



PLAY *Life!*



Powered by **CoachVille™**

Live Your Dream with Transformational Play

*"A dream you dream alone is only a dream.
A dream you dream together is reality."*

- Yoko Ono

Hey there!

Coach Dave here with you. I am thrilled to share my **Play Life Manifesto**. The Connected Age of Play is happening now and gaining momentum every day! You can play life as a performance art, as a collaborative game or as a worthy quest. You can live your dream to contribute to the lives of others in your own YOUUnique way while enjoying juicy moments and thriving in the world.

The trouble is, if you grew up before the year 2000 then your mind was "programmed" for the Industrial Age of Work. You learned to complete tasks and keep your unique personality in check. You were taught that to be a good person you go to work, do your job, collect your paycheck, and spend the money on stuff that will make you happy. UGH! **Your dream is so much bigger than that!**

The **Play Life Manifesto** will be your guide into this delightful but challenging new era. With the spirit of play you can unleash your hidden superpowers and invent a new version of YOU who is equipped to thrive in this strange new world.

My life has always been about play! I am a performing artist, athlete, business owner, and Life Coach. I was an assistant coach with a Hall of Fame soccer coach for 14 years. I was the right hand man of the man who invented Life Coaching. I have coached a thousand people and taught Life Coaching methods to thousands more. It has all led to this: **I can help you Play Life better!**

Coach Dave Buck





Your coach will help you reframe your life from a task list to a playground.

1 Leap Onto The Playground

Life is not work. Life is not a school. Life is a playground! On the playground you can create performance art, play a game, or pursue a quest. You can bring this mindset to anything — your business, career, community, family, or cause.

On the playground you create fulfilling experiences for yourself and with others. You express your voice, create value, reveal your vulnerability, and grow from everything.

On global social platforms you can share your experiences on the playground in way that makes your personal growth a contribution to the world!

"All the world's a stage, and all the men and women merely players."
- William Shakespeare




"Play Safe" Body Belief:
"It is not safe for me to be fully myself."



What do you want to share with the world?

COACHING
QUESTION



Your coach will help bring your big dream to life.

Share Your Dream 2

Abera Ca Dabera! This power phrase from the Aramaic language literally means, "I create as I speak". When you speak your dream to others you unleash the magic of shared intent and energize the right people to play along with you.

Playing for your big dream is not a game of solitaire! This might surprise you because in the Industrial Age people were harshly told, "Do your own work. If you help your neighbor you are a cheater!"

This is not a fruitful way to live. You are on the earth playground to pursue your dreams together with others as cocreators.

***"Every human is an artist.
The dream of your life is to make beautiful art."
- Don Miguel Ruiz***




*What is your
DREAM?*

COACHING
QUESTION

"Play Safe" Body Belief:
"It is not safe to share my big dream."





Your coach will help you see
the way to live your dream now.

3 Live Your Dream NOW

Your dream is not for “someday”! You can live your dream right now. You step into your dream by clarifying what you are playing for.

- What are the results you aim to create in the world?
Results accumulate into Outcomes.
- What are the actions you will take?
Skillful actions accumulate into Mastery.
- What are the challenges that you might face?
Overcoming challenges leads to Becoming.
- What are the resources that you will need?
Resources become your success Environment.

A little bit of structure + a LOT of imagination =
the magic of living your dream.

***“Success is the progressive realization
of a worthy ideal.”***
- Earl Nightingale



“Play Safe” Body Belief:
“It is not safe for me to imagine success.”



*What does success
look like for you in
your dream?*

COACHING
QUESTION



Your coach will help you activate your imagination and become the person who can fulfill your dream.

Jump Into The Gap 4

Mastery and becoming precede outcomes. When you leap onto the playground in pursuit of your dream, you will notice a big gap between who you are now, and who you must become to fulfill your dream. You will need to grow, develop greater mastery in your actions, and become an expanded version of your Self.

This is the "Performance-Possibility Gap". Crossing this gap into the unknown is the fun part of living your dream. Your heart knows that your dream will ask you to grow outside of your comfort zone to achieve your desired outcomes. Your dream is smart!

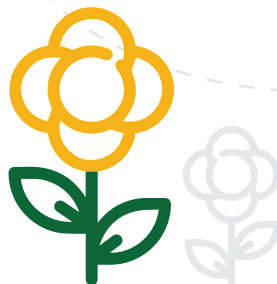
"The moment in between what you once were and who you are now becoming is where the dance of life takes place."

- Barbara De Angelis



Who do you need to become to live your dream?

COACHING QUESTION



"Play Safe" Body Belief:
"It is not safe for me to change."





Your coach will help you expand your capacity to reinvent your Self through play.

5 Reinvent Your Self Through Play

To fulfill your dream you need to grow. You are not stuck being the way you are. You can literally invent a new version of your Self through play. Young humans do it every day. But this is where it gets sticky because in the Industrial Age people were told that work is the way we achieve our goals. "Put your head down and work" is really bad advice!

Play brings out our most essential, most human, qualities like curiosity, creativity, resourcefulness, resilience, self-expression, collaboration, and exploration. This is the stuff that fulfilled dreams are made of! You can play your way to success.

"To be exposed when you are performing is where your true strength resides."
- Michael Port



"Play Safe" Body Belief:
"It is not safe for me to play. I must work!"



How can you transform work into play?

COACHING QUESTION



Your coach will help you reveal your unique energies, and support you as you develop them into Superpowers!

Exercise Your Superpowers 6

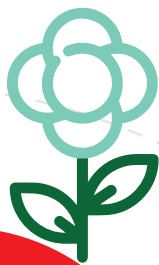
You are out on the playground in pursuit of your big dream. Naturally you want to be awesome! To be awesome you need your Superpowers — YOUnique energies or abilities that are capable of big impact.

You were born with a set of energies, qualities, abilities and desires that you express through thoughts, words, and actions. Each has the potential to become a Superpower with awareness and practice.

Right now there are some activities that you know you are really good at. But unquestionably you have Superpower potential that you are not aware of!

“Doing good holds the power to transform us on the inside, and then ripple out in ever-expanding circles that positively impact the world at large.”

- Shari Arison



What are your YOUnique Superpowers?

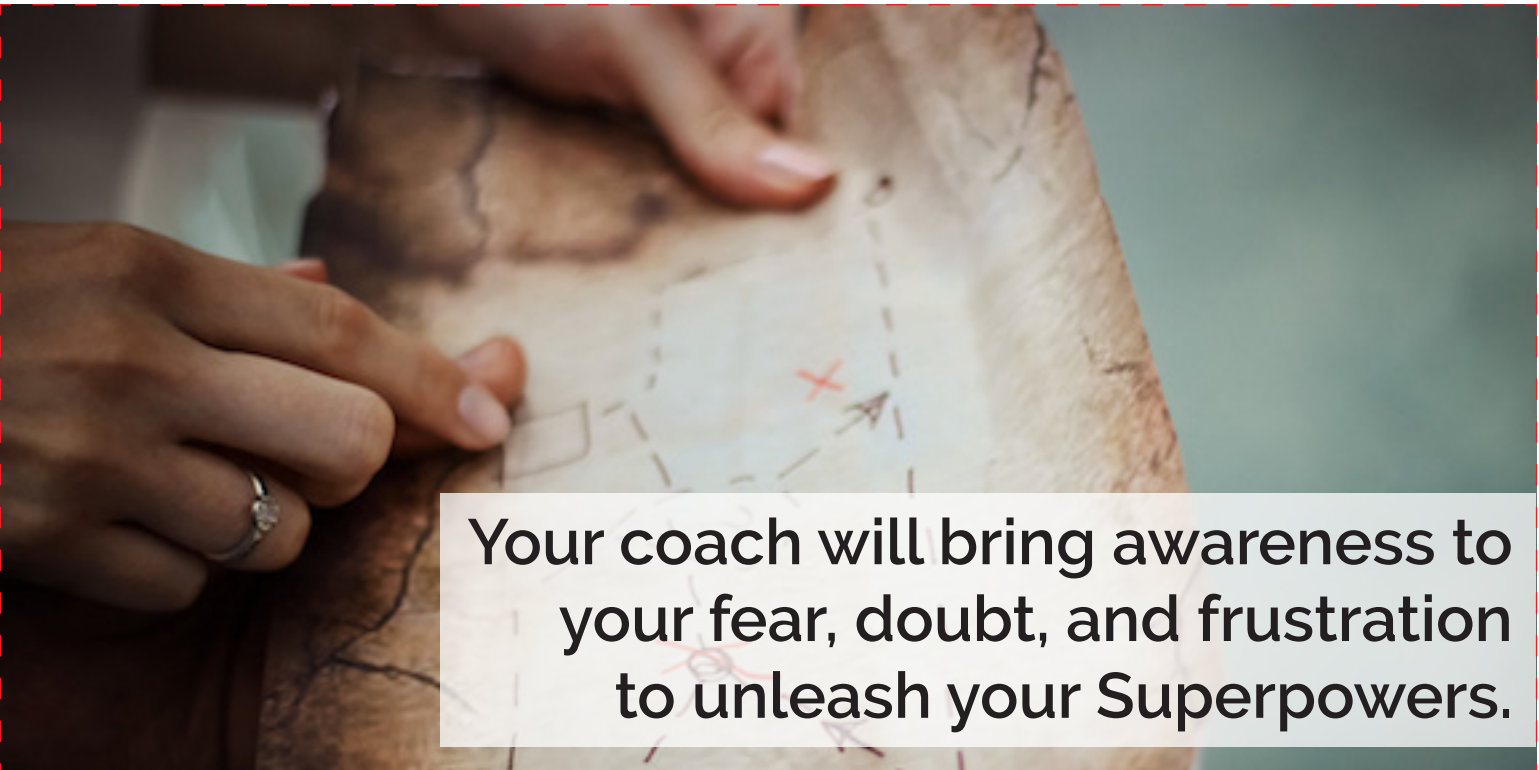
COACHING QUESTION



“Play Safe” Body Belief:

“It is not safe for me to express my unique power.”





Your coach will bring awareness to your fear, doubt, and frustration to unleash your Superpowers.


7 Reveal Super YOU

It is important to understand why your Superpowers have shadows. Human beings are wired for belonging — belonging is essential to survival.

When you were small, any threat to your belonging felt really scary. You played all the time expressing your unique energies. That expression in raw form may have often gotten you in trouble with the big people in your life. You would have experienced this as a threat to your survival.

Bit by bit — mostly non-consciously — you pushed your uniqueness into shadows behind fears to the point where you forgot about it. Your dream is the catalyst to recover the Super YOU that you were born to be.

"Your fears are a treasure map to your Superpowers."
- Coach Dave Buck

 "Play Safe" Body Belief:
"It is not safe for me to reveal my true Self."



Could your fear be a Superpower in disguise?

COACHING
QUESTION



Your coach will observe you with judgment-free awareness, and help you learn fast!

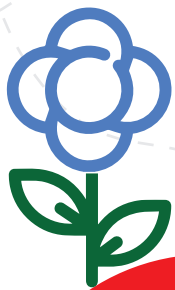
Cultivate Judgment-Free Awareness 8

As you pursue your dream you are going to do a lot of things for the first time. Sometimes you'll get the results you expect, and other times you won't. In this rapid-learning mode, when results sometimes fall short, you may notice feelings of fear, doubt, and frustration.

Judgment-Free Awareness is the ability to observe yourself and your results with generosity and curiosity. You can move out of Industrial Age perfectionism, and easily make adjustments toward your desired outcome.

"The key to growth is the introduction of higher dimensions of consciousness into our awareness."

- Lao Tzu



Where are you judging yourself too harshly?


COACHING QUESTION



"Play Safe" Body Belief:

"It is not safe for me to make mistakes."





Your coach will guide you toward the perfect “play for results” rhythm for your dream.

9 Craft Your Play Rhythm

Remember summer vacation as a child? It was so awesome to wake up into a day of play! Well you can live like that now with one notable difference: you need more structure because your objectives are important to you.

To wake up every day and play life at a high level of performance, you need to develop your personal play rhythm in pursuit of your objectives: plan, play, learn, celebrate, and rest.

Plan the experiences you aim to cocreate. Play for your objectives. Learn by facing challenges. Celebrate your results. Care for yourself through rest and rejuvenation!

“Life is about rhythm. We vibrate. Our hearts are pumping blood. We are a rhythm machine. That’s what we are.”
- Mickey Hart



“Play Safe” Body Belief:

“It is not safe for me to pursue something I can’t control.”



How can you play for high performance?

COACHING
QUESTION



Your coach will “think” with you to develop a plan that is YOUnique!

Think Of Your Play Plan 10

You don't wait for perfection on the playground. Your play plan is an approach that you refine in pursuit of mastery each time you play. Step back and think about how you as a YOUnique individual can play for the results that your dream requires.

Assess your current capacity with your Superpowers and skills and be creative about how you use them. While you can get ideas by watching how others play, you are always creating your own best way.

Another key is to make bold use of all of your assets and resources. Look around! You have access to more than you realize. Own the value of your dream fulfilled and ask people to support you with positive expectancy.

“Strategy is about making choices, trade-offs; it's about deliberately choosing to be different.”

- Michael Porter

What is your YOUnique way to play for results?

COACHING QUESTION

“Play Safe” Body Belief:
“It is not safe for me to risk being disappointed.”





Your coach will guide you to approach your day as an opportunity to PLAY!

11 Play!

When you Play Life there are four overlapping categories of activity: physical activity, relating to people, creating things and experiences that contribute to other people, and exploring new places and possibilities.

A big distinction between work and play is that work is doing things you can control 100% of the time, while play is when you don't have control but you do have influence through your strategy, skill, and energy. This means that your YOUUnique activity matters, and you can create better results over time.

Get into the flow of the moment. Express your Self fully. Rise up to challenges. Trust your inner guidance and creativity. Enjoy the experiences that you are cocreating.

"We've been playing games since humanity had civilization - there is something primal about our desire and our ability to play games"

- Jane McGonigal



"Play Safe" Body Belief:

"It is not safe for me to enjoy my life too much."



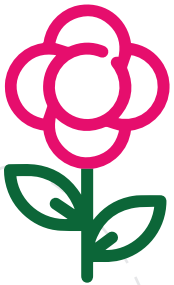
How can you bring the spirit of play into your day?

COACHING
QUESTION



Your coach will guide you to make the most of every challenge you face.

Embrace (Seek!) Challenges 12



In the Industrial Age people learned to fear challenges because they interfered with completing tasks on time. When you Play Life you embrace each challenge because you know it calls forth your best Self. In play mode you release the delusion of control and expect surprises.

You matter! You are not a replaceable cog in the machine of production. Every new challenge asks you to unleash your Superpowers and realize that you are a YOUUnique creative individual with something special to contribute to the world.



Great players **seek** big challenges!

“Surround yourself with good people. Surround yourself with positivity and people who are going to challenge you to make you better.”
- Ali Krieger



Who is your challenge asking you to become?

COACHING QUESTION



“Play Safe” Body Belief:
“It is not safe for me to fail.”





Your coach will share insightful observations with you, and guide you to learn fast from everything happening while you play,

13 Devour Feedback

When you play you yearn for the growth required to fulfill your dream! In play mode you apply judgment-free awareness to learn from everything and everyone at a super fast non-conscious level. After you play you can slow down and carefully choose what additional feedback you want to consider for your path to mastery.

In the Industrial Age people developed negative reactions to feedback because feedback only meant they did something wrong. But in the Connected Age of Play it is not about perfection, it is about playing better and enjoying more experiences of success and contribution. Seek a knowledgeable outside observer — like a coach — to share with you what they see!

"Feedback is the breakfast of champions."
- Ken Blanchard



"Play Safe" Body Belief:
"It is not safe for me to listen to critical feedback."



What can you learn from this experience?

COACHING
QUESTION

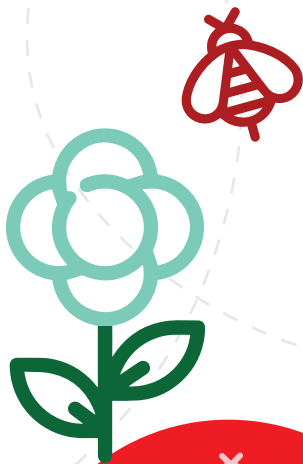



Your coach will help you notice opportunities to celebrate yourself for playing well.

Celebrate YOU 14

Pump your fists into the air, or share a high five with someone when something good happens! The opportunity to fail is ever present when you play, and you deserve to celebrate when you take a risk, step into the unknown, and actually get your desired results. After a period of play, enjoy deliberate celebration for your accumulated desired experiences!

In the Industrial Age people did not celebrate themselves because if something good happened it was “supposed” to happen. Sports and performing arts have become so wildly popular because people are yearning for opportunities to celebrate in the company of others. People play life so they can heartily celebrate together more often! WOO HOO!





How can you celebrate yourself today?

COACHING QUESTION

“By taking the time to stop and appreciate who you are and what you’ve achieved — and perhaps learned through a few mistakes, stumbles and losses — you actually can enhance everything about you.”

- Jack Canfield

“Play Safe” Body Belief:

“It is not safe for me to celebrate my accomplishments.”





Your coach will encourage you to take exquisite care of your body, mind, and soul.

15 Rejuvenate YOU

Your dream matters, and you matter! When you are playing for your dream as a high-performer your level of energy really matters. You must protect your ability to make your YOUUnique contribution to the world by taking exquisite care of yourself.

In the Industrial Age people were encouraged to work themselves to death because they were an expendable part of the machine. No more! When you pursue your dream — as a performance art, game, or quest — put a high value on yourself. Eat well. Sleep plenty. Care for your body, mind, and soul. Enjoy your best balance of time with loved ones, and time in quietude. Also surround yourself with people who care about your needs!

"To practice extreme self-care, you must learn to love yourself unconditionally, accept your imperfections, and embrace your vulnerabilities."

- Cheryl Richardson



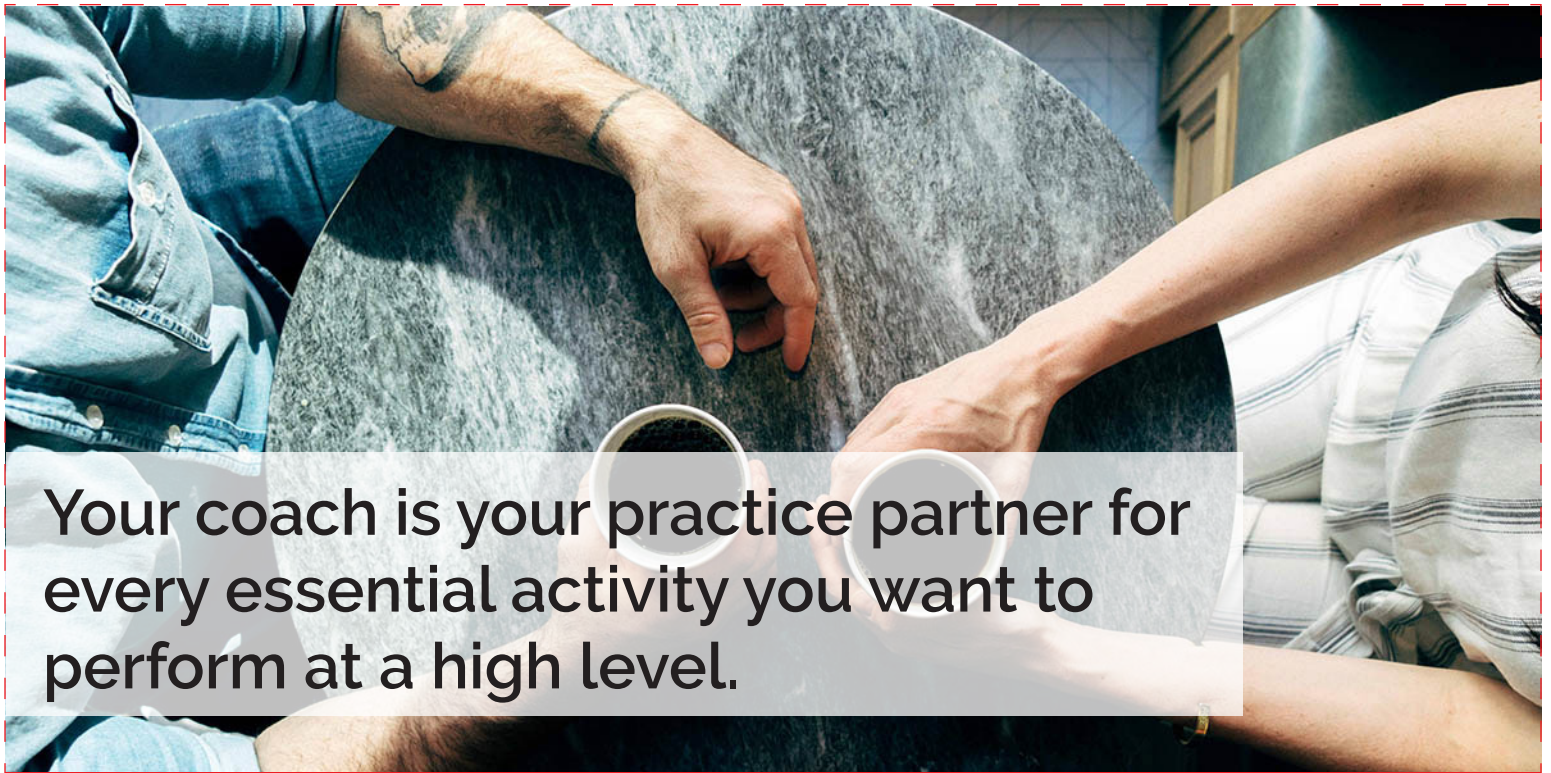
"Play Safe" Body Belief:

"It is not safe for me to indulge in self-care.."



How will you take great care of yourself today?

COACHING
QUESTION



Your coach is your practice partner for every essential activity you want to perform at a high level.

Practice Conversations 16

Practicing is doing something many times in many different situations so that when a “big impact” moment arrives, you are prepared to do something awesome! To practice anything you need a safe space where you can experiment, where there are no consequences for failure.

It may sound strange to practice playing life. Every day while playing life you will talk to people, and the stakes can be high when you have the opportunity to influence someone important to you. You can practice conversations by doing role plays so when the real conversation happens you feel confident to express yourself fully. Use your imagination to create a safe space with trusted partners, and practice every aspect of how you play life.

What conversations should we role play today?

COACHING
QUESTION

“The ultimate reward of practice is not winning; it is the experience of playing well.”
- Coach Manny Schellscheidt

“Play Safe” Body Belief:
“It is not safe for me to experiment.”





Your coach will help you use every aspect of your mind in support of your dream.

17 Make Your Mind Your Ally

There is no such thing as self-sabotage! When your mind is coming up with reasons why you can't do something, it is always trying to keep you safe. That is **self-preservation!**

Your mind is a dance between two powerful partners, the imperative to survive and the desire to fulfill your dream. Play always includes dynamic tension between staying safe and accepting the risk to play big in the world.

Your multifaceted mind includes your survival brain, social brain, conscious mind, non-conscious mind, and your connection to the Super Mind. With practice you can use each part to play big when you choose to.

"It is not enough to have a good mind; the main thing is to use it well."

- Rene Descartes



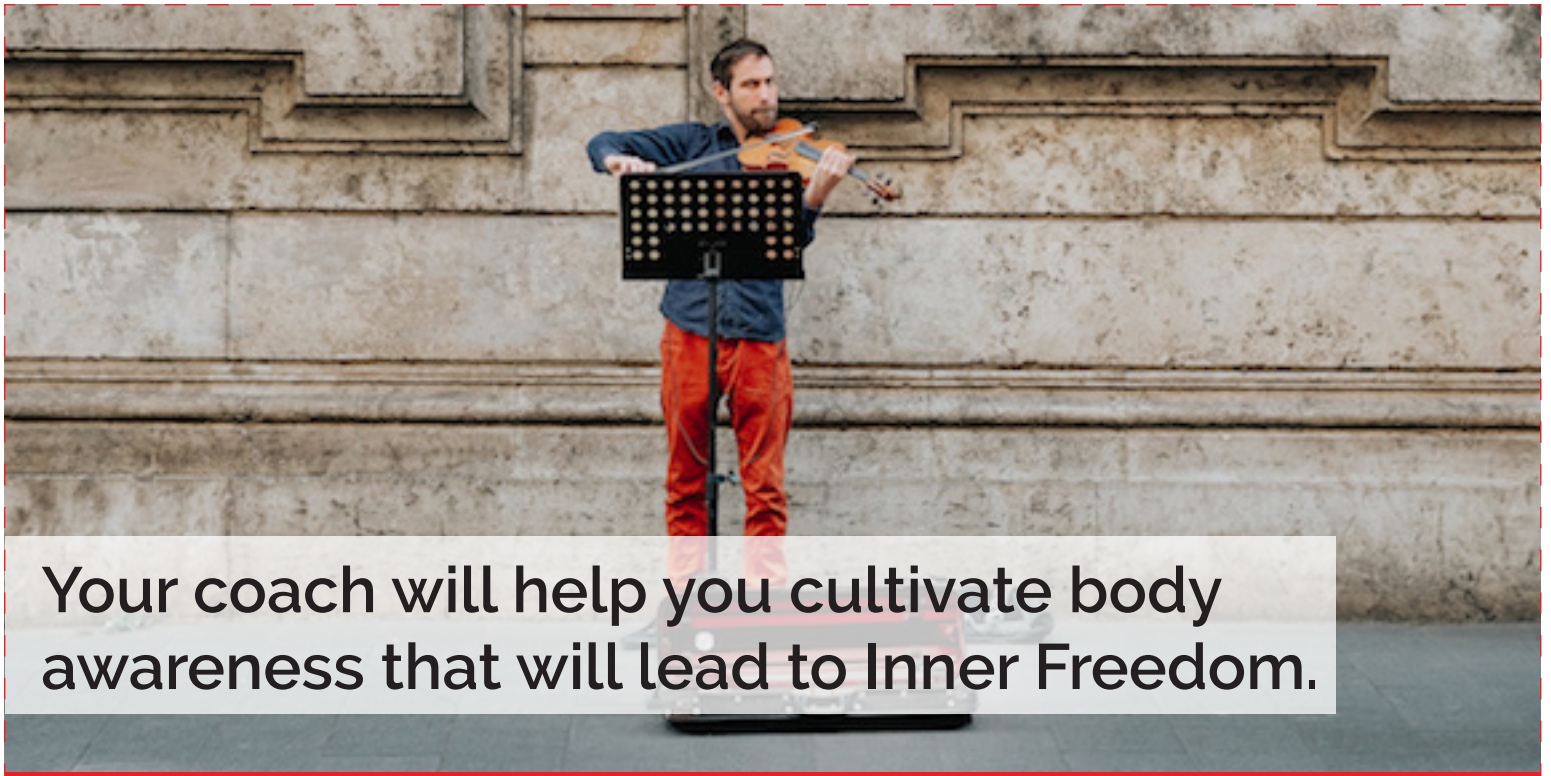
"Play Safe" Body Belief:

"It is not safe for me to trust my heart's desires."



How is your survival mind trying to protect you?

COACHING
QUESTION



Your coach will help you cultivate body awareness that will lead to Inner Freedom.

Expand Inner Freedom **18**

Play with fear! Fear, the impulse to stay safe, begins as a sensation in the body. This feeling is always present though often we are numb to it. There are two kinds of fear: physical fear (i.e. bodily harm), and social fear (i.e. the fear of being alienated from a loved one/group).

Fear must be respected. Inner Freedom is the ability to cultivate body awareness so that you can feel fear and still play big.

Importantly, **the experience we fear the most is being alienated for expressing our YOUUnique power.** This is why our fears are a treasure map that leads to our hidden Superpowers.



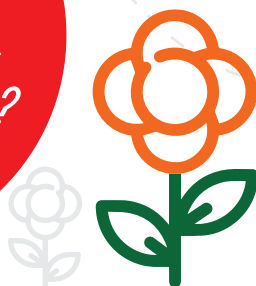


What are you feeling in your body right now?

COACHING QUESTION

“Remember your dreams and fight for them. You must know what you want from life. There is just one thing that makes your dream become impossible: the fear of failure.”

- Paulo Coelho



“Play Safe” Body Belief:
In the Inner Freedom Method we explore your body beliefs!





Your coach will help you uplevel your environment into a Success Academy.

19 Uplevel Your Environments

You can use your wiring for belonging to great advantage as you pursue your dream! You are always adapting to the environments — people, places, things and ideas — around you. You can uplevel your Self with ease by upleveling your environments first.

If you want to become awesome at anything, surround yourself with great coaches, provocative colleagues, juicy ideas, big challenges, great resources, and inspiring places. As you adapt to your new world, you will become the amazing player that you must become to fulfill your dream. We call this your personal Success Academy.

"Culture eats strategy for breakfast."

- Peter Drucker



"Play Safe" Body Belief:

"It is not safe to ask for what I need,"



*Who do you need
around you to
become great?*

COACHING
QUESTION



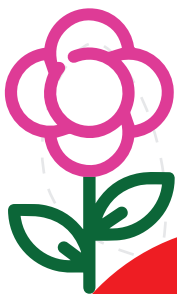
Having a great coach by your side is a smart move, and really the most fun ever!

Hire a Coach **20**

Life is not a game of solitaire! Your dream is your life! Having a trusted relationship with a coach is a really smart way to put the odds of success in your favor! Your coach will guide your adventure into the unknown and through the Performance-Possibility Gap.

Your coach will help you clarify your objectives, master skills through practice, find creative responses to challenges, and help you evaluate your results. Your coach will share perceptive observations, life-changing conversations and meaningful celebrations.

Most importantly, your coach will walk with you following the treasure map of your fears in search of your hidden Superpowers.



When would NOW be a good time to hire a coach?

COACHING QUESTION

"To excel at the highest level - or any level, really - you need to believe in yourself, and hands down, one of the biggest contributors to my self-confidence has been private coaching."
- Steph Curry



"Play Safe" Body Belief:
"I must do my own work. If I ask for help I am a cheater."



A photograph of three people (two men and one woman) reaching their hands up towards a globe of the Earth against a bright, cloudy sky. The globe is positioned at the top center of the frame.

Learn how to become a Play Life Coach
for your team. Join us at CoachVille.com

21 Become a Coach

You have dream to do something big in the world, and there is no way you can fulfill your dream by playing alone! You need an awesome team.

Anyone who shares your dream is on your team including your customers, employees, colleagues, advocates, community, friends and family.

You want everyone on your team to become the best possible version of themselves, and to do that they will need a great coach. Coaching is a profound personal relationship in pursuit of a shared dream. You can be that coach!

*"I believe that the coaching relationship will be the most profound form of human relating ever invented."
- Thomas Leonard*

A red circular graphic containing a white icon of a beehive on a stand.


*Are you ready to
become a coach
for your team?*

COACHING
QUESTION



"Play Safe" Body Belief:
"It is not safe to rely on other people."





When every human with a big dream has a great coach, it's a beautiful world.

A Beautiful World

*"Let the beauty of what you love be what you do."
- Rumi*

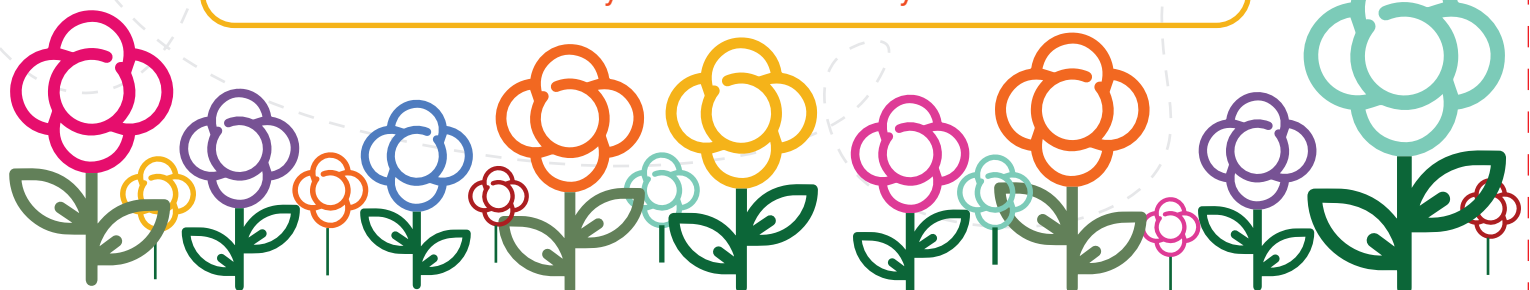
Every morning bees set out on an adventure in pursuit of nectar to create honey. As a miraculous by-product of their pursuit, bees pollinate the flowers, fruits, and vegetables that make the world a more beautiful place.

You can set out each morning to Play Life in pursuit of your dream to create rewarding experiences. As a miraculous by-product of your pursuit, you will touch people, fulfill dreams, and spread joy to make the world a more beautiful place. Play Life!

We would love to have you join us at CoachVille.com!

Click here to...

- Learn more about how to Play Life.
- Hire a Play Life Coach to live your dream and unleash your hidden Superpowers.
- Become a Play Life Coach for your dream team.





Your coach will help you express more love in everything you do.

22 Love!

When you Play Life in pursuit of your dream, you aim to cocreate fulfilling experiences in everything you do. When you bring love into it — WOW! You become a magnet for the people and opportunities that will propel you toward your dream. **Love is the ultimate Superpower!**

Love is an action verb! You can expand your capacity to love. Be generous with your love. Love your customers, clients, and colleagues. Love your art, game, or quest. Even if you eat a mostly Paleo diet, if you choose to eat a donut... love the donut!

"Once we believe in ourselves, we can risk curiosity, wonder, spontaneous delight, or any experience that reveals the human spirit."

- e.e. cummings

Thanks for reading the Play Life Manifesto!

- Coach Dave



"Play Safe" Body Belief:
"It's not safe for me to express my love."



How can you express more love when you play?

COACHING
QUESTION



www.CoachVille.com
#playlife

*"You can discover more about a person
in an hour of play
than in a year of conversation."*

- Plato