fear of Judgment
- Fear of Failure
- Fear that I am NOT ENOUGH (The “BIG Kahuna” Fear)

### ***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!

### ***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.

Here is a BIG idea: these social FEARS – and the beliefs that form around them - are not inherent to us, we absorb them from the culture through our life experiences.

If you aim to play for your Dream at a high level you need to embrace and explore these fears with profound curiosity. This is what I mean by explore your fears like a treasure map. The treasure is your playfulness and unique superpowers - for Influence, Visibility, Expression and Change - that are deep within you waiting to be activated.

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

More about that in a few chapters.

So by playing with your Inner Freedom Life Coach, who is a very capable guide of the Human Journey... out in the social world... through these intense fears... you can become very capable in Pivotal Moments of Social Play in pursuit of your BIG Dreams.

YES!

That's why you are here with us.

**The BIG question you might be wondering...**

How / where did I get all of these fears?

How did I become so fearful of activities that seem so natural and essential?

**This is the question of the century! (quite literally)**

Let's talk about how this happened to all of us.

**We were born to play but then we were trained to work.**

I believe that the idea of playing life is the most natural, effective and joyful way to live. I also believe that the Human Spirit of Play is the most untapped resource in the world today. It has the power to transform lives, relationships, families, communities, businesses and the sustainability of life on the planet. Yeah... it's that BIG.

But all of us were trained in the Industrial Age to look at everything as work; as something that needs to be controlled. School was work, jobs and business are work, and we also work on our relationships and even our golf game! UGH!! In the Industrial Age you were trained to work in isolation rather than play in the world.

**The essence of Industrial Age work is control.**

**The essence of Connected Age play is co-creation.**

In his TED Talk Steve Kiel says that: "the opposite of play is not work. The opposite of play is depression". Remember all those problems I mentioned at the beginning? They start when we stop playing. And we stop playing because we were made to feel shame for being playful at school, often at home and then at work.

What we are talking about here is our approach to life: we can work on it in an attempt to control it or we can play and co-create with it.

**Hint: playing is more fun, less stressful and WAY more effective!!**

Play is a better way!

The “Industrial Age” – which became mainstream around 1880 – made routine work the central theme and approach to life for most humans.

Many historians say that the Human focus on work and control began when humans started farming food and domesticating animals. At that point they became tied to the daily grind of working on the same plot of land every day. Whereas our hunter-gatherer ancestors lived every day as a free spirited adventure; albeit with additional risks.

But in 2010 something BIG happened... suddenly almost every human had a super computer in their hands and with it the ability to connect with anyone in the world in an instant. I call this the dawning of the Connected Age.

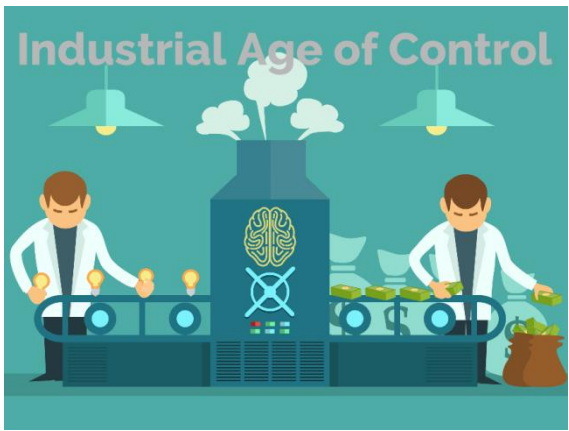

I believe that as the Connected Age unfolds there is an opportunity for playfulness to become the central theme and approach to life. We can restore the free-spirited playfulness that is our Human heritage and combine it with the security of well-organized shelter and food production that our ancestors lacked.

WOW! SO GOOD.

I made a little chart to help us go a little deeper and recognize the differences between The Industrial Age of Control and The Connected Age of Play.

The important thing to notice is how the Industrial Age of Control culture created a HUGE need for Life Coaching! And especially Inner Freedom Coaching.

**The Transformation from Control to Play**

		
<b>Time frame</b>	1880 – ~2030	~2010 - ????
<b>The Framework</b>	Everything – schools, businesses, communities - is run by authoritarian control like a military operation.	Most things are run like a talented performance art or athletic team co-creating inspiring experiences.
<b>The Approach</b>	Well intentioned teachers, managers and business owners become	Inspired Life Coaches and coach-approach teachers, entrepreneurs and

	<p>unwitting henchmen for the dehumanizing top-down hierarchy.</p> <p><b><i>The 3 C's</i></b></p> <p><b><i>Command</i></b> Tell them what to do</p> <p><b><i>Control</i></b> Show them how to do it</p> <p><b><i>Compliance</i></b> Make sure they do it right</p>	<p>leaders play to unleash the best of Human Nature.</p> <p><b><i>The 3 B's</i></b></p> <p><b><i>Become</i></b> The urge to Become through play</p> <p><b><i>Believe</i></b> The ability to Believe in a dream</p> <p><b><i>Belong</i></b> The need to Belong with a dream team</p>
<b><i>The Power</i></b>	In the "system"	In the YOUUnique Superpowers of Individual Players in an uplifting environment
<b><i>Where we learn</i></b>	<p><b>In School.</b></p> <p>Sitting silently at a desk memorizing the right answers working alone completing tasks preparing for the test</p>	<p><b>Life (and Online)...</b></p> <p>Learning from the world co-creating, sharing, connecting playing games with global friends pursuing the next level</p>
<b><i>Memes</i></b>	<p>Do it right the first time or don't do it at all;</p> <p>(at school)Do your own work if you help your neighbor you are a cheater</p>	<p>After you fail, play again</p> <p>Together we play better</p> <p>Get to the next level</p>
<b><i>You are a</i></b>	Worker / servant Consumer	<b>Player Co-Creator / Investor</b>
<b><i>You have a</i></b>	Job with a Manager / Boss (enjoyment unlikely)	Dream / Purpose with a Coach (enjoyment assumed)
<b><i>What you do</i></b>	Complete tasks Fix problems	Co-Create Results and Experiences Express Superpowers to add value
<b><i>Why?</i></b>	To earn a living	To live your dream and GROW
<b><i>The Feeling?</i></b>	Suppressed & Traumatized Dreams squashed Playfulness shamed Unique voice and power silenced	Rewarding and challenging experiences and opportunities to contribute make every day a fulfilling adventure
<b><i>The Path to</i></b>	Do it right	Play big to make a difference

<i>Success...</i>	Don't make mistakes Fit in by being like the others Don't try to be special Mind your own business	Risk failure, learn fast and grow Find a place / group that embraces ALL of who YOU are Own your value.
<i>You buy...</i>	Things - More is better Things will make you happy (NOT)  Entertainment to "get away" from meaningless or repetitive work	Things that inspire you and tools for creation;  Experiences that expand your skills and awareness; <b>Coaching</b> to play better and pursue your Dream
<i>You aim to</i>	Save some money for retirement; then you can enjoy life.	<b>Co-Create a freedom-filled lifestyle</b> <b>economic freedom</b> <b>creative freedom</b> <b>emotional freedom</b> <b>spiritual freedom</b> <b>location freedom</b>

I know this chart paints a pretty bleak picture of our current culture in the left column. You may be an optimistic person and think: "it's not that bad". I understand. I am an optimistic – make the best of any situation – kind of person myself. However... for most people in the world it IS bad. AND we have normalized it so that we have become numb to it. AND most importantly we have been taught that we are powerless to change it.

I have been a professional Life Coach for almost 25 years for over 1,000 amazing individuals. I can tell you: even folks who are optimistic, investing in themselves and aiming big are boxed in by fears of their own Human Nature. They have no idea what their REAL powers are and their capacity to engage in social play activities is severely stunted.

Meanwhile, the situations we face as a human family demand that we stop "making the best of it" and start reclaiming our Human Superpowers to make change! Especially when we consider that most of the trauma, pain and suffering that is happening... we are doing it to each other without even being aware of it!

Together we can change the experience of life for the better... for everyone.

### Get Your Human Nature Back!

There are three Superpowers of Human Nature that you need to unleash in order to play BIG for your Dream: Become – Belong – Believe.



You saw the “3 B’s” in the chart about the Connected Age of Play.

- 1) **The Urge to Become.** All humans have an inner urge to become the next version of themselves; to grow and expand. We become by playing. If we stop playing we stop becoming and stay the way we are.
- 2) **The Need to Belong.** This is the strongest of all human needs. It operates mostly on a non-conscious level and drives almost everything in the human experience. We Humans always seek belonging and status within the environment we are in.
- 3) **The Ability to Believe.** Humans are believers. The ability to believe is the catalyst of all human civilization.

**All of our beliefs – about how life works, who we are and what is possible for us – come from navigating between our urge to become and our need to belong. In other words, we get our beliefs from our interactions with the world around us.**

Some of our beliefs are conscious and we think and talk of them often. Most of our beliefs settle into a non-conscious level within us and have a non-stop profound impact of what we do and don’t do on a moment-to-moment basis.

To create change we need to unleash all three superpowers!

- We need to PLAY to become the next version of ourselves.
- We need to find or create a new environment of profound belonging where we are supported and challenged to become the next version of ourselves; where we feel safe to be our Superpower selves!
- We need to believe in our own dream. Then we need to explore our beliefs and choose the ones that we need to uplevel in order to live our new dream.  
This is the essence of the Inner Freedom Method!

This is where you REALLY need a great Life Coach! We are not meant to unleash our Superpowers alone.

## Life Coaching Starts Here

When a player signs on with a Life Coach there is a purpose behind it.

They want to:

- Accomplish something
- Experience something
- Get better at something
- Change something

They probably don’t think: “Oh, I need help unleashing my Human Nature Superpowers!”

LOL

True. However, to get that “something” they want, that is exactly what we need to do.

And not only will it energize the path to the “something”, it will also open doors to amazing new possibilities!



In this little diagram called: “Life Coaching Starts Here” you will recognize the structure but the words have changed.

### **Promote Playfulness**

The Urge to Become... Promote Playfulness

This is essential because coaching and playing go hand in glove since the purpose of coaching is playing better. So you will co-create ways for your player to PLAY life in pursuit of their dream.

### **A Dream to Believe In**

The Ability to Believe... Believe in your Dream

Life coaching is about living our dreams! So you will focus in on what your player’s dream is. Don’t worry if it is not clear. You can start with even the smallest inkling and grow it into a BIG Dream.

### **Profound Belonging for Super YOU**

The Need to Belong... co-create a place of profound belonging for YOU and your Superpowers.

You will start be creating a “safe space” – a judgment free space – for your player to express their dreams and practice being Super YOU!

As their confidence grows from your time you will begin to encourage your player to be Super YOU out into the world so they can find where they BELONG!

### **Our Fears Are a Treasure Map to Our Superpowers**

I am addressing this section to you as a player... you will also guide this process as a coach.

This is a major theme of the Inner Freedom coaching program that you saw on the cover page so I just want to illuminate it a little bit here. We will be swimming in it full on once the coaching starts.

Here is the BIG AWARENESS: Growing up in the Industrial Age of Control you absorbed A LOT OF SOCIAL FEAR!!!

And the ways we were taught to “deal with” our fears were misguided.  
AKA The don’t work at all.

**From: *Conquer Fear*:** Fear is a weakness that I must squash or overcome.

**To: *Explore Fear*:** Fear is my friend that is trying to keep me safe.

This is a very different way to look at fear than what you are used to. In the Industrial Age the idea was to make everything a simple task where nothing would ever go wrong and everything was under control. In this life you only experience the fear of shame for doing something wrong; any other fear must be squashed immediately so you can carry on doing your work in isolation.

The thing is, life is not that simple. I refer to this Industrial Mindset as the “Delusion of Control”. When you start playing for your dream out in the world of people, you realize that you can’t control it (or them) and you WILL experience fear... A LOT!

Then in the 80’s and 90’s the “Self-Help” movement really took off and continues today. While there are some good ideas in there, there was a LOT of nonsense about how you need to conquer your fear. And you can do it yourself with a self-help program.

The problem with the self-help movement is that it is based in the Industrial Culture of Isolation and working alone; somehow with the right information you can do everything yourself.

My experience has been that we can’t get free of social fears by working alone... it is impossible. So these programs lead most people to deeper feelings of shame and despair.

Here is the clue: Humans are not meant to do great things alone!!! We are social animals. We are here to co-create life together.

So the key is to change your relationship to fear.

If you attempt to conquer fear, it will defeat your dream.

If you honor and befriend fear, it will guide you to it.

Here is the next BIG idea to consider that will be a recurring theme in the Inner Freedom experience: In the Industrial Culture, the experiences you learned to fear the most were when you expressed your YOUUnique power and playfulness.

***What happened to most of us: We got in trouble for being ourselves!***

Your fears aim to keep you out of “trouble” so the thing you fear the most is your own power!

These dehumanizing experiences put our power and playfulness into the shadows of our inner being. This is what we refer to as the treasure map.

I know this may sound strange, so I am asking you to trust me on this one and then be curious and open. We will explore this possibility all throughout the program. The good news is that your Inner Freedom Coach knows how to guide you on the treasure hunt!

So when you feel fear, DON’T FREAK OUT, and don’t ignore it! Make a note about the situation and share it with your coach. Then the adventure continues.

## **The Treasure Map**

I call it a treasure map because it is not a like a road map with easy-to-read signs. It is an adventure with lots of challenges and quirky clues.

## **TO Your Superpowers**

*A Superpower = A unique ability that you can practice until it is capable of making a BIG IMPACT on people or situations.*

Again, the key is to stay open and curious and your coach will guide you on the Inner Adventure to discover the power that is hiding behind that shadow of fear.

This includes the Human Nature Superpowers we have talked about a few times AND your YOUUnique abilities that have gone missing because of dehumanizing Industrial Age trauma.

There is a lot more to YOU than you are aware of right now.

## Understanding Energy Alignment

### There is more to life than meets the eye!

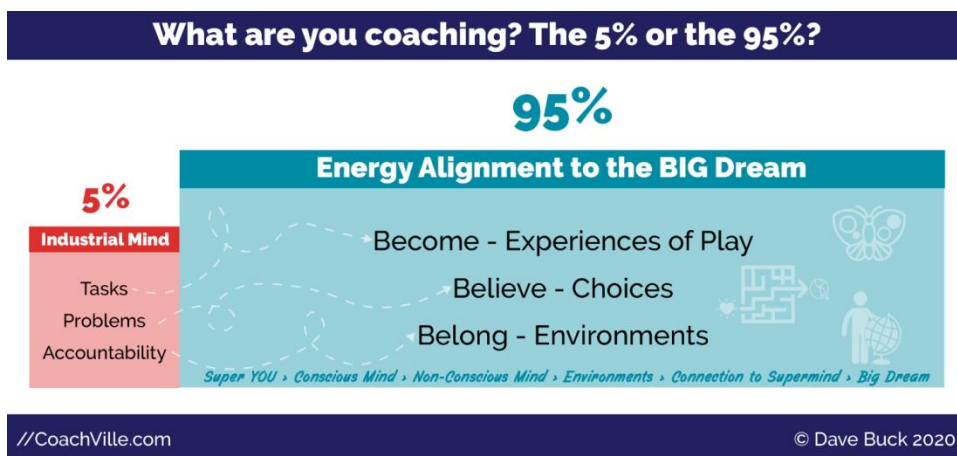
Another way of saying this is: there is more to life than what we can control.

A LOT MORE!

This is a BIG idea that I want to share with you to give you the bigger picture of Life Coaching and playing for your dreams.

We call it “Energy”; or Energy Alignment.

Here is a little diagram to show the elevation of Life Coaching from the Industrial Mindset focus on Control to the Connected Play mindset focus on playing with energy.



Life Coaching has come a LONG way in the past 25 years... and at CoachVille we have been a really big part of that evolution.

In the early days of Life Coaching – in the 1990’s – we were greatly influenced by the culture of the Industrial Age. So as a result, Life Coaching got tangled up in concepts like tasks, problems and accountability.

But in the grand scheme of life, completing tasks, fixing problems and holding accountability is only a small fraction of what it takes to live a joyful life of freedom and co-creation!

You may have wondered:

Why is the life I imagine so difficult to realize?

The answer is: The energy is not aligned!

And most Industrial Age “success” training ignores Energy Alignment.

One way of thinking about this is in concepts you already recognize: attitude, intuition, attraction and synchronicity.

Energy Alignment makes these ideas very practical while adding the sense of mystery and wonder.

As an Inner Freedom Coach will be focused on guiding your players to their BIG Dream through:

- becoming the next version of you through playful practice and the freedom to BE your powerful self,
- upleveling their non-conscious beliefs and choices and exploring your fears of your own power
- leveraging the need to belong by upgrading thier environments to embrace their power.

When you develop in these areas you seem to make the right moves at the right time without a lot of wasted effort. And good things and opportunities just seem to come to you.

**Yes, here we see yet another variation on the Become – Believe – Belong theme.** It's everywhere because your awesome Human Nature is everywhere!

The idea is to play for your dream and live in the flow of energy RATHER than holding you accountable for an endless list of tasks and problems.

WOOO HOOOOO!

## **The Energy Alignment Game Overview**

Let's explore Energy Alignment a little deeper because it is woven throughout the Inner Freedom Coaching Experience.

I am going to share with you the picture and a brief overview to energize you and spark your curiosity. We will go into each of the elements as we move along on our Inner Freedom adventure together. (Something to look forward to ;-)

You don't need to "worry" about understanding this; it will happen naturally as your coach guides you using the Inner Freedom Method.

The "Game" is to align all aspects of YOU with your BIG Dream to create a state of flow.

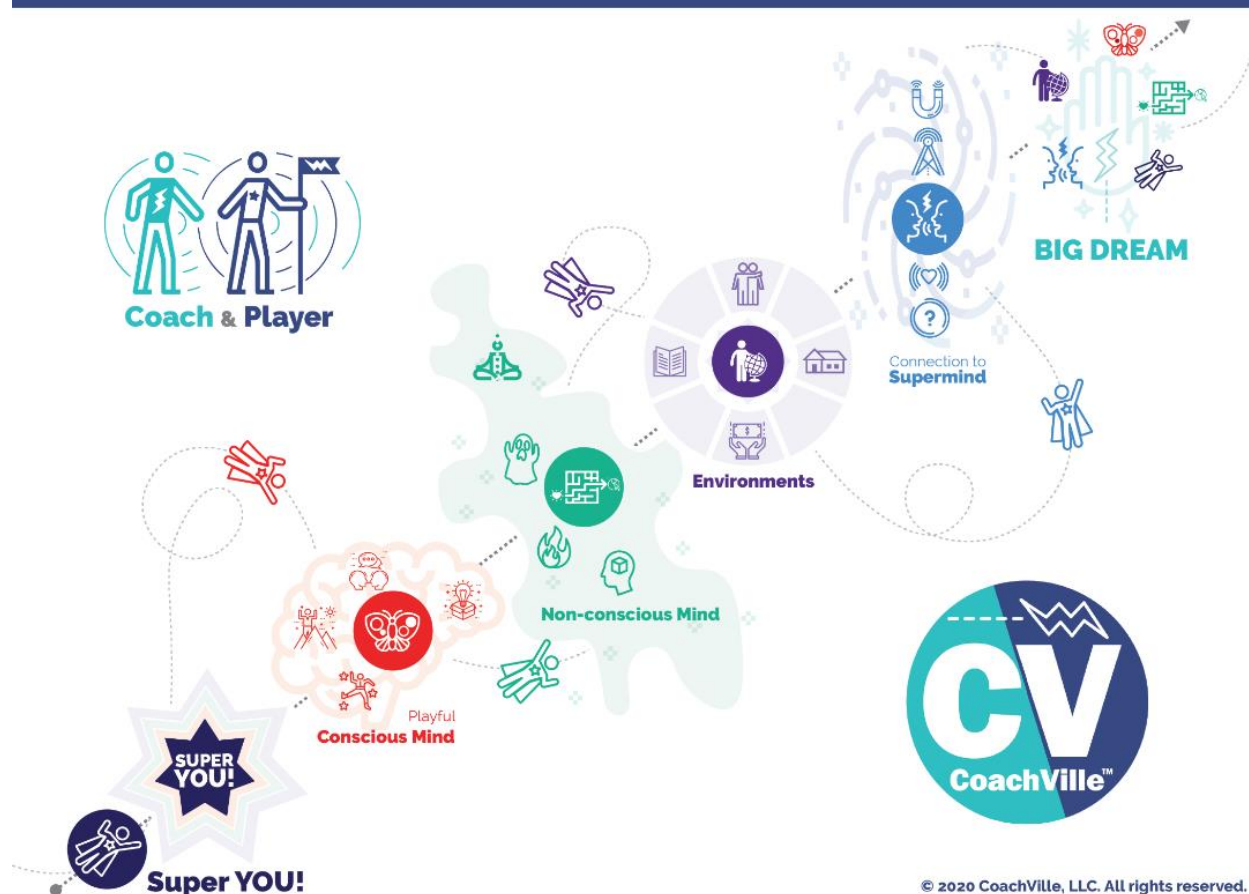
## **Energy Alignment Game**

SO MUCH FUN!! Learning about this concept was one of the big moments of my life.

This definitely goes in the realm of play; as in something that you cannot control but you can influence with skill, strategy, imagination and playful effort.

One little note: There are MANY MANY ways to play with Energy so this is not intended to be a definitive guide.

# The Energy Alignment Game



## Your BIG Dream

This is your vision of what you aim to accomplish, experience, express or co-create in the world. Your Dream comes from your hearts desires but is often sparked by what you see – or don't see – in the world around you.

Often our hearts dreams are a little mysterious; even to the one who has the dream.

Most BIG Dreams include an essence of contribution.

Next we will go to the lower left to explore all of the energies that we can align with your dream.

## Super YOU

There is a next-level version of YOU that you must express fully and become in order to fulfill this big dream.

One of the reasons your Heart has dreams is so that you can discover and express more of your abilities.

## Playful Conscious Mind

There is a playful version of your focused thoughts and deliberate actions that you need to use in an intentional way to uplevel your skills to align with the new dream. Your playful conscious mind responds to the urge to become the next version YOU. Play is all about

becoming. In the model hopefully you recognize the 4 symbols for the Pivotal Moments of Social Play that we explored earlier.

## **Non-Conscious Mind**

Whoa, this is a big one. Your non-conscious mind is the power source of belief and desire within you. It is like an energetic bridge between the urge to become in your playful conscious mind and the need to belong in the environment around you. You will need to expand your body awareness; where your intuition and inner knowing live.

You will need to uplevel your relationship with fear from enemy to friend and a treasure map to your Superpowers. Your dream will need you to tap into your hearts desires for focus and fuel. You will need to cultivate belief in a whole new set of possibilities to align with your dream.

The non-conscious Mind is the main focus of the Inner Freedom Method coaching... whew! We need it.

## **Environment**

Your non-conscious mind - which is super focused on belonging - is in constant connection with your environment. You will need to uplevel many aspects of the world around you so that the powers of belonging, believing and becoming align with your dream. And as you unleash your Superpowers, you will need to find or cultivate an environment where it is safe for you to express them. Inner Freedom will give you the courage to make those changes.

## **Connection to the Super Mind**

There is a timeless web of human consciousness that we are all connected to. Through big questions, gratitude and intentional thoughts your dream can become a magnet for the insights, inklings, spontaneous awareness, opportunities and synchronicities that you need to live your dream. But be prepared, the Super Mind plays rough so you need to expect a tumble or two.

## **The pursuit of Flow**

Your dream is calling you out into the world to discover a bigger contribution and more fulfilling joyful life. As you endeavor to align every part of your energy to the BIG Dream, it begins to FEEL – feel is the key word – more natural. This is called getting into the flow. It is not the ultra-safe under control routine. It is engaging, yet safe enough that the potential rewards seem worthy of the potential risks. This is when pursuing your BIG Dream feels less and less stressful and more and more fun!

That is what we are playing for!

## ***Understanding How to Learn How to Coach (the quick version)***

Whoa! There is a lot to say about this topic. I will share just a few points for the purposes of helping you jump into the coaching class experience.

First, it takes over 100 hours of coaching for most people to go from bad to good; many more to go from good to great. This is a real conundrum because no one wants to be a

“bad” coach for the person they are coaching; especially because most of the time when we start out we are coaching someone we know!

This is where the Coaching Guides come in! By following the Guides you will co-create a good – sometimes even great – coaching session way before you are good at it!

Coaching is a performance art. It is a LOT like learning to play music. When you first start learning there is a LOT going on. You are learning how to make sounds with the instrument, you are learning the techniques of the instrument and you are learning how to read and understand music; then after a lot of practice you figure out how to put these three things together with your personal artistry to create music that expresses you in a meaningful way.

When you learn an instrument, your desire is to make music; you have heard other people play and it sounded so beautiful. But when you play, it doesn't sound like that! This is why there is music for a new player that facilitates them learning all of these things a few steps at a time. And with a little practice they experience music that is fun to create and pleasing to listen to.

Following this metaphor, the Coaching Guides are like the “music for new coaches”. At the same time they are fun for experienced coaches who want to learn a new style of coaching.

Let's explore this metaphor a little closer. We will use learning to play the piano as a quick and relatable example.

On a personal note: my mom was a piano and voice coach and her music studio was right below my bedroom in our home. So I heard this process happening every weekday for over 10 years!! It works... and it is truly amazing how people can transform through coaching.

To learn how to perform music on the piano there are a few distinct steps. But we generally learn simultaneously.

1. Learn how to read the notes & chords on the paper
2. Learn how to make sounds on the instrument
3. Learn to practice and play a song
4. Learn how to perform a song for an audience

<b>Learn to perform piano</b>	<b>Learn to coach</b>
1a) Learn how to read the notes on the paper	1a) Learn the coaching skills / superpowers
1b) Learn how to read chords etc.	1b) Learn the coaching proficiencies
2) Learn how to make sounds on the instrument	2) Learn coaching techniques
3) Learn to practice and play a song	3) Learn the steps of the Method and how to follow a Coaching Guide to create a complete coaching session; practice with a partner.
4) Learn how to perform a song	4) Learn to co-create coaching sessions with

What most coach training programs do is steps 1a and 2; they skip steps 1b, 3 and 4.

This would be like teaching you how to read a sheet of sequential notes and play them on the piano (like the scales if you are familiar with music)

... then they say: "OK, go and make music for people!"

You would say: "WAIT! I don't know any songs, how can I make music?"

## The Coaching Guides are the songs!

### Here is a little sample of a Coaching Guide

#### WELCOME (and permission to coach)

##### A) WELCOME

**SAY:** "I am really excited about coaching with you. I can't wait to see what we 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

##### B) DEEPEN THE DREAM

**SAY:** Today we are going to dive deeper into how you are playing for your Dream right now and then we are going to practice using judgment-free awareness to explore where FEAR is coming into your experiences.

**ASK:** We spoke about your BIG Dream in our exploratory conversation. Can you give me a recap of your Dream and update me with any additions you have thought of since we spoke last.

{listen and affirm their effort}

**ASK:** Do you have a name for this dream?

{listen and help them come up with a name for just a minute; it is not essential to have a name but it makes in more memorable and fun}

**SAY:** In Inner Freedom we talk about your BIG Dream as getting your heart's desire out into the world. We want to create awareness of the driving force behind this dream for you.

**ASK:** Why is this DREAM really important to you right now?

{most people will orient either on themselves or the world around them; based on which one they focus on, ASK about the other}

ASK: What about for you personally?

OR

ASK: What about for the world?

### **A few notes about the Guides**

There are headings for each section that follow a basic flow: Welcome & Celebration, Coaching Plan, Play Together, Growth Mode (Celebrate, Plan, Play, Grow)

You say the parts that start with ASK: or SAY:

The parts in {RED} offer instructions that are for you to read but not say.

NOTE: if you are color blind, the RED parts are always in {braces}

They will help you know what to listen for or offer a choice about where to go with the conversation.

### **HOW TO PRACTICE AND LEARN THEM DEEPLY**

1) The BEST way to practice is to read each coaching guide OUT LOUD several times. You need to get the feel of the words in your mouth, in your ears and in your brain. After a few read through's you will be able to follow the guide and put your attention on your player at the same time with ease!

2) Then in class you will practice with your coaching partner. This is your time to practice with another person. This time is for YOU to get the feel for the guide and how to observe another person as they respond to what you are exploring. This is your time to follow the Guide and NOT to worry too much about the special needs of your partner. They need to step up and be a player so that you can practice coaching.

3) Then the next step is to follow the Guides as you coach your practice players. Here you practice observing your player within the structure and content provided by the Coaching Guides.

Then... and this is the important part...

4) They will become a part of you and you will be able to perform them naturally.

5) Then... you will start to perform them with your own interpretations and styling (sort of like jazz piano)

6) You will create your own music; AKA coaching guides that you write for yourself that become your coaching methods!

### **Perceptive Observations**

Another point about life coaching (actually ALL coaching) is that the MOST important thing that makes you good is the ability to observe your player at play and then share perceptive observations that help them gain awareness and play better. What the coaching guides allow you to do is take your mind off of figuring out what to talk about or what questions to ask and put it on listening deeply and observing your player.

Another aspect of the Coaching Guides is that they provide a pathway to “play jazz”; meaning they provide a basic structure that sounds good and then as your abilities improve you can improvise – add your personal flair and imagination – within the structure.

### **Practice bypassing your Industrial Mind!**

A BIG thing most people need to UNLEARN when they start coaching is the Industrial Mindset pattern of looking for a problem to solve. Most people in a conversation have a desire to be helpful by looking for a problem that they can help solve with some advice. This is a habit you need to pay attention to and practice bypassing because coaching is NOT about solving problems; coaching is about playing better. Following the guides will really help with this! The Guides will coax you toward playing together to play better and away from Industrial Age problems and tasks.

### **What to do in a “Coaching” Conversation**

Coaching is a conversation between a coach and a player. It is a very distinct conversation. However when we converse, we tend to fall into comfortable conversational patterns like: friend to friend; colleague to colleague; boss to employee; parent to child; counselor to “counselee” etc.

It is a very good idea to set a specific time frame for the coaching conversation. This can be anywhere from 30 minutes to one hour; 50 minutes is very common for professional coaching sessions, 30 minutes is common for coach approach leader sessions with a team member. Some coaches like to do an extended session for the first session of a new “season” where you are defining the dream and the objectives.

One thing that really frustrates people new to coaching is “not knowing” what to talk about in a coaching session and this makes it very difficult to learn the Superpowers and Skills.

As explained above, we have solved this by providing clear coaching outlines (AKA Coaching Guides) for your coaching conversations. These outlines will guide you and your player through a sequence of inquiries, this way you can focus your attention on two things:

1) Using the superpowers and skills that you have studied. It is very effective.

2) OBSERVATION – you must cultivate your ability to put your attention on the other person and observe them on multiple levels. Not worrying about how to orchestrate the whole conversation will allow you to practice this.

In this program you will begin or continue your journey toward talking like a coach. To make the journey easier we have developed the Plan-Play-Grow Technique for structuring coaching conversations. We use this technique in every CoachVille Class.

### **How to do a great coaching practice session in class**

1) You will both get to be Coach and Player. So choose who will be the coach and who will be the player in the first session

2) Get RIGHT INTO the coaching – skip the traditional small talk

### 3) When you are the Coach - **Follow the Coaching Guide**

Ask the questions and then BE CURIOUS to clarify what your player is sharing. Focus your attention on deeply observing your player.

4) When you are the Player DO NOT READ GUIDE – just be real, be yourself; tap into your desire to play for your dream.

#### **A few more points for when you are the coach:**

1) The questions are a guide so you can focus on being the coach within each question; rather than trying to think of what to ask next.

2) Follow the Guide! BUT don't treat it as a task to cover all the questions before you run out of time.

You can think of it like an actor performing in a play. When you observe it, it looks natural. You don't think: "Oh, they are only reciting lines."

Or you can think of it as a singer performing a song. They are creating an experience for you. You don't think: "Oh, they are only singing the notes on a page that someone else wrote".

3) As you talk with your player about each question, allow your intuition to pop with insights and follow up questions. BUT don't go too far down a "bunny trail". Follow your intuition for a few minutes and then move to the next question.

4) Stay on track and stay loose at the same time.

5) HOLD YOUR TONGUE if you feel the urge to tip or fix the situation!

Tipping is for waiters and waitresses - NOT coaches

Tipping - is when your player shares something about their situation and you think you have a good, quick solution and share it.

"Did you ever try..."

There IS a time and place to share solutions and ideas. This will come when you are role playing together.

This is GREAT practice.

## How to use the Play Sheets for taking notes

There is a PDF with the playsheets for the 12-week program. There is a unique sheet for each session.

Here is a quick overview of how to use these sheets for yourself and with your players.

### In General

You do want to take a few notes during a coaching session... but not A LOT of notes.

You do NOT need to write down everything your player says like dictation; doing this detracts from your coaching presence.

It is a good idea to write a few keywords as the session goes along.

### Weekly Playsheets

There is a sample on the right side of this page that has been miniaturized.

To facilitate this process we have created playsheets that follow the flow of each session with a place to write keywords. For each coaching session there is a 1-page playsheet that has a section for each part of the conversation.

I recommend that YOU recommend to your players to use these sheets for notes during the session. They too should focus on the conversation and take just a few keyword notes to facilitate the growth process.

### The Inner Freedom Adventure Log












This is a 1-page overview to track the 12-session adventure. There is a place to write the date and a few keywords from each session.

Use these to track the whole experience and to always know which session you are on with each player.

### The Weekly Play Plan

These are for the player. You saw this sheet in the Inner Freedom (Player) Mission. There is just one sheet that should be printed 11 copies.

They are designed for the player to make a play plan for each week, use as a visual reminder of the plan and then make notes as these actions become “pivotal moments”; aka coach-able moments.

Inner Freedom Coaching Session #2 Notes			Date:
The BIG Dream:			
<b>Explore the Fear / Growth Zone for Pivotal Moments</b>			
CELEBRATIONS / RESULTS	ACTIONS NOT HAPPENING	RESULTS NOT HAPPENING	
			
Pivotal Moment	THOUGHTS	BODY SENSATIONS	
			
IT'S NOT SAFE FOR ME TO	HEART'S DESIRE	PRE-PLAY THE MOMENT	
			
 <b>Growth Zone</b> What did you learn... About playing for your dream?		 About yourself and your Superpowers?	
<b>Play Plan:</b> What are the actions / perspectives you will focus on?			

## Coach Mission 1: Recruit 3 Players

### Outline:

1) **Introduction:** You are on a mission!  
The What, Who, Where and How of recruiting players.

**BIG POINT:** hosting conversations where you invite people to share their BIG Dream with you is absolutely a fundamental occurrence of your life as a coach!

2) **Power Up:** Make your REACH OUT plan and DO IT!  
(sample messages included in this playbook)

You can include this audio by Coach Dave with your “reach outs”:



[https://soundcloud.com/coachville/innerfreedom\\_exploratoryinvitation](https://soundcloud.com/coachville/innerfreedom_exploratoryinvitation)

Consider your replies to the reach out and schedule your exploratory sessions.

3) **Game Action:** Conduct exploratory conversations with your potential players. A detailed Conversation Guide is included in this playbook. Read it over a bunch of times before you use it to get familiar with the flow.

4) **BIG WIN:** A potential player says: “YES!”

5) **Find the fun!**

### 1) Introduction: You are on a mission!

You are on a mission to become an Inner Freedom Coach. To do this you need to reach out and schedule exploratory conversations with potential players.

**NOTE:** Even if you reach out to someone who wants to say “Yes” before having an exploratory conversation, we recommend that you have the exploratory conversation anyway. This is good practice and you can make sure that you are both set up for success.

To become a great coach you need to coach a lot of players! Coaches are ALWAYS looking for good players. Then they set out to help them become GREAT players.

To enjoy a successful class experience we recommend that you recruit 3 “practice” players specifically for the Inner Freedom program.

**HINT:** If you register for class early, it is a great idea to start this process before the class officially starts!

**About game card badges:** in all CoachVille classes, you earn points toward your Coaching Superpowers Badge through coaching activities and conversations. You earn points toward the Method Badges – Like the Inner Freedom Badge for example – by applying the concepts in your own life.

### WHAT you are recruiting them to do with you.

As we move beyond the Industrial Age of Control into the Connected Age of Play more and more people are yearning to play BIG in Life by expressing their talents to contribute to

the lives of others through relating, creating and exploring. Their dream is the Heroes Journey call to adventure!

However, the Industrial Age was pretty harsh in the way it programmed people to suppress their unique qualities and to fear mistakes. So when they step out to really express their value they are going to bump into FEAR which will lead to frustration. In the Heroes Journey this is the refusal of the call and it happens EVERY DAY.

You have people around you who are ready to play BIG but they need a pathway to transformation. They need a great coach. **They need YOU to ask them to be your player.**

## **You are recruiting them for a 12-session coaching engagement over 12 weeks.**

Each week you will have a 1-1 conversation with each player. These conversations can be over the phone, face-to-face or via any other audio/video connection tool. 45 minutes is a good time frame for each session though it can be done in 30 minutes if time is a constraint for you or your player. While it is VERY easy to stretch these sessions into an hour long conversation, aiming for 45 minutes will keep you AND your player focused on the topic at hand.

Note: Texting or messaging back and forth for 45 minutes will NOT match these requirements.

For each session, you will have a detailed Coaching Guide with questions to ask, ideas to share and visualization practices to guide. You will practice each session with your class partner in class before doing it with your practice players.

Also each session will have a 15-20 minute “Prep Audio” from Coach Dave that you can send to your player with a few key ideas that will help you dive right into the coaching when you have your sessions. Team Play for Transformation!

We also recommend checking in with each player at least once each week in between coaching conversations via email, text or whatever means both you and your player like to connect.

## **What about the money?**

If you are new to coaching then we recommend coaching your practice players “pro bono”. If you are a seasoned entrepreneur who is good at charging for things, then you are welcome to charge a fee. Using the Inner Freedom Method, the value will absolutely be there even if you are brand new to coaching.

If you are a personal service provider adding coaching to your offerings, you may be able to charge your existing clients for coaching.

If you are an experienced coach, you can recruit paying players for this engagement or invite 3 existing players to do this with you. However, I recommend that you plan to coach 3 players specifically using the Inner Freedom Method rather than blending it with what you are already doing. This will help you learn the Method AND it will set you up to add 12-week Inner Freedom Coaching engagements to your business model. SMART!!!!

## **WHO to Recruit**

The Inner Freedom Method is DEEP coaching; it requires a blend of openness AND tenacity. So you need players who have a STRONG desire to stretch their comfort zone in pursuit of their BIG Dream to contribute to the lives of others in a YOUUnique way. We say that FEAR is like a treasure map to our Superpowers.

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

Who do you know who is doing good things and seems poised to step into greatness? Who has great potential to be a difference-maker... a game-changer?

Who do you know who has the desire to play life at a higher level or live into a new Dream.

Having a coach is a choice people make when they have a dream to play BIG, perform at a higher level or step into a new possibility.

Who is up to something big AND ready to go DEEP? 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"? Coaching is NOT an intervention for problems!

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, players have challenges that arise out of their DREAM to play BIG. These are the type of challenges we want to explore with the Inner Freedom Method.

YOU do NOT need to be an expert in what the player is doing. Life coaching - and specifically the Inner Freedom Method - is powerful without specific subject matter experience. **Note:** When you move into high-end professional coaching the best plan is to combine Life Coaching methods – like the Inner Freedom Method - WITH subject matter experience.

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. These folks will LOVE the Inner Freedom Method.

## Where to recruit

This will depend on your situation. A little later in this playbook I will share with you some sample "REACH OUT" messages that you can use.

**A)** You are a manager / leader and you have a group of employees and colleagues from which to recruit your 3 players.

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

**IMPORTANT:** When coaching folks who work for you, you must obtain express permission from THEM to coach them AND you will need the 30 minutes per week of established 1-1 coaching time.

ALSO IMPORTANT: The Inner Freedom Method is DEEP, as I mentioned before. So you will want to choose folks with whom YOU are ready for vulnerable conversations.

**B) You are already coaching or providing a professional service to clients.**

In this case you have client pool from which you can recruit 3 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 10 coaching sessions over a 3 month period. It will be important to let them choose to engage in this new approach with you.

**C) You are an awesome person learning a new coaching method.**

In this case you need to recruit 3 players from your network of friends, colleagues and social connections. You may have colleagues or friends who you can reach out to personally.

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 PLAY. Sometimes opening up to a bigger world can really spice things up nicely.

**Important!** Your CoachVille 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) Power Up: Game plan your recruiting mission and REACH OUT!**

- Read this guide with sample REACH OUT messages
- Make your plan to reach out to your potential players and invite them to talk with you.
- Do your reach out.
- Share about your approach on the game card.

### **Sample REACH OUT messages**

**Invite someone you know:** “Hey **Sally**, I am participating in a 3 month Life Coach Training program called Inner Freedom and I am recruiting 3 amazing people to be my players while I am in the program. The Inner Freedom Method is loosely based on the Hero’s Journey; it is for people who have a BIG dream AND are willing to explore the doubts, fears, overwhelm and frustration that they experience on a regular basis. What if we discovered the Superpowers that your fears are concealing? It is VERY possible.

We will have 12 weekly 45-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.

**You can listen to this 9 minute audio by Coach Dave who created the program to get a little insight into what we will do together.**

Are you interested? Let me know.”

**Example opportunity social media post:** I am taking a Life Coach Training program with CoachVille called Inner Freedom. I am very excited about it! I am looking for 3 “players” for a 12 Session **pro bono** coaching engagement over a 3-month period. Each session will be 45 minutes.

The Inner Freedom Method is loosely based on the Hero’s Journey; it is for people who have a BIG dream AND are willing to explore the doubts, fears, overwhelm and frustration that they experience on a regular basis. What if we secured the Superpowers that your fears are concealing? Together we can do it.

**You can listen to this 9 minute audio by Coach Dave who created the program to get a little insight into what we will do together.**

If this sounds like you please contact me so we can set up a brief exploratory conversation. It is going to be really fun and potentially life-changing. I only have 3 openings so please respond quickly!

If you know someone who might love this, please pass it on to them. Thanks!

**Here are a few “catch phrases” that describe the Inner Freedom Method that you may want to weave into your message.**

- Get your Heart’s Desires through the maze of doubt and fear and out into the world
- FEAR is your Friend; You can PLAY with FEAR
- FEAR is like a treasure map that leads to your Superpowers.
- To go bigger out in the world, you must go deeper into your SELF
- Unleash the Superpowers that your FEARS are concealing

\*\*\*

Use these samples to craft something that sounds like you AND uses some of the Play Language.

Then send it out! Don’t wait for perfection.

## Share on your Game Card



A **POWER UP** is an activity where you listen, read or do an exercise and then share your insights and/or plans.



### **Coach Mission #1:**

*I read the playbook and sent out my REACH OUT message to recruit 3 practice players for Inner Freedom Coaching. This is what I did...*



Share

**WHAT TO SHARE:** Share a few details about your REACH OUT plan. If you want, share the content of your reach out message. It may inspire one of your classmates.

### 3) **Game action: Recruiting conversations with potential players**

Receive the replies you get to your “reach out”s and schedule exploratory sessions with your potential players!

- Read this section and PRACTICE the Conversation Guide; read it out loud a few times. It is structured like the Coaching Guides that you will use in class and with your players. We call it a “Conversation Guide” because at this stage you are not officially coaching them yet.
- Use it to talk with your potential players;
- Play for “YES! I want you to be my coach!”
- Share about your experiences on the game card.
- HINT: Share about it on the Gamecard even if you are they don’t say “Yes”.

### Introducing the “Recruiting” Conversation

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 dream they are playing for.

This exercise is powerful for your life as a leader as well as a coach because you are practicing relating for influence. Some of the most important moments in life are when we are making an “ASK” where you are playing for influence and a mutual “YES!”

This Conversation Guide 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 relationship. We call it a “Conversation Guide” because at this stage you are not officially coaching them yet.

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 conversation 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?
- Do I support the dream they are playing for?
- 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.

## **PRACTICE!!!**

Read the conversation outline OUT LOUD a few times to get used to saying the statements and questions!

You don't “say” the numbered lines to the other person; **NOR the statements in RED.**

You only say to them the lines that start with **Say:** and **Ask:** .

**\*\*\* Recruiting Conversation outline on the next page \*\*\***

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

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

### WELCOME

#### *A) WELCOME*

**Say:** "I am looking forward to doing this session with you. I really appreciate you and I can't wait to see what we discover together. It will take about 30 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 at CoachVille called Inner Freedom and they are really big on looking at business, career and life as a playing for your dream. My role as the coach is to help you play better, expand your possibilities, and unleash your superpowers by stepping outside of your comfort zone."

### COACHING PLAN

#### *B) DISCOVER THE DREAM*

**Ask:** If you looked at your life / business / career as living your dream...How would you describe your big dream is right now?

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

**Discover their definition of success**

**Ask:** What does success look like for you over the next 3 months?

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

### PRACTICE / PLAY TOGETHER

#### *C) EXPLORE THE GAP*

**Say:** In coaching we are always looking for the GAP between how you are playing now and how you imagine that you can play for this dream.

**Ask:** How do you see yourself playing bigger or better or exploring new possibilities?

{Coach: listen; stay judgment-free; people are yearning to talk about seeing themselves as really BIG but they rarely feel the encouragement or safe space to do so; some people will talk about possibilities others will start sharing about challenges or obstacles}

**Ask:** What are some activities that are pulling you outside of your current comfort zone?

**Ask:** Anything else come to mind?

{Coach: listen; stay judgment-free; again **AVOID AVOID AVOID** offering solutions!!}

#### **Find/Articulate the "Drama" / BIG Growth Opportunity / Challenge**

**Say:** In coaching we like to look at playing for your dream as a Hero's Journey. So there is always some drama in the form of a growth opportunity or challenge.

**Ask:** How would you describe your big challenge or growth opportunity using epic adventure language?

{Coach: this is meant to be fun; you may need to help them get into the spirit of it}

**Say:** Let's have some fun with your imagination

**Ask:** Are there any aspects of YOU – like creative ideas or talents - that you would love to bring out into the world in a bigger way?

{Coach: listen and then **have fun with them**; encourage them to dream bigger  
IF you know them OR you sense something about them this is a great opportunity to champion what you see in them }

**Ask:** In the Inner Freedom Method there is a saying that your doubts and fears are like a treasure map to your Superpowers. What would it be like if we unleashed your Superpowers?

{Coach: listen with your energetic presence; it will be very interesting to see where they go with this question. This is where you pump them up with the possibility that having an Inner Freedom coach like YOU will make a big impact on their dream!}

## GROWTH MODE

### D) 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 Dream and I think we could have great success together.

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

If they say “yes”, move on to #6A. If not, skip to 6B.

If YOU are a “no”, skip to 6B.

## PLAY PLAN

### 6A) CONFIRM THE COMMITMENT

**Say:** Excellent. I just want to confirm that you are committing to meet with me for about 50 minutes each week. If we can't do a session one week for some reason, we will try to make it up the next week.

**Ask:** Are you good with that?

{Coach: wait for them to say: YES}

**Say:** Let's get our first two sessions on the calendar now.

{get your first 2 sessions set up in your calendar for as soon as possible after the start date for the program}

6B) If either of you say “no”: thank them for their time.

**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!

**\*\*\* Playbook continues on next page \*\*\***

## After the conversation

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



A **GAME ACTION** is an activity where you do something in the world and then share about what you did and what you learned.



### *Coach Mission #1:*

I just had an exploratory conversation with a potential player. This is what I experienced...



Share

**WHAT TO SHARE:** Share a few details about your experience in the conversation. What did you learn?

REMEMBER: if you got a “YES” response share about that on the **BIG WIN** tab.

After you share about the exploratory conversation in the GAME ACTION tab, a BIG WIN item will pop onto your game card.

WHEN one of your potential players says: “Yes”, click through to the BIG WIN tab on the game card and share about that as well.

## Relating the Exploratory Questions to the Human Situation

In this conversation you are talking with your potential player about their dreams, about being playful, about their unique abilities... exactly the things that have been squashed, shamed and silenced by the Industrial Culture.

Don't expect your potential players to be fluid in these explorations! It might be difficult for them. They may have no idea what to say.

This is OK!

It is not a test! There are no right answers. It is meant to be provocative and aspirational.

It is meant to spark possibilities within them.

When you ask these questions in an affirming way – as if to say: yes, of course you can do these things – it will start to wake up these elements within them.

A BIG key to coaching is to always remember that EVERY human has dreams, playfulness and unique power.

It is your role create a safe space for the player to explore and practice and BECOME the version of themselves that expresses them in the world.

In the conversation be gentle, empathetic and affirming that they CAN speak it and they CAN do it.

## 4) **BIG WIN: A potential player says: YES!”**

This is something to celebrate!



A **BIG WIN** is when you get the desired result or experience from an action you take in the world. This is a BIG DEAL and we want to celebrate you!



*Coach Mission #1:*  
*I just signed up a player for Inner Freedom Coaching! WOO HOO! This is why I am excited to coach this player...*



Share

**WHAT TO SHARE:** Share a few details about your experience and why you are energized to coach them.



**POSSIBILITY!!** Whenever possible, share a photo of you in action celebrating with someone on your team!

## 5) 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 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 dreams 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 DREAM in life and the BIG Purpose they can pursue by playing rather than working. Being recruited is a form of recognition.

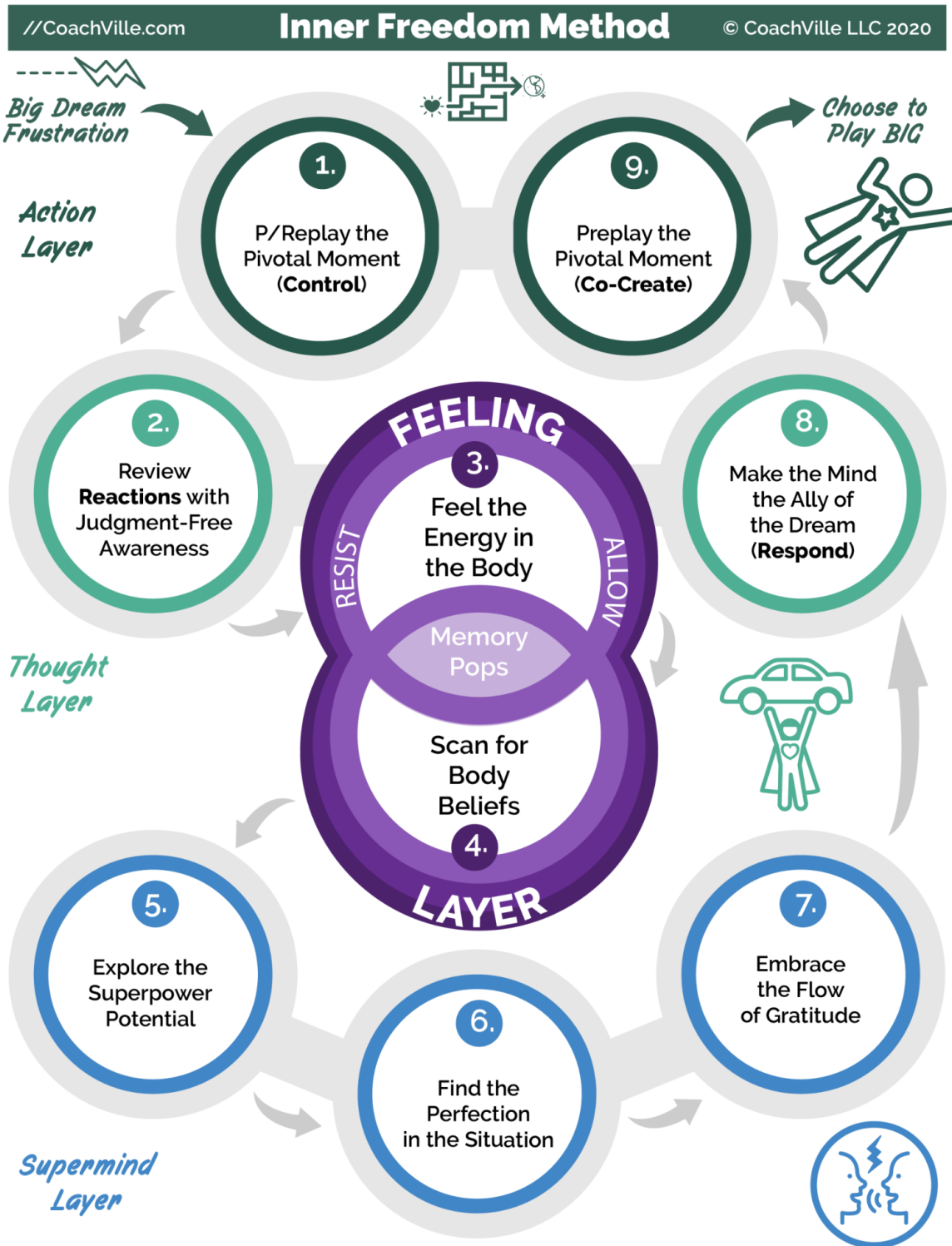
### Transformations from worker to player

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.
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# Understanding the Inner Freedom Method

## The Inner Freedom Method Model



## **Program Description**

### **A 9-step Coaching Method to transform FEAR into a treasure map leading to your hidden playfulness and superpowers**

The Inner Freedom™ Method is a powerful 9-step method where you **identify non-conscious patterns of fear** and transform them into a powerful source of energy to fulfill your purpose to Play BIG for your Dream.

The Inner Freedom Method is a precise sequence of guided exploration conversations, practice experiences, visualizations and body awareness experiences.

You cannot do the Inner Freedom by yourself; it is NOT a self-help method. The Inner Freedom Method is a co-created experience that requires two people. (There is a way to do a modified version in a small group as well)

In Session 1 you and your player will explore their BIG Dream for it's possibilities as well as any "fear adjacent" experiences that they are aware of. From that point forward, each session you will guide the exploration of a "pivotal moment" of social play that they want to explore to unleash their power.

I will get into the details of the life-changing concept of a "Pivotal Moment" in Chapter 1 of this playbook and in the audio series. (Something else to look forward to!)

Here are the 12 Sessions of the Inner Freedom Method Coaching Adventure:

- #1) Play With Fear
- #2) Pivotal Moments and Judgment-Free Awareness
- #3) Feel the Energy and Body Beliefs
- #4) Memory Pops
- #5) Explore the Superpower Potential
- #6) Find the Perfection
- #7) Flow of Gratitude
- #8) Make Your Mind the Ally of Your Dream
- #9) Intentional Co-Creation
- #10 Upgrade Your Environments
- #11 The New Super YOU!
- #12 Celebrations

# The Inner Freedom Method Adventure Log

//CoachVille.com

## Inner Freedom Adventure Log

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Your BIG Dream

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**Play With Fear**

Date: / /

1.

**Pivotal Moments & JFA**

Date: / /

2.

**Feel Energy - Body Belief**

Date: / /

3.

**Memory Pops**

Date: / /

4.

**Superpower Potential**

Date: / /

5.

**Find The Perfection**

Date: / /

6.

**Flow Of Gratitude**

Date: / /

7.

**Mind-Dream Ally**

Date: / /

8.

**Intentional Co-Creation**

Date: / /

9.

**Upgrade Environments**

Date: / /

10.

**The New Super YOU!**

Date: / /

11.

**Celebrations**

Date: / /

12.

## Inner Freedom and the CoachVille Curriculum

The Inner Freedom Method is one of a trilogy of methods designed to co-create transformation by unleashing the superpowers of Human Nature within the player.

(While the Industrial Culture works feverishly to control them!)

This little diagram maps the three methods to the three superpowers of Human Nature that we have explored a few times: Become – Believe – Belong.

The Inner Freedom Method is especially focused on exploring and unleashing the Ability to Believe. Specifically, the ability a person has to believe in their own dream and to choose the beliefs that align with that dream.

Or beliefs determine the choices we make in our days and our lives.

Many of the beliefs we absorbed in the Industrial Culture were intended to keep us in fear. Specifically to fear our playfulness and expressing our YOUUnique powers. This is what is meant by the maze in the symbol for the program. Our beliefs, choices and fears become a tangled maze that we must explore in order to get our hearts desires out into the world. On the journey we rediscover our playfulness and unique Superpowers. FUN!

### Your story as a player...

As you step into your vision to Play for your dream in a BIG WAY, you will often find yourself severely slowed or even “paralyzed” by the invisible force of FEAR! With the Inner Freedom Method you will create a **personal transformation**...

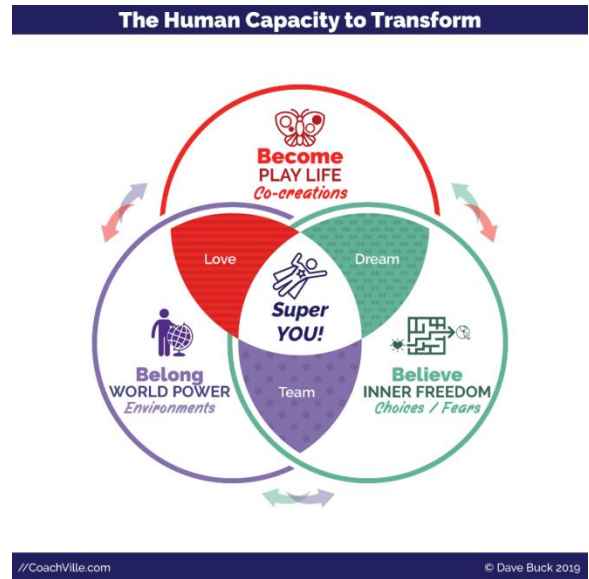
**From:** fear and emotions are something you conquer; the non-conscious mind is dark and mysterious and must be avoided.

**To:** you can befriend your fear and emotions; the non-conscious mind is a vast resource of wisdom and power.

With the Inner Freedom Method you learn how to approach fear with the spirit of play; to explore it with curiosity. This brings deep understanding to the self-preservation patterns that are creating conflict with your desire to play BIG. With expanded awareness we can transform inner conflict into positive energy, joyful self-expression and deep confidence. This leads to winning choices and **winning results!**

**The BIG Question:** How BIG do you CHOOSE to play in this amazing playground of your life?

With Inner Freedom it is truly your choice!



## **Your story as a Coach...**

When you coach your player to play big in the outside world their “Inner World” will put up a LOT of resistance. Nearly every decision we make in social situations is instantaneously determined by patterns of feeling in the non-conscious mind; what to say, NOT say, what to do, must NEVER do. When we start playing big, we often notice how restricted we feel; and it's frustrating.

This is your opportunity for coach-able moments of **transformation that lead to breakthrough results...**

**From:** Motivate your players to overcome (power through) fear and control their emotions.

**To:** Guide your players to PLAY with fear and respond to their emotions.

When you bring the Inner Freedom Method to your coaching conversations your players will be amazed at the awareness that comes into focus. And they will be thrilled when freedom and RESULTS replace frustration! You will be a coaching hero! (always fun)

**With the Inner Freedom Method you will be able to coach the biggest players in the most challenging and high impact dreams.**

When the word gets out about what you can do, you will be in high demand.

**The BIG questions: How BIG do you want to be as a coach?**

Do you see yourself as a coach approach leader of influence with people who truly want to make a difference in your community? in the world?

## **The BIG Picture**

Humans are emerging from the Industrial Age of Control into the Connected Age of Play. More and more of us are yearning to live more purposefully; to experience and express our uniqueness AND our connectedness. To do this, we MUST be highly aware of and leverage ALL aspects of the Human Experience: including purpose, desires, emotions and fear.

Together we must embrace the truth that PLAYING Life INCLUDES challenges and hardships that give us opportunities to grow more fully into ourselves and connect more deeply with others. We have a choice in how we play the moments of our lives. To be a coach in the world means living, loving and guiding the adventure.

## **How the Inner Freedom Method will make you a better coach**

- 1) Your confidence as a coach will increase dramatically because you KNOW you have the tools to handle ANY challenging situation your player is in.
- 2) Your ability to find the "Pivotal moment" and shift the experience for your player from inner resistance to inner freedom will create extraordinary richness in every session. You will learn exactly what questions to ask and what to look for.

- 3) Understanding and using body awareness will allow you to help your players expand and tap into intuition and inner knowing
- 4) The ability to find the perfection in situations past and present is a most extraordinary booster to self-worth; which is something EVERYONE values greatly
- 5) Your players will FEEL more capable to play BIG in the world after every session with you.
- 6) You will become masterful in reading the dynamic of in/out of the self-preservation zone and know just how to keep your players on the growing edge.
- 7) You will have a deep understanding AND a solution for the common challenges people face today: overwhelm, frustration, isolation and even apathy! This will give you great confidence in coaching a player through challenging situations.
- 8) You will learn how to talk about FEAR and inner resistance as a catalyst for growth with your players.
- 9) You will expand your understanding of the dynamic balance between support and challenge which has the effect of boosting your players self-worth. This in turn will greatly enhance their ability to play for their Dream and get results.

## *Let's Play!*

Whoa! We have come a long way together already and our adventure is just beginning.  
Look out world... here you come!

We would LOVE to have you in our next Inner Freedom Method Coach Training Program at CoachVille.

Thanks for exploring with us.

**Free People, FREE PEOPLE!**  
**Coach Dave**