

Coach Mission 1: Recruit 3 Good Players

Play Life Coaching Playbook

Outline:

- 1) **The Coaching Guide** for your exploratory conversation.
- 2) **Introduction:** You are on a mission!
The What, Who, Where and How of recruiting players.
- 3) **Power up:** Make your REACH OUT plan and DO IT!
(sample messages included in this playbook)
- 4) **Game Action:** Conduct exploratory conversations with your potential players
- 5) **BIG WIN:** A potential player says: “YES!”
- 6) **Find the fun!**



1) The Coaching Guide for your exploratory session

Every week in class you will learn, practice and use a new Coaching Guide with your players. This is the BEST way to learn how to coach. So we are going to jump right into this learning model.

Read the coaching guide several times to get comfortable with the phrases and language patterns. ***** IMPORTANT !***** Read the Coaching Guide OUT LOUD several times before using this with a potential player. This might feel really weird... but do it anyway.

First you READ the Guide. Then with practice you BECOME the Guide.

Notice this format:

1) **Introduction** << You don't say the headings to your player

Ask: Are you ready to go?

{Coach: wait for them to say: YES}

You say to the player the text after the **Ask:** While sounding conversational; as if that question just popped into your mind.

The copy in Red – {also in curly brackets if you don't see color} are notes with instructions for you that you don't say to the player.

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

Coach Mission 1: Recruit 3 Good Players

Play Life Coaching Playbook

*** Recruiting Conversation outline ***

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

1) Introduction

Say: "Thanks so much for doing this with me. I really appreciate your time and I can't wait to see what we discover together. This conversation will take about 15 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 and they are really big on looking at business, career and life as a playing for a dream; my role as the coach is to help you play better, unleash your superpowers and step into new possibilities as you pursue this dream."

2) Discover their dream

Ask: If you looked at your life / business / career as pursuing your dream...What would you say your big dream is right now?

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

3) 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}

You may want to ask: "Anything else?" a few times to get to the deeper stuff.

4) Find the GAP

Say: In coaching first we clarify the dream, then we need to find the gap. The gap is your vision for how you want to play bigger or better. It can be stepping out of your comfort zone to do something new or doing something in a new way. There may be some new experiences or results that you want to create.

Ask: What are some ways you can imagine playing better?

Coach Mission 1: Recruit 3 Good Players

Play Life Coaching Playbook

{Coach: listen and **AVOID AVOID AVOID** offering solutions!!

You may want to ask: “Anything else?” a few times to get their imagination flowing.
Ask any curious or clarifying questions that pop up for you}

5) 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.

6A) Confirm the commitment

Say: Excellent. I just want to confirm that you are committing to meet with me for about 30 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 session on the calendar now.

AND... Session 2 may be closer to an hour because we are going to get into the details of how you are going to Play for your dream. So let's get that session on our calendars now as well.

{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 *****

Coach Mission 1: Recruit 3 Good Players

Play Life Coaching Playbook

2) Introduction: You are on a mission to recruit players!

The basic recruiting plan is to:

- 1) Identify who you aim to coach and where you will recruit your practice players.
- 2) Reach out to them and invite them to a brief exploratory conversation about coaching with you.
- 3) Conduct brief exploratory conversations.
- 4) Sign up your 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 the relationship is set up for success.

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

A few preliminary things first...

Recruiting good players to coach needs to become one of your favorite activities in life. So consider this the start of lifelong adventure. For real!

To become a great coach you need to coach a lot of players! Coaches are ALWAYS looking for good players. Then we guide them toward their Dream of becoming GREAT players.

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

WHO to Recruit

SUPER IMPORTANT!!!

The optimal plan is to recruit people who are doing something you LOVE doing. Coach what you love. These are your people. These are the people with whom you will do your best coaching because Love is a powerful force. This is the formula for success as a coach.

Coach Mission 1: Recruit 3 Good Players

Play Life Coaching Playbook

If you can't find 3 people doing something you LOVE, then it can be something that you are curious about. The only criteria is that you MUST be aligned with their dream.

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.

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". Life Coaching is NON-HIERARCHICAL!

In Play Life there is a lot of role playing and growing outside of the comfort zone, so it is best to look for people who are doing something that involves interaction with other people: business and leadership for example. So, someone who wants to lose 10 pounds as their BIG Dream is not a good fit for this.

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.

For the purposes of learning this method, YOU do NOT need to be an expert in what the player is doing. Life coaching - and specifically the Play Life Method - is powerful without specific subject matter experience because it explores the fundamental human experience of playing for a dream.

IMPORTANT for your future: When you move into high-end professional coaching then you will need to combine Life Coaching methods WITH something you know a lot about AND you LOVE it. Your guiding light is to coach what you LOVE!

WHAT you are inviting them to do with you.

Coach Mission 1: Recruit 3 Good Players

Play Life Coaching Playbook

As we move beyond the Industrial Age of Work into the Connected Age of Play more and more people are yearning to play BIG for a Dream to express their talents to contribute to the lives of others in a creative way.

We call this: **Play BIG for your Dream**

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

- You are recruiting them for a 12 week coaching engagement.
- 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.
- Texting or messaging back and forth for 30 minutes will NOT match these requirements.
- 30 minutes is a good time frame for each session; and they will often run a bit longer.
- NOTE: in the Play Life Method, Session 2 takes about 60 minutes.
- 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.

While it is VERY easy to stretch these sessions into an hour long conversation, aiming for 30 minutes will keep you AND your player focused on the topic at hand.

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

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 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

Coach Mission 1: Recruit 3 Good Players

Play Life Coaching Playbook

to coach 3 players specifically using the Play Life 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 Play Life Coaching engagements to your business model. SMART!!!!

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.

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 12 weekly coaching sessions. 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. Remember, the best plan is to recruit from within a group of people doing something that you LOVE!

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!

Coach Mission 1: Recruit 3 Good Players

Play Life Coaching Playbook

3) Power Up: Play 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 12-week Life Coach Training program called Play Life and I am recruiting 3 amazing people to be my players while I am in the program. We will have 12 weekly 30-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. Are you interested? Let me know.”

Example opportunity social media post: I am taking a Life Coach Training program with CoachVille called Play Life. I am very excited about it! I am looking for 3 “players” for a 12 week pro bono coaching engagement. Each session will be approximately 30 minutes. This is a great opportunity if you are up to something big in your business, career or personal life and would love the energy, support and challenge of a great coach. 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!

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: Recruit 3 Good Players

Play Life Coaching Playbook



Coach Mission #1:

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



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.



FACEBOOK AMPLIFY IS ON! Help spread the word about our shared pursuit: Play Life Bigger! Coach Life Better.

See the “Facebook Login” or “Share on Facebook” button. Copy what you shared, and paste it into the Facebook Share box. Edit if desired.

[Learn how to use Facebook Amplify!](#)

4) Game Action: Recruiting conversations with potential players

- Read this section and PRACTICE the conversation outline; read it out loud a few times
- 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 even if you are they don’t say “Yes”.

Introducing the “Recruiting” Conversation

The Coaching Guide for the recruiting conversation was at the beginning of the playbook. Here are a few notes about the process.

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 relating for positive influence is a big part of how we play life! We sometimes call this the “Game of ASK” where you are playing for influence and a mutual “YES!”

Remember, YOU are the coach. So:

Coach Mission 1: Recruit 3 Good Players

Play Life Coaching Playbook

- A) You need to guide the conversation
- B) The early part of a coaching relationship is mostly about asking questions and listening because you need to get to know them before you can coach them well. You don't need to say too much at this point!
- 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.

About the question areas in the Coaching Guide

1) It starts with a dream.

All coaching starts with a shared dream. Plus, this is a great habit to start. Ask people you meet about their dream rather than "what do you do"?

2) The definition of success.

This is a good open-ended question where the potential player can tell you about a wide variety of things that are important to them. Not only do you learn more about their dream but you get a window into their values.

3) Find the Performance-Possibility Gap

I love this part of the conversation because it is very direct and very coach-like. You can only coach someone who has the desire to do something better or grow in some way. As they answer this question you will find out if they have the growth mindset needed for a fruitful coaching relationship.

Remember, you will be learning a new method so it is better if you have 3 players that are relatively easy to coach. It is possible to coach people with a more fixed mindset, but it is a LOT harder. You don't need that for your practice players.

4) 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?

Coach Mission 1: Recruit 3 Good Players

Play Life Coaching Playbook

Note: as we move along in the coaching process you will do more talking! But in the beginning it is a lot of listening and observing.

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.

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...



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.



FACEBOOK AMPLIFY IS ON! Help spread the word about our shared pursuit: Play Life Bigger! Coach Life Better.

See the “Facebook Login” or “Share on Facebook” button. Copy what you shared, and paste it into the Facebook Share box. Edit if desired.

[Learn how to use Facebook Amplify!](#)

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.

Coach Mission 1: Recruit 3 Good Players

Play Life Coaching Playbook

4) The 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 Play Life 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!



FACEBOOK AMPLIFY IS ON! Help spread the word about our shared pursuit: Play Life Bigger. Coach Life Better.

See the "Facebook Login" or "Share on Facebook" button. Copy what you shared, and paste it into the Facebook Share box. Edit if desired.

[Learn how to use Facebook Amplify!](#)

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.

Coach Mission 1: Recruit 3 Good Players

Play Life Coaching Playbook

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.