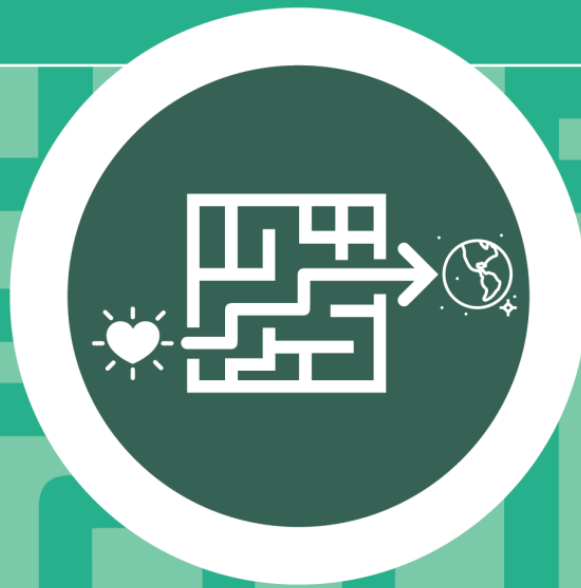




INNER *Freedom*

Playbook for Players

*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!

Welcome!

Hello there! Coach Dave here with you.

I am the co-creator – with my amazing team of coaches at CoachVille – of the Inner Freedom Method that your coach will use to guide you in pursuit of your BIG dream.

While your coach is your Guide on the adventure, I will be your “**Bonus Companion**” with this playbook and a series of audio that I recorded to help you make the most of every session with your coach. Time is precious!

Our vision at CoachVille...

Everyone, everywhere with the courage to play BIG for their dreams, has a GREAT Coach!

Your coach is...

The champion of your dreams

The promoter of your playfulness

The unleasher of your superpowers

The true heart of coaching is playing together to play better. Just as a basketball coach helps you play basketball better or a violin coach helps you play violin better, a Life Coach will help you play life better.

The Inner Freedom Method is a unique and powerful method of Life Coaching. You probably recognize the experience when you really want to do something but it feels like there is something within you holding you back. This is a very common experience.

While many personal growth programs talk about conquering fear we are going to do something VERY different! We are going to explore your fears – along with doubts, resistance and beliefs – like a treasure map to your Superpowers. It is going to be an awesome adventure!

When you have your superpowers and the inner freedom to use them, activities that used to seem hard, or even impossible, suddenly feel easy and in the flow of life! YES!!

To explain this little book using a metaphor:

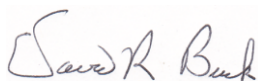
The Introduction is like a travel brochure for an adventure to climb Mt. Kilimanjaro; hopefully it gets you energized to go!

Then each chapter is like a chapter from a Lonely Planet Guide to the territory so that you can really make the most of your experience.

I know I LOVED my Lonely Planet Guide during my month in Bolivia!

Our motto:

The world is a playground... so we are GOING OUT TO PLAY... Together.



Coach Dave Buck and the CoachVille Team!



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Important!

This PDF contains only the Introduction; which is pretty awesome by itself!!

As I mentioned in the welcome letter this is like the travel brochure for the adventure. After you sign on with your Coach, you will receive the rest of this playbook; the actual Adventure Guidebook.

An introduction to Playing Life with an Inner Freedom Coach

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

As your bonus companion on your adventure with your Inner Freedom Coach, my role is to prepare you for each leg of the journey so that you can really LOVE it and thrive.

In this introduction 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 in a joyful way. AWWW Yeah.

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

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

Before you start your adventure with your Inner Freedom Life Coach, 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's circumstances 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 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!

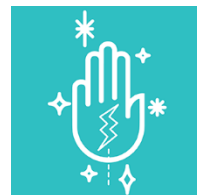
With focus and determination you can experience this transformational power with your Inner Freedom Life Coach!

Possibilities for your BIG Dream

The first thing your coach is going to talk with you about 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 ourselves. 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!

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.

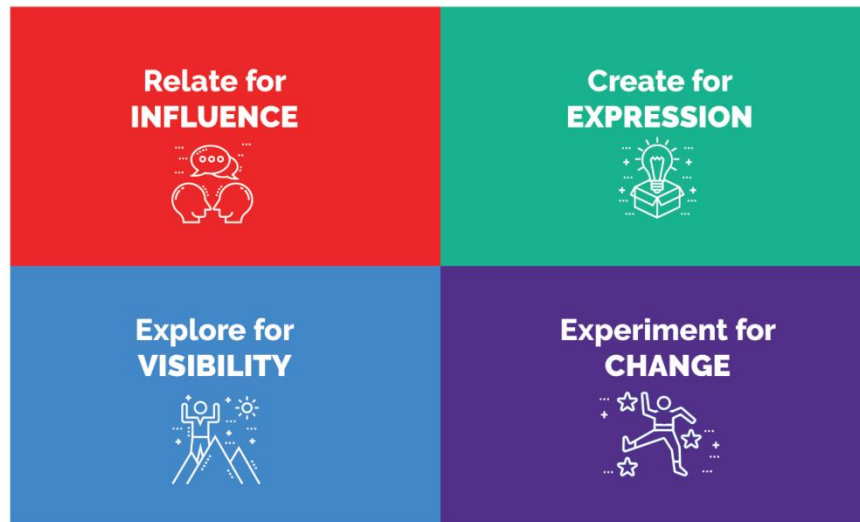
The 4 ways to Play Life. The 4 things we desire!

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!.

Four Pivotal Moments of Social Play



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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 Play.

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: **YOU** have unique superpowers within you that your coach will help you unleash 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 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:

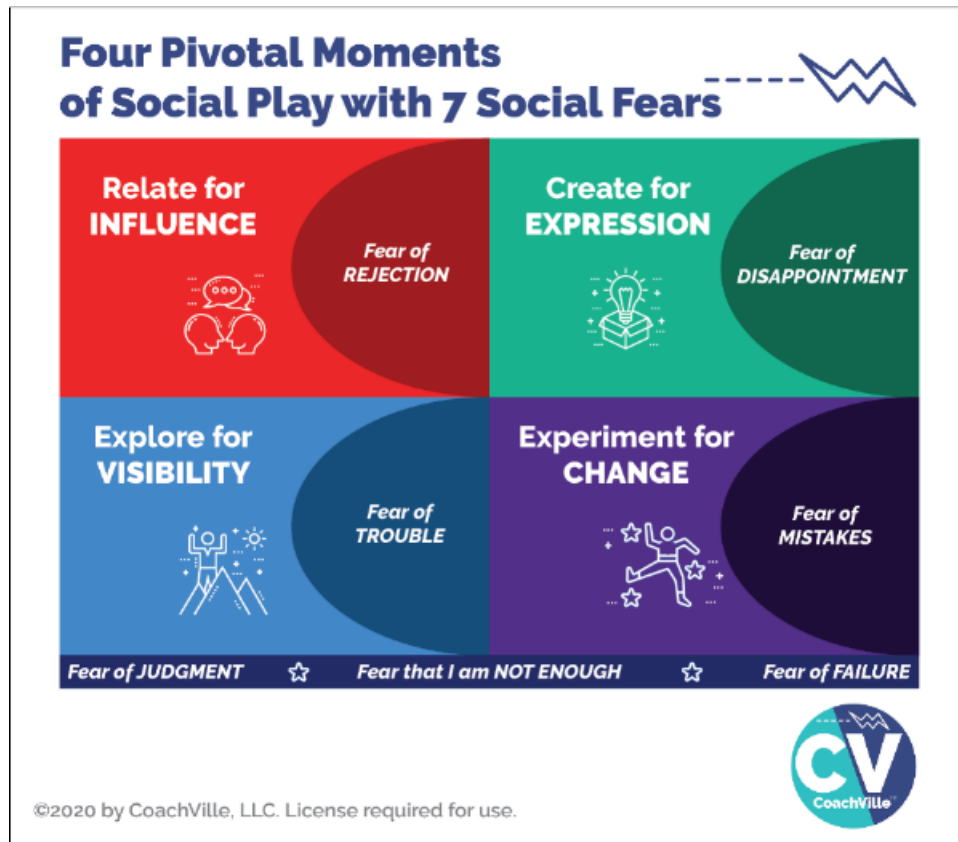
- Asking for what I want or need is pretty hard for me.
- Sharing what I create can be a real struggle.
- I know I need to “get out there” and be more visible, but it’s not easy.

- 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!



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 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.

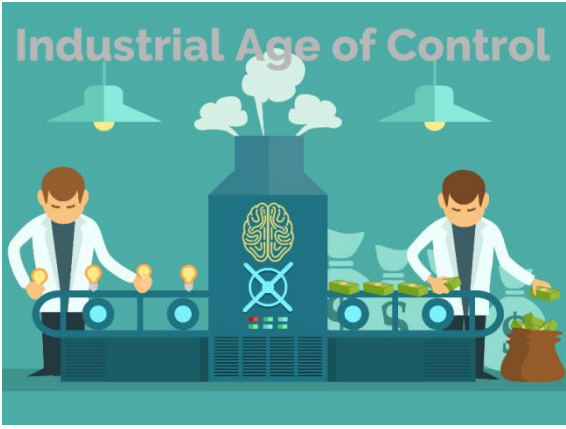

The important thing to notice is how the Industrial Age of Control culture created a HUGE need for Inner Freedom Life Coaching!

Life Coaching subverts hierarchical control because no one is in charge. It is a co-creation by equal partners with different roles.

We Free Each Other!!

{Chart starts on the next page}

The Transformation from worker to player

| | | |
|-----------------------|--|--|
| |  <p>Industrial Age of Control</p> <p>An illustration showing two workers in white lab coats standing at a control panel. In the center is a large blue machine with a brain icon and a dollar sign. The background is teal with hanging lamps and smoke rising from the machine.</p> |  <p>Connected Age of Play</p> <p>An illustration showing a group of diverse people holding up a large glowing lightbulb. The lightbulb has a blue lightning bolt symbol inside. The background is blue with a sun and stars.</p> |
| Time frame | 1880 – ~2030 | ~2010 - ???? |
| The Framework | 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. |
| The Approach | <p>Innocent teachers, managers and business owners become unwitting henchmen for the dehumanizing top-down hierarchy.</p> <p>The 3 C's</p> <p>Command Tell them what to do</p> <p>Control Show them how to do it</p> <p>Compliance Make sure they do it right</p> | <p>Inspired Life Coaches and coach-approach teachers, entrepreneurs and leaders play to unleash the best of Human Nature.</p> <p>The 3 B's</p> <p>Become The urge to Become through play</p> <p>Believe The ability to Believe in a dream</p> <p>Belong The need to Belong with a dream team</p> |
| The Power | In the “system” | In the YOUUnique Superpowers of Individual Players in an uplifting environment |
| Where we learn | <p>In School.</p> <p>Sitting silently at a desk memorizing the right answers working alone completing tasks preparing for the test</p> | <p>Life (and Online)...</p> <p>Learning from the world co-creating, sharing, connecting playing games with global friends pursuing the next level</p> |
| Memes | Sit down, shut Up and do as you are told | <p>Together we play better</p> <p>After you fail, play again</p> |

| | | |
|--------------------------------------|--|--|
| | <p>Do it right the first time or don't do it at all;</p> <p>Do your own work if you help your neighbor you are a cheater</p> | <p>Feedback is the breakfast of champions</p> <p>Get to the next level We free each other</p> |
| <i>You are a</i> | <p>Worker / servant Consumer</p> | <p>Player Co-Creator / Investor</p> |
| <i>You have a</i> | <p>Job with a Manager / Boss (enjoyment unlikely)</p> | <p>Dream / Purpose with a Coach (enjoyment assumed)</p> |
| <i>What you do</i> | <p>Complete tasks Fix problems</p> | <p>Co-Create Results and Experiences Express Superpowers to add value</p> |
| <i>Why?</i> | <p>To earn a living</p> | <p>To live your dream and GROW</p> |
| <i>The Feeling?</i> | <p>Suppressed & Traumatized Dreams squashed Playfulness shamed Unique voice and power silenced</p> | <p>Rewarding and challenging experiences and opportunities to contribute make every day a fulfilling adventure</p> |
| <i>The Path to Success...</i> | <p>Do it right Don't make mistakes Fit in by being like the others Don't try to be special Mind your own business</p> | <p>Play big to make a difference Risk failure, learn fast and grow Find a place / group that embraces ALL of who YOU are Own your value.</p> |
| <i>You buy...</i> | <p>Things - More is better Things will make you happy (NOT)</p> <p>Entertainment to "get away" from meaningless or repetitive work</p> | <p>Things that inspire you and tools for creation;</p> <p>Experiences that expand your skills and awareness; Coaching to play better and pursue your Dream</p> |
| <i>You aim to</i> | <p>Save some money for retirement; then you can enjoy life.</p> | <p>Co-Create a freedom-filled lifestyle economic freedom creative freedom emotional freedom spiritual freedom location freedom</p> |

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 Industrialized social fears. 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 this 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. A big benefit of having a Life Coach is that by observing you they can bring your non-conscious beliefs into awareness so you can explore them.



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 Human Nature Superpowers alone.

Life Coaching Starts Here

When you think of signing on with a Life Coach there is a purpose behind it.

You want to:

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

You probably don't think: "Oh, I need help unleashing my Human Superpowers!"

LOL

True. However, to get that "something" you 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 and your coach will co-create ways for you to **PLAY** life in pursuit of your dream.

A Dream to Believe In

The Ability to Believe... Believe in your Dream

Life coaching is about living our dreams! So your coach will want to focus in on what your 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 Superpowers



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

Your coach will start be creating a “safe space” – a judgment free space – for you to express your dreams and practice being Super YOU!

As your confidence grows from your time with your coach you will begin to bring Super YOU and your Dreams out into the world so they can find where they BELONG!

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

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

Our shared dream is to uplift the human family one person at a time:

From the tyranny of hierarchical control

Into the egalitarian joy of connected play

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!)

Why do I say that the Industrial Age of Control is dehumanizing?

Because we Humans HATE being controlled!

We hate it. It is completely unnatural to our human nature to be controlled. Humans are born to be free!

At the same time, we are also born to be connected. We naturally care for each other and for the collective.

TRUE freedom is the awareness and ability to be fully oneself AND care for the collective at the same time.

Essentially, Life Coaching this is about TRUE 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 TRUE 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! TRUE 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.

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

Free people, free people!

Your Fears Are a Treasure Map to Your Superpowers

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 They 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 mysterious 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.

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.

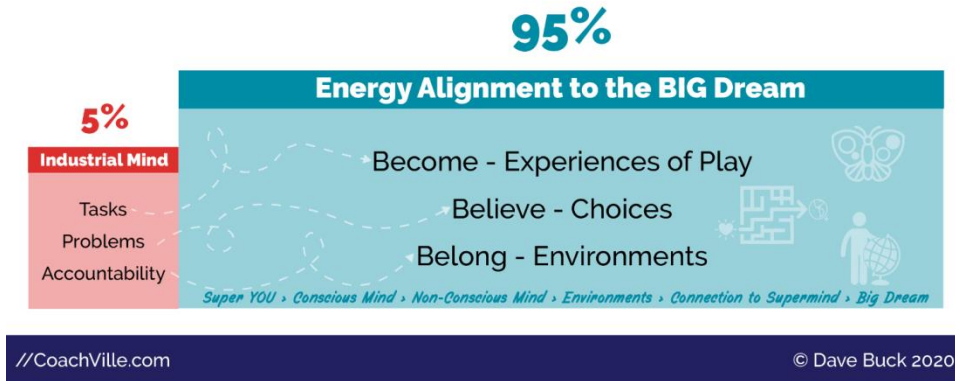
A LOT MORE!

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.

What are you coaching? The 5% or the 95%?



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.

Your Inner Freedom Coach will be focused on guiding you to your BIG Dream through:

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

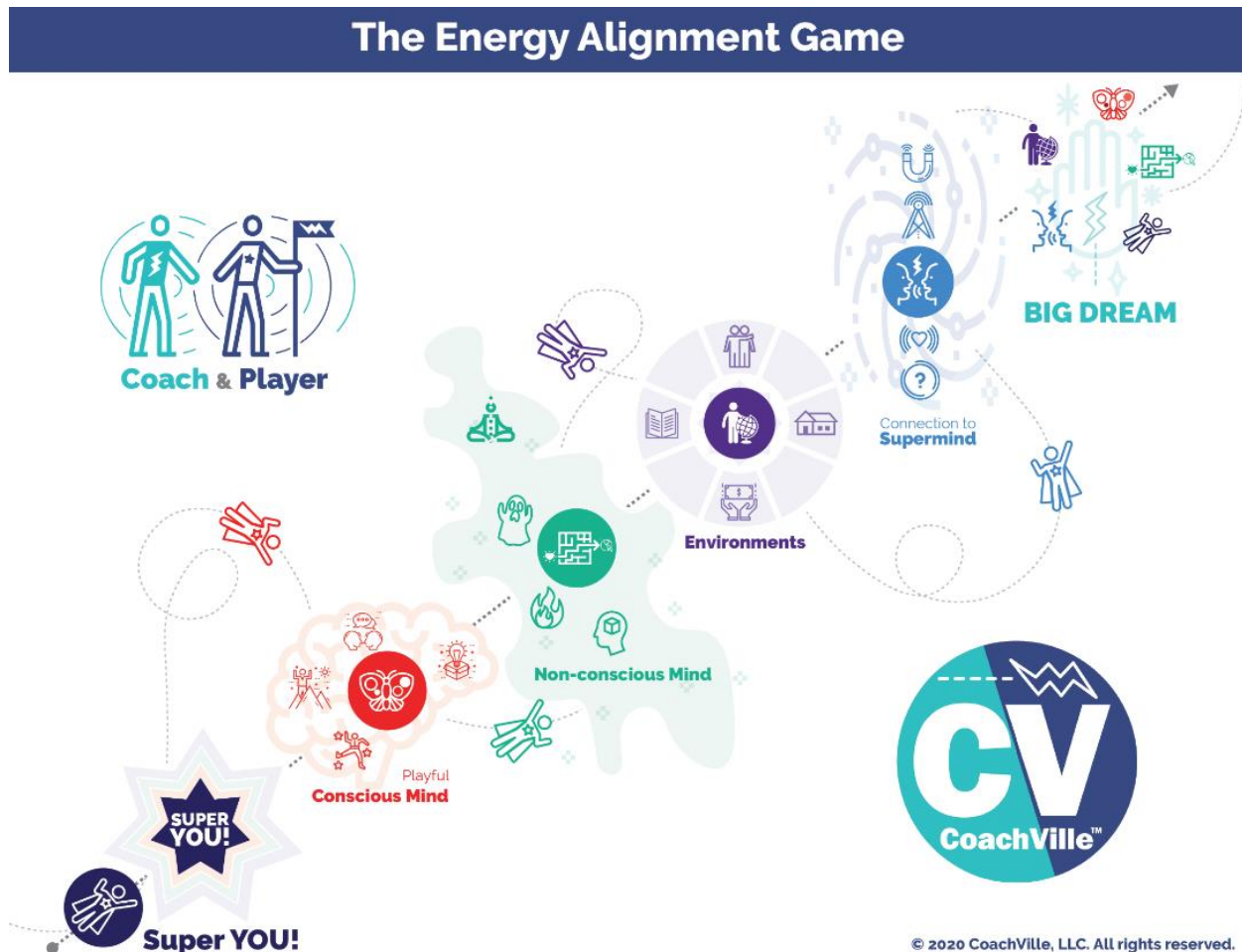
The "Game" is to align all aspects of YOU with your BIG Dream to create a state of flow.

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.



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!

Introduction to the Inner Freedom Method

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 coach will explore your BIG Dream for its possibilities as well as any “fear adjacent” experiences that you are aware of. From that point forward, each session your coach will guide the exploration of a “pivotal moment” of social play that you want to explore to unleash your 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!)

There are 9 Steps in the Inner Freedom Method. You will experience them at different times during your 12 sessions.

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

- #1) Play With Fear
- #2) Step 1: Pivotal Moments and Step 2: Judgment-Free Awareness
- #3) Step 3: Feel the Energy and Step 4: Body Beliefs
- #4) Memory Pops
- #5) Step 5: Explore the Superpower Potential
- #6) Step 6 Find the Perfection
- #7) Step 7: Flow of Gratitude
- #8) Step 8: Make Your Mind the Ally of Your Dream
- #9) Step 9: PrePlay the Pivotal Moment + Intentional Co-Creation

#10 Upgrade Your Environments

#11 The New Super YOU!

#12 Celebrations

Inner Freedom Method Model



Your BIG Dream 



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.

Sample Weekly Play Plan

| Inner Freedom Play Plan # | | Date: |
|---|--|---|
| <p>Your BIG Dream:</p>  | <p>Your Focus this week:</p>  | <p>Your Superpowers:</p>  |
| <p>PLAY IN THE FEAR / GROWTH ZONE</p> <p>Relate for INFLUENCE > <i>Risk Rejection</i></p>  <p>.....</p> <p>.....</p> <p>.....</p> | <p>NOTICE & JOURNAL</p> <p>Results / Resistance / Reaction</p> <p>.....</p> <p>.....</p> <p>.....</p> | |
| <p>Create for EXPRESSION > <i>Risk Disappointment</i></p>  <p>.....</p> <p>.....</p> <p>.....</p> | <p>.....</p> <p>.....</p> <p>.....</p> | |
| <p>Explore for VISIBILITY > <i>Risk Trouble</i></p>  <p>.....</p> <p>.....</p> <p>.....</p> | <p>.....</p> <p>.....</p> <p>.....</p> | |
| <p>Experiment for CHANGE > <i>Risk Mistakes</i></p>  <p>.....</p> <p>.....</p> <p>.....</p> | <p>.....</p> <p>.....</p> <p>.....</p> | |
| <p>Notice your thoughts / reactions / beliefs:</p>  <p>.....</p> <p>.....</p> | <p>Notice your desires:</p>  <p>.....</p> <p>.....</p> | |

Sample weekly coaching notes sheet

Inner Freedom Coaching Session #2 Notes

Date: _____

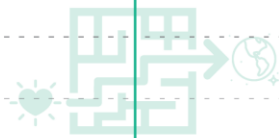
The BIG Dream:

Explore the Fear / Growth Zone for Pivotal Moments

CELEBRATIONS / RESULTS

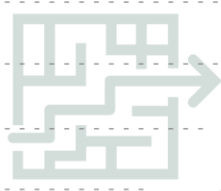


ACTIONS NOT HAPPENING



RESULTS NOT HAPPENING

Pivotal Moment



THOUGHTS



BODY SENSATIONS



IT'S NOT SAFE FOR ME TO



HEART'S DESIRE



PRE-PLAY THE MOMENT



Growth Zone

What did you learn...

About playing for your dream?

.....

.....



About yourself and your Superpowers?

.....

.....

Play Plan: What are the actions / perspectives you will focus on?

.....

.....

Let's Play!

Whoa! We have come a long way together already and our adventure is just beginning.

Look out world... here you come!

If you have already signed on with your Inner Freedom Coach, that is AWESOME

If you haven't signed on yet but now you really want to,

CALL THE COACH WHO SENT YOU THIS!!!

If reading this "Mt. Kilimanjaro travel brochure" has you thinking: "mmm, I'm not ready for this just YET". That is OK! We love you and we will be here when you are ready.

Thanks for exploring with us.

Free People, FREE PEOPLE!
Coach Dave