

# PLAY LIFE



*Playbook for Players*  
*by Dave Buck, MCC*

**CoachVille Center for Coaching Mastery**  
*We are the champions of dreams!*

# Play Life Coaching

## Player Playbook

By Coach Dave Buck, MCC

## Welcome!

Hello there! Coach Dave here with you.

I am the creator of the Play Life Method that your coach is using to guide you play your dream.

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

You may never have had a Life Coach before; and probably not a CoachVille Transformation Coach. It’s different. It’s AWESOME!



### Our vision...

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 practicing together to play better. Just as a basketball coach will help you practice basketball or a violin coach will help you practice, a Transformation Life Coach will help you practice life.

But, this presents an interesting question: how do we practice life? And how do we Play Life?

That is the point of this playbook and the audio series. I will share with you the key ideas that will guide you on the transformational journey from working on tasks to playing your dreams! Then... your coach will guide you on your unique personal adventure; it can be in business, leadership, community, personal growth... ANYWHERE your dream takes you.

In this playbook I will share with you insights about HOW your coach is going to practice life with you.

**THE BIG IDEA:** The more you understand what your coach is doing, the more empowered you will be a powerful co-creator of the whole experience!!

**Are you READY TO Play BIG for your Dream AND create a ripple effect of good that deeply touches others?** I know the answer is YES!

At CoachVille, we have a Dream to uplift the human family with the spirit of PLAY! And YOU are a part of it.

Coach Dave Buck and the CoachVille Team!

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## **Introduction**

To playing life with a Coach

## ***IN-01) The Play Life Station***

**The world all around us is a Play Life Station!**

### **PLAY YOUR DREAM – what does it mean?**

One of the BIG ideas of Transformation Coaching is to live a Dream-Centered Life.

This is a BIG Transformation

**From:** Work toward a goal (like it is an objective for some day)

**TO:** PLAY your Dream (like a game you plug in to the “Play Life Station” every day)



Working toward a goal is a common notion. Your goal is something that is off into the future; something you accomplish someday by completing tasks every day.

### **Your Dream is a “game” in the Play Life Station**

PLAY YOUR DREAM is a totally new idea. The best way to explain it is with a metaphor.

You are most likely familiar with the various game consoles where you plug a game into the console and the screen comes alive with a new world that you explore, face fun challenges and develop new abilities.

Imagine that this amazing world that we live in is a fully alive “Play Life Station”!

Your Dream is like a game that you plug into the game console.

After you activate your Dream, the world around you comes alive in a new way. Everything that happens is connected to your Dream. You PLAY your Dream every day.

And yes, you can pop the game out of the Play Life Station any time if you need a rest. 😊

### **THIS IS SUPER IMPORTANT...**

You will LOVE playing for a Dream that is engaging, supportive, challenging, purposeful and fulfilling... **even if right now in your life you only have 20 minutes per day** to play your Dream, it will light up the rest of your life. And hopefully soon more and more of your day can be playing your Dream time. AWWWW Yeah!

### **Possibilities for your Dream**

Your Dream can be an elaborate vision. OR it can be a simple statement of desire. Either is an awesome way to start our adventure together.

Elaborate: I want to host a podcast where people share their defining moments in life.”

Simple: I want to feel more energy when I am at work.

Simple: I want to have a closer relationship with my friends and neighbors.

We typically capitalize the D to represent that your Dream takes on a life of its own, almost like a character in your adventure.

Playing our Dreams is what coaching is all about. An important point here is that playing life with a Transformation 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 peak 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 later) This approach tends to keep us pretty small, which is OK sometimes. But truly, life can be MORE.

I have often heard a saying that life is a school, and we are here to learn lessons. And there is often this sarcastic notion that if you "don't learn the lesson", then life will give you the same lesson, over and over again, until you learn it.

I say: "NO WAY" to that idea.

### **My mantra is: The world is a playground... A Play Life Station... 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 Transformation Coach!

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

- small business ownership,
- career development & transition into something joyful & meaningful
- business growth through team play
- leading a worthy cause or movement
- growing a vibrant community
- 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 YOUR DREAM...**

- You will express your superpowers, energy and creativity.
- You will enjoy the company of people by growing your Dream Team.
- You will grow your skills and capabilities, especially your Human Connection Super Skills.
- You will experience flow with your Human Nature Superpowers: to dream, be free, befriend, become, believe and belong.
- You will grow in status within your community.
- You will co-create your world - and THE world - in a positive way.

### **Peak Experiences (and objectives)**

Peak Experiences are essential to playing your Dream every day. A peak experience is when you rise up to a challenge and something awesome happens. Usually, you then feel the urge to put your hands in the air for a high five or a fist pump. LOVE THOSE!

When you play your Dream every day, every day there is a possibility for a peak experience; sometimes more than one! It doesn't mean that one will happen... just that there is the opportunity for it to happen.

A peak experience often includes using a new skill or expressing a personal superpower in a new way. It is often the result of lots of practice doing something to develop a new ability or approach.

The feeling is: **WOW! I (We) just did that. And it was awesome.**

### **Growth-oriented Challenges**

If you put a new game into your game console and everything that happened was something you have seen before and knew exactly what to do, (like, the way we were taught to live in the Industrial Culture) you would quickly become bored with the game and stop playing.

When you play your Dream, rather than go through the motions of another day of habits and tasks, you WILL experience challenges. You will face the unknown and opportunities to fail.

It is growth-oriented challenges that make playing your Dream fun every day.

The key is to embrace this truth and enjoy the challenges that come your way.

**Here is the approach:**

When you play your Dream, you look at EVERY situation in your life as if it is somehow part of the adventure. Everything is happening for YOU to grow as a player in this Dream. Even events or situations that happen and seem to have nothing to do with your Dream, you assume that they do, and you look at them from this perspective.

Even recurring issues from BEFORE you were playing this Dream, most likely the ones that led up to your wake up call, you can look at them in a new way once you start playing your Dream.

**The way to do it is simply to wonder: mmm.**

I wonder how this situation is part of my Dream?

I wonder how this event is asking me to grow so that I can play my Dream better.

I wonder how this situation is trying to show me something that I didn't see before?

It's a powerful, fun and dynamic way to live.

You will LOVE playing a Dream that is engaging, supportive, challenging, purposeful and fulfilling... even if right now in your life you only have 20 minutes per day to play your Dream, it will light up the rest of your life. And hopefully soon more and more of your day can be playing your Dream time. AWWWW Yeah!

Let's play.

## ***IN-02) The Butterfly Moment***

The Butterfly is a symbol of transformation.



The butterfly begins its life as a caterpillar. Crawling around slowly with a daily routine of consuming a lot of vegetation.

Let's say the caterpillar is a task-oriented consumer!

Sounds familiar.

But then, something stirs within the caterpillar; its butterfly nature is calling to it and it knows...

**It's Butterfly Time!**

So, it finds a safe place and spins itself into a cocoon.

Then it liquifies it's body and forms a new body with a set of wings

Then it uses the cocoon as an exercise station to build the wing strength needed to fly.

Then... it breaks free... and flies!!

Now as a butterfly it appears to be at play.

Dancing with the breeze.

Co-creating – by pollenating – the flowers and vegetables. It plays a vital role in the ecosystem while bringing delight to all who have the opportunity to see it in action.

## **A Transformation Coach with the Play Life Method**

Let's explore a few elements the butterfly's true story as a metaphor for Transformation Coaching.

Transformation

**From:** Task-oriented consumer

**To:** Playful co-creator

While the butterfly does its transformation once in a lifetime, we humans can transform many, MANY times.

We find ourselves in a routine with a lot of tasks that we have done before; and consuming a lot. (Social updates? Or Entertainment perhaps?) You know what it is for you.

Then something stirs within you. A new Dream is calling to you from your Human Nature... It's butterfly time! For us, it's transformation time.

**This is where your Transformation Coach comes on to the scene.**

You need a safe space: (a cocoon of sorts)

To liquify your inner self = to explore and uplevel your intentions, desires, beliefs and social fears.

To exercise and PRACTICE with your new set of wings = your social play actions and your emerging superpowers.

To play in the breeze and pollenate the flowers = engaging in social play to relate, create, explore and experiment while contributing to the ecosystem around you.

Meanwhile, inspiring everyone who has the opportunity to see you at play!

### **The butterfly as a metaphor for Transformation coaching using the Play Life Method**

1) The caterpillar does NOT become a butterfly by trying to fix their caterpillar problems! The Caterpillar trusts and expresses its butterfly nature every step of the way. In our lives as Humans, we don't focus on our problems to transform. Instead, we focus on trusting and expressing our YOUUnique Superpowers!

2) The Human version of the cocoon is the safe space of practice with a transformation coach. The difference is that while the butterfly is in there once, exercising until it is ready to set itself free to play in the world, we Humans do this on a regular basis. We go into our practice space for a short period of time and then out to the world to express what we practiced. We go back and forth between practicing in a safe space and playing in the world.

3) As Humans, we start out as butterflies; playing and delighting all who have the opportunity to see us in action. Then the Industrial Control Culture devolves us into caterpillars: task-oriented consumers. Transformation Coaching with the Play Life Method is a way to reclaim your butterfly nature: our YOUUnique Superpowers.

4) We have all heard of the story of the human who intervenes in the process by cutting open the cocoon, so the young butterfly doesn't have to "struggle" to get free. Then the poor creature falls to the ground...***all butter... no fly!***

Play Life Coaching is about being in the cocoon!

Liquifying = reforming intentions, desires and beliefs and

Exercising = practicing the activities of Social Play.

A Transformation Coach embraces with you the challenges, strong emotions, failure and feedback that you will experience on your transformation journey.

They won't cut open the cocoon when they think you are struggling! You aren't struggling... you are exercising!

If you feel the stirring of your Awesome Human Nature inside of you...

**YES! It's butterfly time!**

### 3 Transformation Examples

I am so excited to share this book with you. I am even more excited to be your bonus companion on this adventure with your Play Life Coach!!

There is so much I am going to share with you but I want to get your curiosity pumping with a few BIG TRANSFORMATIONS; that's why I am going to use a BIG Font. (Lol, symbolism!) These might not seem big to you at the moment, but they will in a few weeks.



The symbol of the Play Life Program is the butterfly; which is the universal symbol for transformation.

Here we go:

## 1) From Worker -> To Player

You were born to play.

You can play life.

You can play your Big Dreams.

You can play better with a coach.

## 2) From Do-it-yourself -> TO Co-creator

You were born with awesome co-creation skills.

You will co-create with your coach.

You will co-create with the people in your world.

You will co-create with life! (Life Force Energy)

## 3) From Task Focus -> To Energy Flow

You were born connected to the energy of life.

You can unleash the Super YOU version of you.  
You can claim your Human Nature and playfulness Superpowers.  
You can tap into your Non-Conscious Mind (it's full of wisdom).  
You can uplevel your Environments to make everything easier.  
You can elevate your connection to the Supermind.

**Your coach is going to guide you; I will be your bonus companion!**

### ***IN-03) Prepare for your Exploratory Coaching Session***

You may be reading this playbook before or after your exploratory session with your coach. Either way is OK!

If it is before, then consider these Introduction pages as motivation to say: “YES”!

If it is after, then these pages are here to get you prepped and ready to play.

Even if you already had the exploratory conversation and said: “Yes”, I still recommend that you listen to the prep audio. A few of the ideas will energize your experience with your coach.

The first step in a coaching relationship is what we call an “Exploratory Conversation”. The main purposes are to:

- A) Get you excited about having a Transformation Coach with the Play Life Method
- B) Make sure that you and the coach are a good fit for each other.

[Listening to this audio will help you prepare for the session.](#)

Reading this playbook introduction will also help you prepare to get the most out of it AND to make a good choice for yourself.

Well, you don't really need to “prepare” in the traditional sense.

But your potential coach is going to bring up a few topics that you may never have been asked about before. So, if you want to give them a moment of thought before the session you can.

Your Coach is going to ask you about:

- 1) Your current version of your Dream. Your Dream can be an elaborate vision or **it can be a simple statement of desire.**
- 2) What success looks like for you over the next 3 months... we are talking about success on YOUR terms!



- 3) How do you imagine yourself playing bigger or better for your Dream?
- 4) Describe your BIG growth opportunity, BIG Challenge or BIG Drama of this epic adventure. Have fun doing this!
- 6) What are some unique abilities... or superpowers... that you want to more fully explore and express?

This can be a really fun conversation!!!

Enjoy your exploratory session with your – potential – coach.

It could be the start of something BIG!

**Free people. FREE PEOPLE!**

### ***IN-04) The Real-world benefits of having a coach!***

## **The Practical... The Problems ... The Purposeful... The Playful**

YES!

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

In this exploratory chapter, 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.

The first thing I want to do is share with you a few of the “real world” benefits of playing with a Transformation 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.
- 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

Something happened in your life to spark this new adventure, or some situation has led you to the conclusion that NOW is your time. It is possible, even likely, that whatever happened seems like a problem to you now. This is normal in our culture.

But it is important to know that Coaching is NOT an intervention for problems! It is about playing life better.

BUT...

**Coaching and playing our dreams is an amazing kind of “Slow Magic”, over time problems disappear!**

But... your coach is not going to do anything to you or for you! You are going to be an equal co-creator of the experience.

As you play better with your Transformation Coach, many of life’s situations that are commonly perceived as problems will gradually lessen or disappear completely.

- You will experience LESS stress... and depression.
- You will experience LESS procrastination... and self-doubt.
- You will experience LESS loneliness... and isolation.
- You will experience LESS “self-absorbed Ego” ... and frustration.
- You will experience LESS “self-sabotage” ... and disharmony.
- You will experience LESS limiting self-talk... and anxiety.

We won’t focus on any of these problems, they just disappear on their own. You have to admit... this will be awesome!

## The Purposeful... and Aspirational

- You will gain visibility. You will feel more courage in being seen and owning your value.
- You will gain influence. You will begin to see yourself as powerful and capable of having a profound positive impact on 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 discoveries. You will feel more confident in taking risks that can bring about positive rewards for your dream.
- You will develop the ability to tap into your body wisdom to make bold choices.
- You will develop the ability to tap into your AWESOME Human Nature for needed insights and possibilities... and then ACT on them.

## The Playful

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

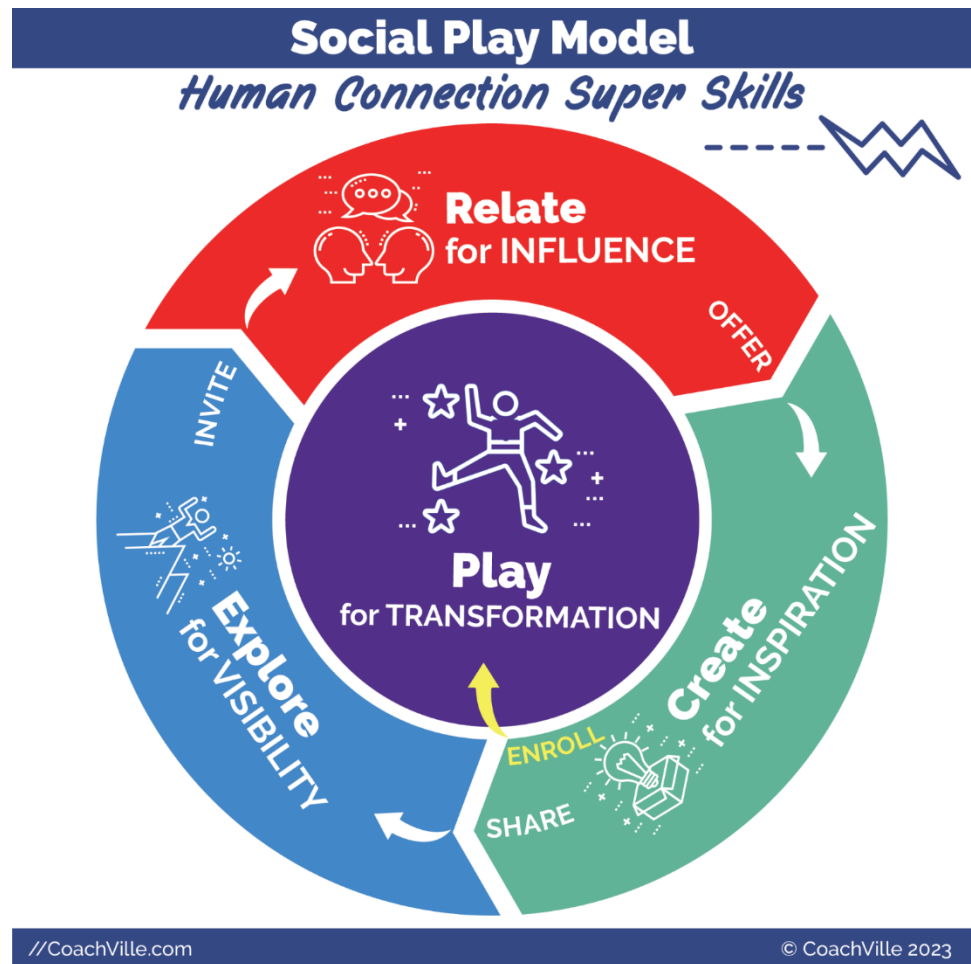
We have a little model to help you shift your mindset from worker to player: Relate, Create, Explore, and Play (also Experiment).

These are your Human Connection Super Skills! You need these to play your Dream.

Your coach will encourage you to add activities in these four areas into your plan each week; this will guide you toward the experiences you desire, the impact you desire and personal transformation **AT THE SAME TIME!**

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

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



These are the four types of activities: **Moments of Social Play.**

- A play-able 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 Culture of Control.

These are the four essential activities of the Connected Culture of Co-Creation.

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

- 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 Culture 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:

- Inspiration
- Visibility
- Influence
- Transformation.

That means YOU!

### **Create for Inspiration (AKA to share with others)**

The original form of Create for Inspiration is more accurately co-creating an inspiring experience with one or more people. Then the participants share about their experience with others to inspire them as well. These experiences can be designed or spontaneous and most likely a combination of both.

In our current world of written words and recorded media, we can create something for others to experience at a later time with the intention to inspire them. You have the inspiring experience of making it and they have the inspiring experience of engaging with it.

The sharing part is all about participation and contribution. This is very much in line with the idea that “Life is Performance Art”; which is a concept we talk about a lot in coaching.

When someone shares about their experience with you to another person, this creates a new visibility opportunity.

### **Explore for Visibility (AKA to See and Be Seen; to know and BE Known)**

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 and KNOWN by new people.

When Exploring for visibility goes well, it leads to meeting someone that you want to get to know better. This leads to an invitation to meet again where you can Relate for Influence.

### **Relate for Influence (AKA Play for “Yes”)**

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”.

While relating for influence the “yes” that we are typically playing for leads to an offer to do something together. Doing something with one or more persons is a Create for Inspiration experience.

### **Play for Transformation (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 with play 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 transformation!

The BIG Picture...

Play Life is a form of Transformation Coaching where you practice pivotal moments of social play that lead to inspiration, visibility, influence, and transformation!

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!

**AWWWW Yeah!**