A Global Coaching Company

CoachVille™

Everyone - Everywhere - With the courage to play BIG - Has a Great coach!

STUDENT PLAYBOOK

Center For Coaching Mastery

STARTER PROGRAM

Our CoachVille Team

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team play!

Together we play better

If you have a question or need
assistance - please call our member services team
or submit a help desk ticket.
Our team will respond to your ticket within 1 business day.

866-548-6516

www.coachville.com

Help Desk: www.mycvhelp.com/ttx222/ttx.cgi

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Welcome

Welcome from Coach Dave

Hey Coach! (That has a nice ring to it doesn't it!) Soon that is how your colleagues and clients (we call them players) will refer to YOU. The world needs more great coaches! A LOT more, and fast too. There are literally millions of people around the globe yearning to play BIG in the world and win on their own terms. They need a GREAT Coach in order to do that!

What does it mean to Play BIG in the world?

Playing BIG is when you courageously express your talents and gifts in a way that adds value to the lives of others AND brings joy AND true wealth to yourself. As a Coach you MUST do this in your own life first - probably with the help of a coach ;-) - and then you can be the guide for many others who are ready to Play BIG. You can PLAY BIG in ANY aspect of life: business, career, family, leadership, health, art, athletics, spirituality … ANYTHING. Which means you can Coach in any aspect of life; this creates vast opportunities that we can help you step into.

The Coach Approach

Coaching is a gateway to new possibilities; it is NOT an intervention for problems! As we move from the Industrial Age of "control" to the Inspiration Age of "influence" coaching skills and methods are essential to success. People are no longer willing to be controlled, fixed or told what to do, but they are eager to be coached toward co-created possibilities (we call that "influence"). The "Coach Approach" is the cornerstone of professional coaching and it is also vital for entrepreneurs, leaders, doctors, attorneys, managers, fitness professionals, teachers, sales professionals and more.

In this play book you will find two books in one.

The first book is a summary version of everything you NEED to know about our school and how to become a successful certified coach. In **8** pages you will have all of the BIG ideas.

The second book is a detailed explanation of just about everything you may WANT to know about our school. The book is organized in four sections: The first introduces our school, our philosophy of coaching - the pursuit of Human Greatness, and several ways you can get to know us even better. The second describes many of the unique features of our coach training including the way we build community AND honor individual excellence. The third is a detailed review of our curriculum which is both provocative AND effective. The fourth includes details on how to be a successful student, how to earn your certification and how to leverage a few unique business opportunities that we have created for professional coaches.

Live Your Game. Love Your Life!
Coach Dave

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The spirit of play

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Playbook Summary

introducing Ourselves & this PLAYBOOK

What you need to know

Here are a few **QUICK FACTS** that will assist you in understanding our program:

- Our school was launched ed in 2001 by Thomas Leonard – the founding father of the coaching industry – as "the Graduate School of Coaching"
- In 2007 we re-invented the program as the Center for Coaching Mastery
- We have had over 3,000 students
- Our program is one of the elite schools accredited by the International Coach Federation (ICF)
- Includes 60 required coach training class hours
- Includes 10 required mentor coaching hours (3 1-1 during practicum; 7 in the mentor group)
- Includes 8 Business mentoring hours in the Mentor Group
- Includes 3 critiqued coaching sessions by a certified coach during the practicum
- Includes 15 business training class hours

- Prepares you to earn the CoachVille Professional Certified Coach (CVACC)
- Prepares you to earn the ICF Professional Certified Coach (ACC); The ACC Certification Exam is administered by the ICF for an additional fee of $500
- The program is delivered 100% by dynamic group conference calls using the acclaimed Maestro Conference System
- You can register anytime and get immediate access to the entire curriculum recordings and playbooks
- 2011 Start Dates:September 27 and November 9
  2012 Start Dates: Jan 10, Feb 22, Apr 10, May 23, Jul 9, Sep 25, and Nov 17
- Your investment for the Starter Program is $1,990. OR 6 payments of $365 ($2,190 total) AND you can upgrade to the Complete Program if you choose.

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Playbook Summary

CoachVille Quest

Coaching can be simply defined in two words: Play Better.

To guide your player to play the games of life better and win on their own terms. Games like: leadership, athletics, health, business, relationships, spirituality, financial freedom, artistic expression and everything else life has to offer. Any endeavor in life can be designed as a winnable game worth playing and coaches alone are charged with helping people win the game that matters most to them right now. So your quest is to help people play better. Our Quest is to help YOU Coach better!

Brief History

CoachVille launched as the first global virtual community for coaches on June 2, 2001, founded by the late visionary Thomas J. Leonard, acknowledged as a central figure in the creation of the field of personal and business coaching.

In 2002 we launched our first Coach Training program – the Graduate School of Coaching- with a few BIG ideas:

1) To create the most cutting edge curriculum and learning environment.
2) To create a school that would evolve as fast as the coaching industry – which was pretty FAST!

Since that time we have trained over 3,000 coaches and our training has evolved into the program you are reading about right now.

Our Philosophy of Coaching

You will learn how to coach in a way that people LOVE to be coached. You will provide the perfect blend of support AND challenge. You will share what you know AND challenge them to figure things out for themselves. You will expand them OUT of their comfort zone by playing bigger AND you will help them get into their expanded comfort zone where they experience flow.

The craft of Coaching has three primary pursuits. The Pursuit of Human Greatness which begins with a vision of achievement and evolves into becoming an inspiration for others. The Pursuit of the Inner Freedom, where their inner resistance is gone the desired results occur as the natural by product of full self-expression. The Pursuit of Personal Evolution, our ultimate purpose as a community is to forward humanity one person at a time.

Exploring CoachVille

We think it's very important for you to have the opportunity to experience our classes and our style before you become a student; just to be sure CoachVille is the right training program for you. We have four great ways to do that:

- The Become A Coach Game
- Center For Coaching Mastery Open House
- One Class Observer Pass
- Become A CoachVille Basic Member

What you need to know

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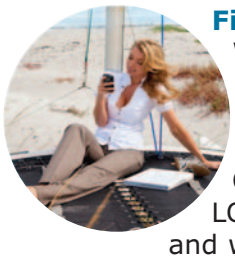
Playbook Summary

Top 10 Reasons to Become a Coach

1) The Pursuit of Human greatness
2) Fulfill your purpose to be of service to others
3) Experience the joy of helping others thrive
4) The ability to design a business for your lifestyle
5) The optimal way to transform your life experiences into value for others
6) Justify your craving for lifelong learning
7) Build true wealth in all areas
8) Rigorous personal growth for you
9) Expand your cultural awareness
10) Change the world one player at a time



Five Qualities of a Great Coach

While there are many qualities that make a great coach, here are a few that we feel are important.

You have been a good player in at least one of the many games of life AND/OR you have an approach to life that has proven successful for you. You LOVE the game you are coaching! You LOVE helping other people play better and win on their own terms. You have the COURAGE to play BIG in the world. You are a force in the world for good.

If you find yourself in these qualities OR would love to develop them, then you have the makings of a GREAT Coach!

Pricing & Registration

The Center for Coaching Mastery is a comprehensive Coach Training opportunity at an incredible price. You can begin with the Starter Program and then you can upgrade to the Complete Program if you choose. We have two payment options: Pay in Full or Payment Plan.

Center For Coaching Mastery Starter Program

- Paid in full = $1,990
- Paid in 6 payments of $365 = Total Investment of $2,190
- Total Value a la carte over $3,000

Next Step: Education Track

- Paid in full = $3,390
- Paid in 10 payments of $365 = Total Investment of $3,650

Final Step: Certification

- Paid in full = $890
- Paid in 3 payments of $365 = Total Investment of $1,095

UNIQUE features

ICF Accredited Coach Training Program (ACTP)

Our program – The Center for Coaching Mastery – is accredited by the International Coach Federation (ICF). Which means that it has reached the highest standard for professional coach training available in the world today. This also means that you can earn the global standard certification – Professional Certified Coach (PCC) by completing our program and meeting the ICF "coaching hours" requirements.

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Playbook Summary

Logistics

If you take a full course load you can complete the required curriculum in 3 months. We have three trimesters per year. During each trimester all core curriculum courses are offered. There are seven potential start dates and the calendar is a follows:

Class times

Each class is 2.5 hours in length. The classes are held on Tuesdays and Wednesdays. You can choose the time slot that serves you best:
2 PM – 4:30 PM ET or 8 PM – 10:30 PM ET

We offer 3 full semesters each year. The program is designed so that you can complete the required curriculum in 1 semester by taking 2 classes per week. You have TOTAL Flexibility: You can, of course, take just one class per week and complete the curriculum in whatever time frame suits you best. The three semesters take place:
from January -> March || from April -> June 11 from late September -> early December.

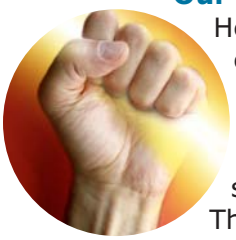
Summer Intensive

We also offer the Starter Program as a 6 week summer intensive From July -> August.
If you have your summer relatively free it is a great way to jump start your coach training.

The Global Classroom

All of our classes are delivered via interactive tele-conference. In our super convenient global classroom you will enjoy interactive learning no matter where you are; no matter what else you have going on in your life, can get to class. You will learn with colleagues from all around the world. You simply dial the telephone bridge # and pin code from your phone, cell phone or even Skype and you are in class.

Our Active Learning Model



Here is one feature of our program that sets it apart from the others. In every class you will observe a real coaching session, conduct a real coaching session and receive real coaching. Coaching is a craft. And there is a definite method for learning a craft. We did not invent the method, it has been around for as long as one person has had the desire to teach another person how to do something - a very long time. We did, however - with the help of Marshall Thurber - apply it to the craft of coaching.

Class Structure

A little structure creates an environment for self-expression!
Our classes are designed to maximize participation and self-expression.
Pre-Class - Read the Playbook to prepare for the class.
(0 – 10) Welcome – Share your celebrations and challenges from the previous week.
(10 – 50) Dialogue – Participate in an engaging dialogue about a coaching theory, skill or method.
(50 – 75) Demonstration – Observe a real session; live or recorded
(75 – 90) Debrief – Debrief the coaching session and generate insight and learning.
(90 – 135) Practice – Practice what you have learned in a safe space with a colleague.
(135 – 150) Final Debrief – Gain clarity on your learning by sharing and asking questions.
Play - Get into the game "for real". You earn points in our Social Game System by completing coaching sessions and sharing about what you learned.

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Playbook Summary

Social Game System

Juicy Learning= Purposeful Play + Personal Pride + Public Visibility

Imagine you have a coaching session with one of your new players. You get some positive feedback from your player and enter it into the social game system. Then a bunch of people are cheering for you as if you just scored a touchdown in a football game! That is fun! At the same time it is challenging because your successes AND your failures are public.

We call it "Juicy Learning"

You know when something is "juicy"; when it's personal, provocative, meaningful, edgy, maybe a little dramatic and suspenseful. You may not want your whole life to be juicy, but, your BIG GAME in life should ALWAYS be juicy. You know that feeling when your juices are really flowing, that is when life is sweet; that is when you come alive!

Coach by Phone

The cornerstone of your lifestyle business opportunity.

By participating in our teleclass-based program you will learn how to "Coach by Phone" which is how over 95% of coaching is delivered. You can, of course, coach face-to-face with what we will teach you. Learning to coach by phone will empower you to:

- Coach in global communities,
- Create a lifestyle that is perfect for you,
- Set up shop in beautiful locations,
- Thrive in business while staying close at home for your family AND much more.

Coaching by phone does NOT mean that you stay home in your pj's every day! You will need to get out in your local community as well. The key point is that coaching by phone literally opens up a WORLD of possibility for you.

Choose your location, choose your hours, choose your players. Perfect.

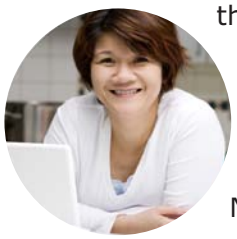
Business Training Included

Your Ticket to Freedom

Business is a game you can learn how to play and win on your own terms. While many coaching programs lament about how their students just aren't good at business, we take the initiative and build vital business training right into our program.

We don't believe that you should learn how to coach and THEN try to build your business. We believe that you should start building your business from your first day in class. The other BIG point here is that the business game really forces you to grow and stretch out of your comfort zone. This is a good thing :-)

Anytime Access - You are always welcome



All of our live programs include immediate access to the self-study version of the class. This way you will have immediate and permanent access to the recordings, playbooks and supplemental materials.

As a student in our school you are welcome back to class any time; for as long as we are around. (and that will probably be for a very long time!) If a few years from now you would like a refresher class, you are welcome – at NO ADDITIONAL cost.

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Playbook Summary

Level 1 - The Pursuit of Human Greatness

- Play to Win Method Coaching
- Basic Coaching Skills
- Step Up and Stand Out Business Training
- 2 Coaching Practicum
- Mentor Group Coaching

curriculum DETAILS

Play Two Win Method™ Coaching

Unleash the Spirit of Play Within You

Learn a powerful nine step coaching method where you provide EXACTLY what your players expect from their Coach: Guide them to design a winnable game (the quest), play better and win on their own terms.

Transform their mindset

From: A worker focused on checking tasks off of a to-do list and doing it perfectly;

To: A player focused on influencing results, becoming a great player and loving the game every day.

Basic Coaching Skills & Ethics

Fun With Fundamentals

Learn the fundamentals in a lively and entertaining way. Leverage your existing personal connection skills into talking like a coach.

Transform Your Mindset

From: Practicing skills is a boring necessity for new coaches

To: Practicing the basic skills of the coaching craft is valuable and fun at all levels of mastery

Step Up and Stand Out

Clarity = Clients

In this program you will learn how to create a compelling coaching brand by becoming astoundingly clear about EXACTLY what you do as a coach and who you have earned the right to coach.

Transform Your Mindset

From: Coaching is hard to talk about; even harder to sell

To: When you have clarity it is easy to recruit the right players to hire you

Coaching Practicum

Feedback is the breakfast of champions!

In a group of 4-5 participants you will coach, be coached and observe the coaching of your colleagues under the guidance of a Certified Coach. Following the practicum you will receive a written critique of your coaching which will also become part of your student record - a requirement for certification.

Transform Your Mindset:

From: I am uncomfortable receiving feedback; I avoid it at all costs

To: I love feedback; it helps me focus my energy on how to coach better

Mentor Coaching YOU!

Together we Coach Better

The curriculum for this program is YOU; Your development as a coach and your success as a business person.

Transform your mindset:

From: You walk the path of mastery alone

To: Together we coach better! By sharing and learning with others you learn 10 times faster.

What you need to know

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Playbook Summary

STUDENT success

How to Get Started

We suggest you sign up for a New and Student Orientation conference call to get acclimated to the CoachVille virtual campus with ease. There are also several short video tutorials to show you how to register for classes, find your online class materials, get your bridge and pin codes for your teleclasses and update your student profile so that you are ready for the games!

Navigating The Website

The website is our virtual campus so it is important to know how to find your way around. At first it may seem a bit daunting, but after a few visits you will know exactly how to get where you want to go and connect with other students along the way.

The Help Desk. One of the most valuable features in the Member Center! If you need a help with a personal touch please access our Help Desk. Our dedicated Member Services Team will answer your help ticket within 24 hours.

Teleconference System

All of our classes are held using the amazing Maestro Teleconference System as you learned about in the section about our Global TeleClassroom. To call in to your teleconference you can use a regular landline, a cell phone, Skype or Google Talk. Note: Using any other VOIP option and some off brand calling cards presently pose some difficulties and are not suggested.

You will have a distinct phone # and pin code for each program you participate in. Note: you use the same phone number and pin code for each session of a program. So before each program, you will follow the instructions to obtain your personal phone # and pin code for the class.

This allows your instructor to address you by name when you arrive on the call or when you "raise your hand" by pressing a 1-5 on your keypad. You can also mute your line if you are in a noisy environment by pressing a 6 on your phone keypad.

Break Out Sessions (Dyad Guide)

One of the most dynamic aspects of our classes is the dyad/breakout sessions which happen in nearly every class. We will break out into dyads so that you can practice what you have learned AND experience it as both a coach and player. We will provide you with a detailed guide on how to get the most out of these practice experiences.

As the Coach, practice doing what you observed in class especially if it seems unfamiliar to you. Practicing in a safe space is how you become comfortable with new skills and methods. Do not worry about providing a perfect coaching session for your partner. Think of it as doing drills in a practice rather than playing in a real game. **As the player,** just be yourself! Don't make up fake scenarios. Your real life is interesting enough.

What you need to know

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Playbook Summary

PLAY!

Tracking your progress

There are two BIG things to track on your way to certification:
1) Your attendance in each required teleclass
2) Your real coaching hours.

To **track attendance** we give you a "secret code word" at the beginning and ending of each teleclass. After class, you go to the program syllabus and enter the two words in the fourth column. When you enter them correctly a BIG check mark appears. Note: you do NOT get the code words from listening to the recording of the class and you cannot get the code words from a colleague if you miss the class.

In order to earn your "starter" certification you must conduct and document 40 hours of coaching. Ten can be pro bono and the rest must be paid coaching in some way. We will provide you with a spreadsheet that contains all of the information that you must capture in order to properly log what you have done. You will provide this form to us when you apply for certification.

The Certification Game

By now you have figured out that we are all about the spirit of play and making everything into a game! So naturally we have created a game for you to track your progress and share your experiences as you move through the curriculum toward certification.

You will earn points as you play the game associated with each class, conduct the required coaching sessions and everything else you need to do to become a certified coach. The key to the game is tracking the action and sharing your experiences along the way.

Applying for the ICF ACC Certification is easy once you have your CVACC. You sign up to take the ICF exam – which we prepare you to pass! – and provide your updated coaching log with 100 coaching hours and your two reference letters.

Find a Coach Listing Membership

Visibility. Visibility. Visibility. Yes! You will have to do your part by getting into local and virtual communities to recruit players to your coaching business. We help you by providing you with a 1-year subscription in our "Find a Coach Listing". The CoachVille website, with over 5,000 unique visitors each month, has a "Find a Coach Button" right on the home page. You will be well served to make your CoachVille Profile dynamic and interesting so that when a visitor finds you they are compelled to contact you about your coaching services!

CoachVille Partner Program

Most schools ask their students to refer new potential students to them. Well, we do too AND we actually pay you for it! With our CoachVille Partner program you can earn a 20% partner fee when someone you refer registers for any of our programs.

It is a WIN- WIN experience and you know we LOVE that!

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Our Quest

CoachVille Quest

Play BIG in the world and become a great coach

It Starts With a Vision:
Everyone, Everywhere with the courage to play BIG in the world has a great coach.

Playing BIG is when you bust loose from self-imposed limitations to courageously express your talents and gifts in a way that adds value to the lives of others AND brings joy AND true wealth to yourself. True wealth is based on what YOU VALUE. It includes financial freedom and also includes knowledge, talent, experience, character, community, spiritual connection, health and of course… LOVE!

Our quest at CoachVille is to create an environment where YOU can play big in the world AND become a great coach.

The act of coaching can be simply defined in two words: Play Better.

To guide your player to play the games of life better and win on their own terms. Games like: leadership, athletics, health, business, relationships, spirituality, financial freedom, artistic expression and everything else life has to offer. Any endeavor in life can be designed as a winnable game worth playing and coaches alone are charged with helping people win the game that matters most to them right now.

So YOUR game is to help people Play Better,
OUR game is to help YOU Coach Better

Reinventing Coaching with the Spirit of Play

The End of an Era

Clearly there is a great deal of turbulence in the world – Economic, Political and Environmental. All of this is signalling the end of an era: The Industrial Age is coming to an end. The Industrial Age – and the Industrial Economy – is characterized by the mass production of things.

In the Industrial Age ALL people are seen from two perspectives: Worker and Consumer.

As a worker you have a job and your job is to complete tasks as efficiently as possible; Just get it done, and get it done right. Leave your personality and the rest of your life at the

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Our Quest

door. We were all trained in school to work alone on tasks; if you talk to the other kids you are cheating! The work is not supposed to make you happy – you are just a cog in the wheel of production.

The purpose of Life is to "work for a living" and collect a paycheck. With that money you can buy things! And these THINGS will make you happy! We were taught to be veracious consumers; that the reward for hard work is the accumulation of things.

To summarize life In the Industrial Economy: go to work! do what you are told, complete your tasks, focus on problems, do it right the first time, work hard, collect your paycheck and consume, consume, consume. More is better.

The People want to Play

In the Industrial Age PLAY was trivialized. When the work is done, then you can play for entertainment. Well, people ARE playing in HUGE numbers. The massive proliferation of online social games played in "pretend worlds"- over 400 Million People playing at last count – reveals an extraordinary social trend: people of all ages are YEARNING to play and connect with others through games.

Play With Purpose

Now is the time for a new approach to life. People are no longer willing to WORK at meaningless jobs just to be able to consume more things. People still want and need some things but they already have a LOT of cheap stuff. Now what they really want is PURPOSE!

What people everywhere are coming to realize is that REAL LIFE is the best social game ever created!; that you can Play with Purpose by connecting with and serving others. Play is NOT trivial! Play is life-enhancing. And they understand that the industrial mindset of ZERO-Defects and get-it-right-the-first-time is great for making a car but it is a terrible approach to life because it leads to a creativity - crushing the perfection trap.

THIS IS WHERE YOU COME IN

The Human Spirit of Play is making a comeback! With the Spirit of Play people are resourceful, resilient, creative, seeking mastery, going with the flow, risk taking and JOYFUL. When you play, you win some and you lose some. When you play you make mistakes and its OK; you learn from them and come back to play the next game. When you play you feel connected to the game and all of the other players. Great players love the game, enjoy their team mates AND embrace the juice that comes from healthy competition.

With a coach by our side, we have the courage to PLAY WITH PURPOSE in REAL LIFE; in our jobs, our businesses, our communities, our families, in EVERY ASPECT of life.

And when we play well, we get better results than when we "work hard" AND we have more fulfillment and more fun. That is the winning combination.

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KEY distinction: play for vs. work on

Harbinger of the Inspiration Economy

A new age is dawning in the rubble of the declining Industrial Economy – we call it the Inspiration Age and the Inspiration Economy.

In the Inspiration Economy you are seen as a player and creator: express yourself and add value to others, create possibilities, play well, invest in experiences and things that inspire you, that fuel you and help you PLAY BETTER. Create, create, create! Better is better.

The transformations:
From Worker to Player
From Consumer to Creator
From Manager to Coach

The Coaching profession is the harbinger of the Inspiration Economy! We are supporting and challenging individuals to express their uniqueness while simultaneously encouraging team play and connected communities.

People INVEST in themselves by hiring a coach.

Our entire approach and curriculum are designed to UNLEASH this spirit of play within you, to prepare you to lead and thrive in the Inspiration Economy and to empower you to do the same for others as their Coach.

We truly believe that coaches can lead the way in making a better world for everyone.

We want you on our team!

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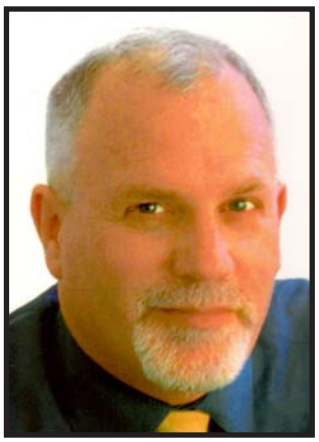
Brief History

Brief History of our School

Thomas Leonard – the founding father of the Coaching Industry – founded CoachVille in 2001 with the mission to improve the quality of coaching worldwide.

The CoachVille Story



CoachVille launched as a global virtual community for coaches on June 2, 2001, founded by the late visionary Thomas J. Leonard, acknowledged as a central figure in the creation of the field of personal and business coaching. Its mission… to improve the quality of coaching worldwide, and to provide a home for every coach. Its guiding principle: "Adding Value for the Joy of It." Thomas lived his words, and while in its early days, CoachVille membership was $79 for a lifetime, on August 29th, 2002 the doors to CoachVille were thrown wide open, and membership became free for all who wished to join the growing ranks of CoachVille coaches.

Our School

In 2002 we launched our first Coach Training program – the Graduate School of Coaching- with a few BIG ideas:

1) That anyone with the right personal character and strong desire could become an effective Coach very quickly.
2) To create the most cutting edge curriculum and learning environment.

3) To create a school that would evolve as fast as the coaching industry – which was pretty FAST!

Since that time we have trained over 4,000 coaches and our training has evolved into the program you are reading about right now.

Thomas passed the torch over to Coach Dave Buck in 2003 when he moved on to another dimension. Coach Dave has focused on creating a "methods-based" approach to coaching AND infusing everything we do and teach with the Spirit of Play!

While "the Graduate School of Coaching" was a cool name, it also implied that it was only for experienced coaches. So, in 2006, we renamed the school, The Center for Coaching Mastery, so that folks would know that our school was appropriate for new coaches AND master coaches.

ICF Accreditation

Even though Thomas founded the ICF in the later years of his life he was frustrated by it's bureaucracy and resisted pursuing ICF accreditation for our school. Coach Dave, while no fan of bureaucracy himself, recognized the importance of creating a global standard that was based on collective wisdom and not based on the ideology of any one individual. So he decided to bring CoachVille into the ICF fold – yes, Thomas' ashes were probably swirling around in agitation – because it was the right thing to do for the Industry as a whole.

Dave was acknowledged by the ICF with a Global Peacemaker award at the 2004 ICF Conference. In 2007, after 3 years of very intense focus, our school achieved ICF accreditation. Yeah Team!

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Our Philosophy About Coaching

the PURPOSE of coaching: PLAY better

You will learn how to coach in a way that people LOVE to be coached. You will provide the perfect blend of support AND challenge. You will share what you know AND challenge them to figure things out for themselves. You will expand them OUT of their comfort zone by playing bigger AND you will help them get into their expanded comfort zone where they experience flow.

When you set out to become a Coach, you sign on to help people Play Better in the pursuit of the things that matter most to them – like family, business, career, health, romance, personal growth etc.; we call these the games of life. Along the way you help them become the person they have always wanted to become. It takes dedication and courage to Coach, and the rewards can be both financial and priceless.

The craft of Coaching has three primary pursuits:

• The Pursuit of Human Greatness

Begins with a vision of achievement and evolves into becoming an inspiration for others. The key dynamic is between support and challenge. As a coach you have to read your player and their situation to determine if they need you to guide them OR challenge them to step up and figure it out for themselves.

• The Pursuit of Inner Freedom

The place where inner resistance is gone and desired results occur as the natural byproduct of full self- expression. The key dynamic is inside and outside the comfort zone. In the comfort zone there is ease and flow but can become stagnant. Out of the comfort zone there
is chaos and growth. As a Coach you read the situation and cycle back and forth between these two.

• The Pursuit of Personal Evolution

Our ultimate purpose as a community is to forward humanity one person at a time. The key dynamic is adapting to and reflecting the 9 environments of YOU. Your players are always adapting to the world around them while at the same time the environment is a reflection of who they are. As a Coach you have to look at the environment as a mirror to create awareness and also design and find new environments for your player to adapt and grow into.

Our program is designed so that you become strong in each of these pursuits. We have a method for each that makes it easy to get started and creates an opening for a lifetime of exploration.

The way you coach

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Exploring CoachVille

Exciting ways to **experience** what we have to offer before becoming a **student!**

One of the best ways to be sure CoachVille is the right school for you is experience a class or a game yourself. We have great opportunities for you to do just that!

Admissions Advisor Session

You are invited to call us ANYTIME to book a complimentary session with one of our admissions advisors. **Call 1-866-548-6516**
They will put you through if someone is available or make a phone appointment for you.

The Become a Coach 21 Day Game

Do you want to know a lot more about CoachVille and coaching? Would you like to dive in quickly to see that you've got what it takes? Join the Become A Coach Game and see! We'll explore the basics of getting started and then, we'll get you movin' and shakin'! Conducted just like one of our regular classes, you will experience dynamic dialogue, practice dyads AND the Social Game System. **Investment $21.**

Observe any Class

We are happy to welcome you as an observer in any class. You can even join in the conversation if you want. Our classes are truly unique and you have to experience one to understand what we mean. To observe any class simply contact one of our admissions advisors by phone or e-mail and we will set it up for you. We will give you a phone number and pin code. If you have a preference for the class you want to observe, just let them know. **Investment $1.**

The Center for Coaching Mastery Open House

Every trimester we have a two day open house where you can observe ALL of the classes we are conducting for a 2- day period. When you register you are given access to phone numbers and pin codes for all of our programs. You have open access to experience our classes live – as a silent observer. You can listen in on the dialogues, coaching demonstrations and breakout sessions. It is a great way to get the CoachVille experience. **Investment $1.**

CoachVille Basic Membership

Another great way to experience CoachVille is to become a CoachVille Member which is free. You will have immediate access to a wealth of resources including forms, models, mistakes to avoid, attraction principles, recordings of real coaching sessions by CEO Dave Buck and recordings of our founder Thomas Leonard. CV Membership is a great idea even if you don't decide to become a student in our school. We are happy to have you in either case. **Investment FREE.**

Experience CV live

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Why Become A Coach?

top 10 reasons to become a coach

1) The Pursuit of Human greatness
raise the bar for your players AND they will raise it for you

2) Fulfill your purpose to be of service to others
adding value for the joy of it is the ultimate game of life

3) Experience the Joy of helping others thrive
as you expand their possibilities yours expand times 10

4) The ability to design a business for your lifestyle
attain personal freedom by coaching when you want to, where you want and WHO you want

5) The optimal way to transform your life experiences into value for others
everything you have done and will do becomes full of meaning and possibility

6) Justify your craving for lifelong learning
you have to stay 2 steps of your players

7) Build true wealth in all areas
talent, experience, knowledge, character, community, cash flow, energy, spirit and LOVE.

8) Rigorous personal growth for you
EVERY player you Coach is a mirror for you

9) Expand your cultural awareness
as you coach people from around the world

10) Change the world one player at a time
ultimately this is why we do what we do

Build true wealth

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5 Qualities of a Great Coach

Let's talk about you!

Enough about us. Let's talk about you!
While there are many qualities that make a great coach, here are a few that we feel are important that you can use as a quick guide. If you find yourself in these qualities OR would love to develop them, then you have the makings of a GREAT Coach!

1) You have been a good player (or a great player ;-) in at least one of the many games of life AND / OR you have an approach to life that has proven successful for you. When you get started as a Coach, the basis of your credibility comes from your own life accomplishments. The games of life include: business, career, health, romance, leadership, athletics, family and more. Or any of the many unique skills that are a part of these games like: sales, networking, management, eating well, dating, speaking, creating a vision, increasing speed or parenting. Anything that can be developed as a useful skill can be coached.
An APPROACH to life could be something like: attraction, creativity, integrity, inner awareness, relationship building and MANY others that you may have learned or developed on your own. Important: be VERY WARY of a common tendency to undervalue what you have achieved. If you feel good about your accomplishments, that is good enough.

2) You continue to LOVE the game, even if you don't play the game anymore.
You have to LOVE the thing you are coaching in order for people to want you as their coach! e.g...you may LOVE management and coach managers even if you are now an entrepreneur in your own business. If you are going to coach around an approach to life, then you MUST be living and loving that approach every day.

3) You LOVE helping other people play better and win on their own terms.
You get great enjoyment from seeing other people develop, grow and succeed.
This is an essential quality of a Coach: the absolute JOY you feel when you help other people win. You also have to be able to challenge people when they are not living up to their own standards – sometimes you have to be TOUGH! You also have to be able to BE THERE when your player is facing BIG challenges without getting sucked into the story or drama.

4) You have the COURAGE to play BIG in the world.
You must be playing big, expanding your comfort zone – even if the game changes – in order for you to have solid integrity when you challenge your players to play big. Your past successes are important but you can't rest on your laurels if you want to thrive.

5) You are a force in the world for good.
Coaching is leadership. As a Coach you are a LEADER in the Play BIG Revolution. No Joke. You have to know that what you do every day as a coach plays a part in making the world a better place; this attitude is vital to sustainable success. Of course you will have your good days and bad just like your players do, but you need a solid core to keep playing and coaching in the face of your own challenges. YOU KNOW that the challenges you face are **PERFECT** for you as they mold you into the force you desire to be. Human Greatness only emerges in the face of challenges.

You love the game

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Tuition

starter program

A journey of a THOUSAND miles begins WITH one small Step

- Chinese Proverb

Starter Program Pricing

6 payments of $365 = Total Investment of $2,190 or
Save $200! Pay in full option is $1,990.

Detailed Chart of Everything Included
Total Value a la carte = $3,205

Item	
Play Two Win Method Class	$ 895
Basic Coaching Skills Class	$ 445
Step Up & Stand Out Business Academy	$ 445
Mentor Coaching Group	$ 445
3 Practicum 3X$195	$ 585

Bonus Items

1 Year Pro Coach Membership	$ 390

TOTAL Retail Value $3,205

UNLIMITED class repeats – come back anytime! ..... Priceless!

ADDITIONAL FEES (Optional)

ICF ACC Exam & Application Fee	$ 500

Register by phone by calling 866-548-6516

Register online – www.coachville.com

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Tuition

pricing and registration

After you complete the Starter Program it is easy to upgrade to the next level of training.

We have two payment options: Pay in Full or Payment Plan.

Next Step: Education Track

10 payments of $365 = Total Investment of $3,650
or
Save $260! Pay in full option is $3,390.

Detailed Chart of Everything Included
Total Value a la carte = $10,005

Item	Retail Price
2 Methods Classes 2X$895	$1,790
2 Skills Classes 2X$445	$ 890
1 Business Academy Classes 1X$445	$ 445

Bonus Items

Power of Groups	$ 995
Self Study Library	$ 795
TOTAL Retail Value	**$4,915**

UNLIMITED class repeats – come back anytime!.....Priceless!

Final Step: Certification

3 payments of $365 = Total Investment of $1,095 or
Save $205! Pay in full option is $890.

Item	
3 Practicum 3X$195	$585
Certification Process	$ 500
TOTAL Retail Value	**$1,085**

ADDITIONAL FEES (Optional)
ICF PCC Application Fee..... $ 500

Upgrade path

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ICF-ACTP Program

Earn Your Professional Certified Coach Credential (PCC)

Our program – The Center for Coaching Mastery – is accredited by the International Coach Federation (ICF) Which means that our program has reached the highest standard for professional coach training available in the world today. This means that you can earn the global standard certification – Professional Certified Coach (PCC) by completing our program and meeting the ICF "coaching hours" requirements.

Two Pathways to Certification

The ICF offers two pathways to certification:
1) ACTP: The coach completes an "Accredited Coach Training Program" (like ours) and then supplies the ICF with the necessary documentation of coaching hours and a small fee.
2) Portfolio: The coach completes their coach training from one or several schools and then supplies the ICF with detailed documentation of training completed and documentation of coaching hours. Then the coach pays a fee to complete a testing process with the ICF.

The ICF offers three credentials: ACC, PCC, and MCC.

Here are a few notes about each and how you can achieve it through our programs

Associate Certified Coach (ACC) Requirements:
- 60 hours coach training
- 10 hours mentor coaching
- 100 hours of client coaching experience (75 paid)
- 2 Reference Letters from qualified coaches

At CoachVille you can achieve your ACC in two ways:
1) Complete the entire Center for Coaching Mastery Complete Certification program and then apply via the ACTP track (fee $100)
The benefit of this route is that you can complete our program (125 hours) and then simply document your 100 coaching hours and get your ACC for a small fee of $300 with no additional testing.
2) Complete the Center for Coaching Mastery Starter Certification program and then apply via the Portfolio track;
The benefit of this route is that you can get your ACC with only 60 hours of training. The drawback is that you have to pay extra money ($500) to the ICF for the application and exam process.

ACTP
Accredited Coach Training Program
International Coach Federation

Professional Certified Coach (PCC) Requirements:
- 125 hours coach training
- 10 hours mentor coaching
- 750 hours of client coaching experience (675 paid)
- 2 Reference Letters from qualified coaches

At CoachVille you can achieve for your PCC in the following way:
Complete the entire Center for Coaching Mastery Complete Certification program and then apply via the ACTP track. You can simply document your 750 coaching hours and get your PCC for a fee of $500.

Master Certified Coach (MCC) Requirements:
- 200 hours coach training
- 10 hours mentor coaching
- 2500 hours of client coaching experience (2250 paid)
- 2 Reference Letters from qualified coaches

At CoachVille you can achieve your MCC in the following way:
1) Complete the Center for Coaching Mastery Complete Certification Program (125 hours)
2) Then complete the two bonus classes included in the program. (50 hours)
3) Then you can purchase one of our 30 hour specialty classes = 205 hours total!

Mark of distinction

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School Logistics

Our consistent calendar makes it easy for you to plan ahead

We make it easy for you to plan your coach training schedule by delivering our programs in a highly-structured calendar. Our semesters always start at the same times of the year, our classes are always at the same time of day.

Here are the details:

Time of Year
We offer 3 full semesters each year. Each semester is 12 weeks.
The January Term: January through Late March
The April Term: April through Late June
The September Term: Late September through Mid December

Class times
Each class is 2.5 hours in length. You can choose the time slot that serves you best:
2 PM – 4:30 PM ET or 8 PM – 10:30 PM ET

Practicum times The practicum are held from 12 Noon – 5PM ET

All classes are held via teleconference
In case you didn't see this on another page, all of our programs are delivered by super convenient teleconference. So you can jump into class from anywhere in a moment's notice.

	TUESDAY	WEDNESDAY	FRIDAY or SATURDAY
Level 1	12 Weeks: Play Two Win Method	6 Weeks: Step Up & Stand Out	PRACTICUM 3 TOTAL
		6 Weeks: Basic Coaching Skills & Ethics	
		6 Weeks: Mentor Coaching	

Easy to plan ahead

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The Global Classroom

Super-Convenient, Highly Engaging Teleclasses
All of our classes are delivered by super-convenient dialogue-rich teleclasses. You dial into the telephone bridge at class time and you are fully engaged.

Seriously! You can be "in class" from ANYWHERE you can go with a phone or internet connection. Land line, Cell phone, Skype, Google Talk and "name brand" calling cards all work very well.
NOTE: Magic Jack and off-brand VOIP and "off-brand" calling cards… not so well.

Our Amazing Maestro Conference System
You will have a unique pin code when you dial into the phone bridge. The instructor has a web interface and will welcome you by name .
You are NEVER ANONYMOUS in our classes.

maestro CONFERENCE

You can raise your hand to join in the conversation by pressing a 1 on your phone keypad. The instructor can see this and call your name. You can always get into the conversation. Small break out groups are enabled! So part of the class is in a larger group conversation and part of the class is you with a partner privately practicing what you have learned.
You will participate in every class – NO HIDING!

This is a great way to learn how to coach for four reasons:

1) Short bursts of learning:
It allows us to teach you in short intense bursts over a period of time – much like the way MOST coaching is delivered to players. This way you learn something and then practice during the week. This is the optimal way to learn when you want maximum retention.

2) Learn to coach the way you will coach:
Week by week and mostly by phone. MOST life and business coaching is done on a weekly basis. (sometimes twice monthly). So you will learn how to Coach in the same way, on a weekly schedule. This is a smart way to learn.

3) ZERO carbon foot print – ZERO time away from home, family and office
Time is precious! And so is the environment! By delivering our program over the phone right into your home or office you can keep everything stable at home and at the office while you train for your new career. This is a good thing.

4) Cost Effective
SAVE the time and money expense of travel for airfare, eating on the road and hotels. In our humble opinion, our way is simply smarter AND better.

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Our Active Learning Method

dynamic participation IS THE gateway TO Mastery

Our active learning model is what sets us apart from other schools as our classes are designed around student participation and growth.

In each class the instructor presents an idea, method or skill and students add to the dialog by presenting their ideas and experiences. The conversation is enlightening and engaging as students share and bounce ideas and thoughts off of each other, as the conversation moves forward the instructor interjects with important points and ideas in mini lectures.

The dialog is followed by a live or recorded coaching session that demonstrates the method or skill. Observation is a powerful learning method as it further solidifies the method or skill.

Students then move into practice of the method or skill, this is where the magic happens. In the safe space of private breakout sessions students partner with each other and coach each other using what they just learned. The instructor can "pop in" to the partner session to offer feedback and suggestions.

Our students often comment that out active learning model teaches them "real life" coaching skills. They feel ready to coach very quickly because they are sure of their abilities.
Out Active learning method in detail including a breakdown of class structure follows:

You Coach in Every Class

Coaching is a craft. And there is a definite method for learning a craft. We did not invent the method, it has been around for as long as one person has had the desire to teach another person how to do something – a very long time. We did, however – with the help of Marshall Thurber (see acknowledgments at the bottom) – apply it to the craft of coaching.

Introducing the DTMOPP Learning Method

We describe the method using the acronym DTMOPP. Which stands for Desire, Theory, Method, Observe, Practice and Play. Using this method you can become an effective coach VERY quickly.

It works a lot like the old-fashioned apprenticeship model – without the indentured servitude (we thought it best to leave that part out!).

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Our Active Learning Method

experience DTMOPP

Desire
Why do you want to learn and master this subject? How will it serve you and your life? There must be some stirring inside you that will fuel your efforts and willingness to do what it will take to master the craft.

Theory
The thinking behind the practice of the craft. This part of the process includes gathering information and studying the thoughts of teachers and practitioners of the craft.

Method
A method is a way to produce a consistent result through a sequence of actions. It is the way something is done; the thoughts, actions, tools, models and practices of the craft.

Observe
Observe others practicing the craft. Learn from what they do and do not do. Observe experienced practitioners AND novices. Notice the difference in the results that are created. As you observe you will learn and integrate the steps of the practice.

Practice
Repetition of the activities and techniques of the craft. Observe the results of your efforts. How do they compare with what you have observed? The key is to practice the right things! Practicing a method that does not produce the desired results does not lead to mastery.

Play
Play is where you put what you have practiced into the real world! Each week you will play a game that is designed to get you into your life doing what you have learned in class. You will be assigned personal growth exercises and action plans to coach at least 5 people each week. As you complete the items you earn points in the game AND share what you are learning with your coach and team mates using our **Social Game System.**

As you play you will get feedback as to how you are doing – the world is good that way. Feedback is the breakfast of champions. YES! The more you play, receive feedback and adjust what you are doing, the faster you improve your skill. And earning points is really fun too. We call it "Juicy Learning".

Acknowledgement
Marshall Thurber
The year I spent mentoring with Marshall was the catalyst for the Play-Two-Win method and the DTMOPP learning method. Marshall described and used his version (called DTMIPPS) as a part of the Positive Deviant Network. Marshall is the genius behind some of the worlds most prolific personal growth gurus. Marshall kept asking me: "What is your method?" Finally, I got it. Here it is.

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Class Structure

A little structure is an environment for self-expression!
Our classes are designed to maximize participation and self-expression.

The Structure of a typical Active Learning based class:
Every class session is 2.5 hours in length. That may sound like a long time, but I can assure you that it flies right by because you will do many different activities.

Pre-Class
Before the course you will have access to the Playbook which will help you prepare. This will spark your desire AND allow us to get right in the game when we are together in class.

Welcome – The first 10 minutes (0 – 10)
At the beginning of each class we focus on community and connection by asking you to share your celebrations and challenges from the previous week.

Dialogue – The next 40 minutes (10 – 50)
The course leader will then facilitate an engaging dialogue about a coaching skill or method.

Demonstration – The next 25 minutes (50 – 75)
Next the course leader will conduct a coaching session for you to observe. This may be with one of their real clients or a pre-recorded real coaching session.

Debrief – The next 15 minutes (75 – 90)
Next the instructor and students will debrief what happened in the coaching session and generate insight and learning.

Practice Dyad – The next 45 minutes (90 – 135)
Then we will break out into groups of two (tele-dyad) so that you can practice what you have learned in a safe environment with a colleague. You will play and coach with the same partner for each session which simulates how you will coach your players.

Final Debrief – The last 15 minutes (135 – 150)
After you practice with your partner you will join the rest of your classmates for a final debrief. In this conversation you can ask questions and gain clarity on what happened when you applied what you learned.

Play
Finally, you will get into the game "for real", by using the method or skill with at least 5 players (friends, colleagues or clients) in the week between sessions. You earn points in our Social Game System by completing coaching sessions (typically 30 minutes each) and sharing about what you learned. The coaching game will get you into action quickly.

Your total time investment
If you go for the fast track plan where you participate in 2 classes each week it will look like this:
Class time.....5 hours per week
Reading / Sharing..... 4 hours per week
Coaching time.....2.5 hours per week
Total time.....11.5 hours per week

(Note: You can weave what you are learning in both classes into each coaching session. So you only need to do 5 coaching sessions per week, NOT 10; though MORE is always better)

Maximize participation

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The Social Game System

Experience the power of "Juicy Learning". Imagine you have a coaching session with one of your new players. You get some positive feedback from your player and enter it into the social game system. Then a bunch of people are cheering for you as if you just scored a touchdown in a football game! That is fun!

Or imagine you are stuck in a writing project and you share about the challenge you are facing in the game system. Then several of your team mates are offering ideas and encouragement as if you were in the locker room at halftime. That is powerful!

Your REAL Life, and your new endeavor to become a great coach, is a very important and very challenging game. You deserve to be cheered and supported just as much – probably more – than someone playing football.

There is a price to be paid however for this public celebration and support… You have to be willing to be seen and known by others. You have to be willing to be vulnerable enough to be succeed or fail publicly. This is the quality that distinguishes the great performers in EVERY endeavor – athletics, arts, business, community leadership etc. – from everyone else: they are willing to play in public.

We believe that the price is WELL worth it AND that truly, the benefits are so great that you can't afford NOT to do it.

This is why we make participation in the social game a requirement in every class. At first you may hesitate, but once you get into it and experience it you will realize how powerful it is. Plus we make it a LOT safer than a political campaign, only your colleagues in the class can see your game results. But that is enough to create the necessary edge to the game.

We call it "Juicy Learning"
You know when something is "juicy"; when it's personal, provocative, meaningful, edgy, maybe a little dramatic and suspenseful. You may not want your whole life to be juicy, but, your BIG GAME in life should ALWAYS be juicy. You know that feeling when your juices are really flowing, that is when life is sweet; that is when you come alive!

So…
Juicy Learning = Purposeful Play + Personal Pride + Public Visibility
In every class you will experience "Juicy Learning". In between each class session, you will engage in a game with your classmates that brings your coaching practice to life. You and your team mates will earn points as you complete exercises, take actions and get results related to what you are learning in class.

Every student has a player profile so you can see the faces and explore interesting facts about your colleagues. You can see the complete class scoreboard, read what your colleagues are doing and learning and share your experiences as well through words and pictures.

You can use our "Coach Connect" features to connect with your fellow students by CV Chat or CV Mail to share a win or request support. Playing and then sharing your experiences – your wins, challenges and ideas – in a public forum adds a powerful dimension of accountability and camaraderie! It's fun, AND Along the way you really learn how to coach! That is Juicy Learning.

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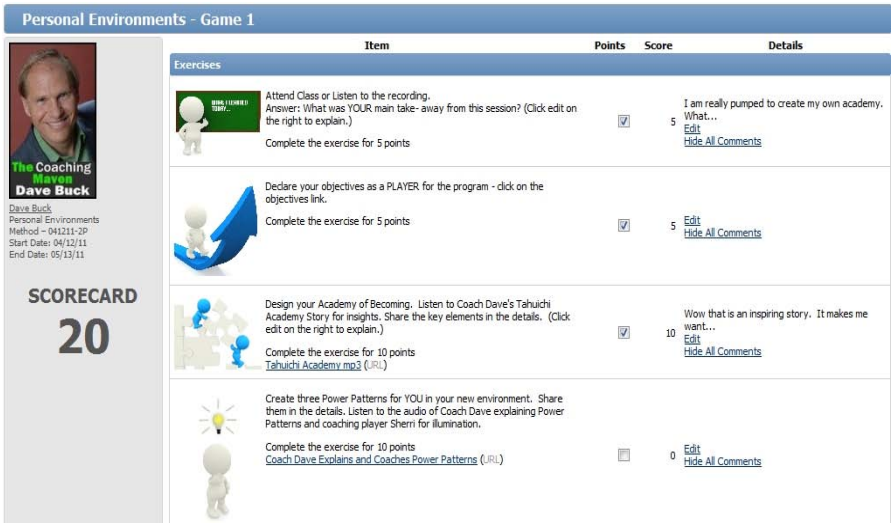
The Social Game System

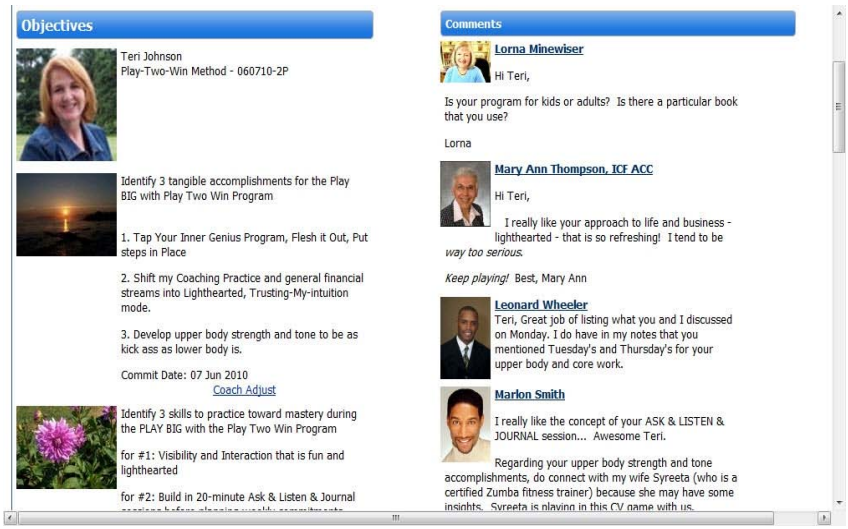
In every class you will experience the **power of playing with purpose.**

Most training programs have homework – we have home PLAY!

In between each class session, you will engage in a game with your classmates that brings your coaching practice to life. You and your team mates will earn points as you complete exercises, take actions and get results related to what you are learning in class. You take the skills and methods you've learned, head out into the world and practice them in real life. Not just written exercises – but real practice with real players is what prepares all of our students to develop a successful coaching practice during their training.

The social gaming system is a vibrant and relevant way for our students to interact with each other and the instructors. Each card includes a request to connect with fellow classmates. Students who build relationships with their classmates share game experience, client experience and have more success through the program.





Spirit of play lives on

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Coach By Phone

The cornerstone of your lifestyle business opportunity

By participating in our teleclass-based program you will learn how to "Coach by Phone" which is how over 95% of coaching is delivered. You can, of course, coach face-to-face with what we will teach you. However, since coaching is typically delivered in regularly scheduled conversations over a period of time, most people – coaches and players alike – prefer the convenience provided by the phone. Even when the coach and player are in close geographic proximity they often find themselves coaching by phone much of the time with occasional face-to-face sessions.

A subtle benefit of phone coaching is that you learn how to pick up on vocal clues and really tune into the energy between the words your player is saying. You will find that this is a suitable replacement for what would typically be understood through body-language.

And with the increasing ease of video connection tools like skype, soon you will have the best of all worlds available to you!

Coach the Global Community

Learning to coach by phone will empower you to:

- Coach in global communities,
- Create a lifestyle that is perfect for you,
- Set up shop in beautiful locations,
- Thrive in business while staying close at home for your family AND much more.

Coaching by phone does NOT mean that you stay home in your pj's every day! You will need to get out in your local community as well. The key point is that coaching by phone literally opens up a WORLD of possibility for you.

Choose your location, choose your hours, choose your players. Perfect.

Coach from anywhere

©CoachVille LLC

Business Training Included

your ticket to freedom

Business is a game you can learn how to play and win on your own terms. This is our fundamental belief. While many coaching programs lament about how their students just aren't good at business, we take the initiative and build vital business training right into our program.

We don't believe that you should learn how to coach and THEN try to build your business. We believe that you should start building your business from your first day in class.

Even if you are planning to coach as part of what you do as a manager or trainer etc. it is still a good idea to learn these business skills. If at all possible, you should maintain a small side-business with a few paying players while you are in the job because it will give you a tremendous sense of freedom.

The other BIG point here is that the business game really forces you to grow and stretch out of your comfort zone. Doing this will boost your compassion, confidence AND your credibility with everyone you coach.

With the skills, strategies and support you receive in this series of programs, you will have a thriving business going in short order…. As long as YOU PLAY!

Step Up and Stand Out!

Clarity = Clients! You will powerfully define HOW you have earned the right to Coach and WHO you have earned the right to Coach. (Re-)Start Your Business Right! This program will impact every coaching conversation you have and everything you say and write about your Coaching Business. FINALLY, your friends and family will understand what you are so excited about! You will learn and practice a compelling and simple conversation that you can use right way to talk with potential players and referral partners and sign up paying players.

Mentor Coaching Group

In this program you will meet with a small group of colleagues and your coach each week to discuss how YOU are doing with YOUR Players AND with your business activities. The program provides 7.5 hours of coach mentoring required for your certification. Making sure that you are getting results with your players is actually an essential business building tool. The 7.5 hours of business mentoring will keep you on the growing edge playing big in your community. In a small group mentoring program there is nowhere to hide! That – it turns out – is a good thing.

Business is a game

©CoachVille LLC

Anytime Lifetime Access

you are always welcome

Self-Study Library Included!

All of our live programs include immediate access to the self-study version of the class. This way you will have immediate and permanent access to the recordings, playbooks and supplemental materials. No matter when your teleclass starts, you can get started right away. Load the most recent recordings on your mp3 player and away you go!

Lifetime Access – ANYTIME!

One of the most phenomenal features of our school is Lifetime Access to your program and classes.

As a student in our school you are welcome back to class any time; for as long as we are around. (and that will probably be for a very long time!) If a few years from now you would like a refresher class, you are welcome – at NO ADDITIONAL cost.

We have had many students go through the full program and then come back and retake classes on their path to mastery. You can retake your classes as many times as you would like!

This is all part of your original fee that you pay when you join our program or sign up for a class a la carte.

While you are in class with us you will often have classmates who are are taking a class for the 2nd or 3rd time because the class experience is so rich and stimulating AND we refresh our classes on a regular basis so there is always something new to learn.

Learning on the go

©CoachVille LLC

Play Two Win Method™ Coaching

Unleash the Spirit of Play Within You
12 2.5 hour sessions
30 ICF CCEU hours total

Learn a powerful nine step coaching method where you provide EXACTLY what your players expect from their Coach: Guide them to design a winnable game (the quest), play better and win on their own terms.
Transform their mindset
From: A worker focused on checking tasks off of a to-do list and doing it perfectly;
To: A player focused on influencing results, becoming a great player and loving the game every day.

By tapping into the spirit of play within, they can escape the industrial age perfection trap that makes it nearly impossible to try new things - a trap that has probably had them stuck for years. You will teach them how to enjoy playing again and play better through game planning, skills practice, inner freedom and designing a winning environment.

The 9 Steps of the Play Two Win Method

1. Define the purpose and objectives of the game
2. Design the actions of the game
3. Play the game
4. Respond to challenges
5. Evaluate progress
6. Game plan to leverage strengths
7. Practice the skills of the game
8. Expand inner freedom
9. Design personal environments

I am very happy, relieved and pleased that there is such a simple, straight forward method for getting started in coaching. I greatly enjoyed the discussion about coaching in the spirit of play. I also enjoyed discussing the difference between work and play and agree that most people don't have enough joy in their day to day lives. I'm excited that coaching can address this!
- Melissa Wheeler

3 Key Points

1) Any endeavor can be a playable, coach-able game

The Purpose of Coaching:
Guiding an individual or team to PLAY BETTER and win on their own terms

If you are a coach/manager You will achieve much better performance from EVERYONE around you with less stress and more fun by designing a winnable game and focusing on playing better each day.

Our theory is that any endeavor in life can be played as a winnable game worth playing. If a game is worth playing then it is also worth playing better which means it is coach-able! In this program you will learn how to create a winnable game and use it as the foundation of every coaching relationship – with every player you coach. You will also learn how to spot an unwinnable game and correct it before it leads to frustration for your player.

When we say any, we mean ANY! You can make a game out of business, career, relationship, health, basketball, spiritual quest, personal growth, community leadership, personal leadership…ANYTHING.

Human greatness

©CoachVille LLC

2) The Heart of what people expect from a Coach

The program gets to the heart of what most people expect from a coach:

1. The ability to teach them how to play the game better by helping them learn, practice and refine the skills of the game AND
2. The ability to guide them with an effective personalized game plan.
3. The ability to debrief the game to facilitate development and learning.

You must be able to celebrate successes in a way that expands awareness and to debrief losses in a way that promotes growth and restores their desire to get back into the game.

To do these things you must have a solid knowledge of the game and a clear method for guiding them to the results they desire. Your players trust you to have a way of doing things that is reliable, consistent and grounded in experience.

Your players / clients trust you to have a way of doing things that is reliable, consistent and grounded in experience. They expect you to have solid knowledge of the game and a clear method for guiding them to the results they desire.

In many coaching theories and schools of thought, knowledge of the game is grossly overlooked, even dismissed. Not here. We know that your knowledge, wisdom and experience are your greatest assets as a coach and in this program we show you how to refine it and leverage it for the maximum benefit of your players / clients.

We will help you put this together in this program.

I have had great success using the Play Two Win method with my clients. I have found it so much easier to use than other vague coaching concepts / techniques.
- June M. Porter

3) The value of a method

This is a method-based course. You will learn how to do each part of the method step-by- step, then add your wisdom and expertise to make it your own. While you are at it, you will also learn how to be a player and experience coming alive in a winnable game.

If you are a professional coach in practice or in training this program will provide you with something of extreme value: a METHOD. While excellent coaching relies on communication, intuition and other "soft skills", a method is your gateway to consistent and predictable results.

The purpose of the method is to create a framework to guide you toward helping people play better and win. You supply the knowledge of the game based on your experience and the basic coaching skills such as asking powerful questions, active listening and direct communication. The method does the rest.

The method has a natural flow, but is not always linear. A method is a predictable process designed to produce consistent results. While there is a natural flow to the nine distinct steps in the process they are not necessarily linear. Typically you will use the nine steps in order when first coaching a new player; Defining the purpose comes first and designing the actions comes next and so on. But once you are really coaching with someone the steps can be used in any order depending on the situation.

Human greatness

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Play Two Win Method™ Coaching

The Themes of the Course

The Play Two Win Method gets to the heart of what most people expect from a coach: Solid knowledge of the game and the ability to help them play better consistently and get sustainable results.

1. Create a compelling action-oriented, result-focused game for your player to play and master. (and the transformation from work to play)
2. What makes a game winnable
3. What makes a game unwinnable
4. How to PLAY at anything in life
5. Evaluate progress based on results – celebrate successes and learn from failure
6. Understand the flow of a coaching session by weaving together the elements of the Play Two Win Method
7. Understand that the fundamental component of most life games is communication
8. Understand the important distinction between focus on outcomes vs. focus on mastery and how to organize practices and projects into a game worth playing and avoid the DEADLY task list trap
9. How to talk like a coach with the Spirit of Play
10. Support and challenge and the Pursuit of Human Greatness

I loved the discussion about the difference between project management and coaching especially using the play to win model. I assumed that coaching was helping people figure out their tasks! But now I see that it is about figuring out who they want to become!

I actually used this concept with one of my clients and we both had an "ah ha" moment which lead right into a BIG next step for her.

- Amy Magyar

How this program will make you a better coach

1. You will dramatically increase your confidence because you have a reliable method that gets results.

2. You will develop the ability to help your player craft an effective personalized game plan.

3. You will develop the ability to teach your player how to play the game better by practicing and refining the skills of the game.

4. You will develop the ability to expand inner freedom through playing and facing challenges.

5. You will develop the ability to create environments for sustainable results.

6. You will learn the powerful distinctions between work and play – and you will discover how to PLAY in the serious games of life: like business, career, family and romance.

7. You will learn how to elicit greatness using play pattern language – the natural language of the coaching craft.

8. You will learn how to determine if the game your player wants to play is winnable or not.

9. You will learn how to outline the activities of any life or business game and identify the game plans, skills, sources of inner resistance and environments for each one.

10. You will learn the ONE BIG QUESTION that you MUST ASK EVERY NEW CLIENT.

Human greatness

©CoachVille LLC

Basic Coaching Skills & Ethics

Fun With Fundamentals

6 2.5 hour sessions • 1-hour bonus recording
16 ICF CCEU hours total

Learn the fundamentals in a lively and entertaining way. Leverage your existing personal connection skills into talking like a coach.

Transform Your Mindset
From: Practicing skills is a boring necessity for new coaches
To: Practicing the basic skills of the coaching craft is valuable and fun at all levels of mastery

Delve into and practice the ten fundamental coaching skills; also known as the core competencies. Your ability to demonstrate all 10 skills at a professional level is the basis of our evaluation process for ICF certification. We will also review common coaching mistakes in an entertaining way and explore the coaching ethics in a lively group dialogue featuring challenging real life situations.

The 10 Skills

1. Coaching agreement
2. Establishing trust & intimacy
3. Coaching presence
4. Powerful questioning
5. Active listening
6. Direct communication
7. Creating awareness
8. Designing actions
9. Planning & Goal setting
10. Managing progress & accountability

Themes

1. How to stay clear of ethics issues
2. How to establish your professional agreements including Policies, Procedures and Professional Boundaries
3. Coach distinct from a therapist, a counselor, a consultant or a friend. You are in charge of the players agenda! (huh?… we'll explain)
4. Using the cycle of Powerful Questioning, Active Listening and Direct Communication to Create Awareness
5. How Awareness leads to better Action Plans
6. Common Coaching Mistakes and how to avoid them

Fun with fundamentals

©CoachVille LLC

Basic Coaching Skills & Ethics

3 key Points

Skills are your foundation for excellence

We will cover each of the 10 Core Coaching Competencies one at a time in a way that makes them easy to use and remember; and demonstrate how each skill naturally leads to the next. To be a master craftsperson you must know and practice the basic skills – over and over again. Using our active learning method, you will learn each skill through observation and practice. This is important because your ability to demonstrate these skills is what will ultimately lead to your certification.

How to talk like a coach with the Spirit of Play

When you look at the ten core skills, they look pretty… well… basic! They are. They key is how do you MASTER them through continual practice and how do you use them in a coach-like manner. It is VERY easy in a coaching session to fall into conversational patterns that you are familiar with like friend, boss, colleague, parent (or counselor, therapist if you have done these). The Spirit of Play and Play Pattern language set the coaching profession apart from every other profession. When you keep your conversations around playing big and playing better you will never be confused with another type of professional. It is essential for you, your players and our profession that you learn how to apply these skills as a Coach.

I was most grateful for the coaching mistake – being reactive. Although this class was chocked full of amazing lessons, I really took to heart the lesson of not to be reactive with your client (which will be hard to do) especially when they themselves are emotionally charged. Comments such as "That's horrible" or "you know what you should do" are the wrong things to do when handling an emotionally charged client. Instead, focus in on helping them, not fixing them and by helping I mean, focusing them back to their goal, while still letting them vent, but bring them back to their game which will help them self soothe themselves.

- Amy Magyar

The Pursuit of Human Greatness

The key distinction is how you balance support and challenge. To become great you must be challenged out of your comfort zone and then fully supported as you face these challenges. You will learn how to do this using the basic coaching skills.

Fun with fundamentals

©CoachVille LLC

Basic Coaching Skills & Ethics

a SOLID foundation

How this program will make you a better coach!

1. Mastering the basic skills always makes you better at anything!
2. Your confidence will increase as you learn how to talk like a Coach
3. Knowing the important ethical guidelines will put you at ease
4. Knowing the common mistakes and how to avoid them will allow you to coach full on and recover quickly when things go wrong
5. Setting up your agreements and procedures will give your coaching the professional edge

MOST INTRIGUING — I continue to mine value from the dynamic balance between supporting and challenging. SPECIFIC "WIN" — I kept this Dynamic Balance clearly in mind in every coaching encounter this week, and looked for the "stretch" piece everywhere, not only for my clients but also for me. It really injected vital intensity and energy into every encounter.

- Jean Davies

I love the concept that coaching is about managing the energy. The idea of staying play- centered certainly lightens the energy. Focusing on "becoming", as a process, naturally pulls our energies forward, rather than pushing. I've been playing all week with this idea: that as we focus more on becoming/mastery (future oriented), this is what can help fuel us. In turn, allowing us to be more fully engaged in the moment (present oriented), which is where all the magic happens.

- Karen Johnson-Taylor

Fun with fundamentals

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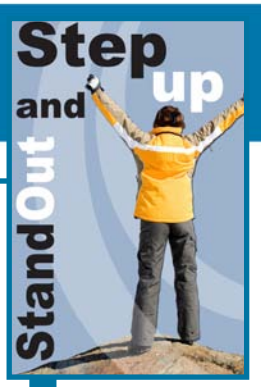
Step Up and Stand Out



Clarity = Clients

6 2.5 hour sessions
15 hours total

In this program you will learn how to create a compelling coaching brand by becoming astoundingly clear about EXACTLY what you do as a coach and who you have earned the right to coach.

Transform Your Mindset
From: Coaching is hard to talk about; even harder to sell
To: When you have clarity it is easy to recruit the right players to hire you

Clarity = Clients is the powerful mantra for this program. In a series of provocative exercises and conversations you will get very clear about WHO you have earned the right to coach and how to talk to them in a way that inspires confidence. You will learn how to conduct a basic exploratory session that sparks the desire in people to hire you and refer you others.

create YOUR Coaching brand

The Details

3 Key Points

1. Unless YOU KNOW that you have earned the right to Coach, very few people will ever hire you. Your energy is ALWAYS flowing. When you are talking to someone they feel the energy you are exuding. Are you exuding… "I have earned the right to coach you!"?

2. You do NOT earn the right to Coach by Coach Training. You EARN the Right to Coach by playing BIG in life. Then you become masterful as a Coach through training and practice. This is why before you do ANYTHING else – including coach training – you MUST declare and articulate HOW you have earned the right to coach and WHO you have earned the right to coach.

3. You have already earned the right to coach a large number of people. However, you may not know it yet because you have grossly underestimated the incredible value of your life experiences! (not to worry: We all do this) AND/OR you have never taken the time to declare this clearly and powerfully. (We will do this together)

Through a series of powerful conversations, group exercises, individual reflection exercises and "reach out" exercises… You will powerfully declare: HOW you have earned the right to Coach and WHO you have earned the right to Coach.

Clarity=Clients

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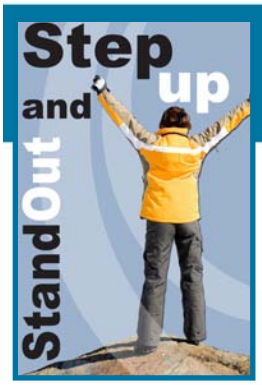

Step Up and Stand Out

You may be wondering...

- How to inspire people you meet to jump at the chance for your exploratory session.
- How to transform your small newsletter into a big list
- How to transform your web site to generate clients
- How to boost your blog to generate traffic and clients
- How to inspire your Facebook or LinkedIn friends to hire you and/or send you referrals
- How to share with your friends and family so that they know exactly what you are talking about (LOL, couldn't resist that one) and TOTALLY support you all the way.

There is one over arching method for all of these goals: Boost your CLARITY and CERTAINTY.

Building your clarity and certainty is the foundation for everything else you do! And this is EXACTLY what you will do in the Step Up and Stand Out program. In this program you WILL expand your clarity and your certainty by doing provocative and fun exercises.

Here is what you will do...

1. The Games You Have Lived exercise will help you define WHO you are qualified to coach.

2. Your Coaching Manifesto will define WHY you coach (and will really improve the power of your web site if you have one).

3. Defining your Coaching Method will greatly clarify HOW you teach people how to play better and win on their own terms (This will REALLY improve the power of your web site and every coaching conversation).

4. The Success Stories Matrix will boost your credibility AND make it so easy to talk to people about your coaching.

5. Your Offer Sheet will help you transform your experiences into tangible services.

6. The How to Talk About What You Do Process will make it so much easier to talk and write about your coaching services so that other people actually get excited about it!

Clarity=Clients

©CoachVille LLC

Step Up and Stand Out

A Note about Your Coaching Future
Once you get your first 20-50 paying players, things start to move very quickly and evolve very naturally on their own.

1. CO-create great results with your players.

2. Keep playing bigger and bigger games in your own life AND

3. Do the Step Up and Stand Out program every two years to refresh your clarity with what you have accomplished and who you have become.

As you Play BIGGER and CO-create bigger results, you earn the right to coach bigger players in bigger games (and typically charge higher fees). But often we don't notice our own growth or recognize that our value has expanded. Repeating this program every few years will help you keep your coaching business fresh.

How it works?

You will transform your life experiences into a compelling coaching brand! Through a powerful combination of…

1. An in depth series of soul searching and self-reflection exercises in a detailed Playbook

2. Thought provoking examples discussed in class

3. Support and challenge from class mates during in-class break outs (on our amazing Maestro Bridge) and in between sessions using CV Coach Connect AND

4. A series of powerful "Reach Out" exercises (we will explain this in class). You will get VERY clear about exactly what you are doing with your coaching business.

Clarity=Clients

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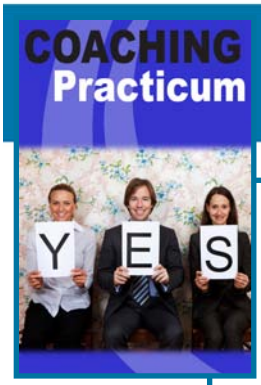

Coaching Practicum

Feedback is the breakfast of champions!

6 2.5 hour sessions
15 hours total
In a group of 4-5 participants you will coach, be coached and observe the coaching of your colleagues under the guidance of a Certified Coach. Following the practicum you will receive a written critique of your coaching which will also become part of your student record - a requirement for graduation.

Transform Your Mindset:
From: I am uncomfortable receiving feedback; I avoid it at all costs
To: I love feedback; it helps me focus my energy on how to coach better

Getting comfortable with coaching while others are observing is a gateway to excellence and prosperity. It magnifies your focus and accelerates your learning process. The HUGE upside is this: coaching in public is one of the most profound and effective ways to add value to others in a group setting AND attract new players to your business.

The Details

3 Key Points

1. Feedback is the fast track to mastery
Coaching is a craft that has a distinct set of skills. While you are into the coaching session your focus is on the player and not on how you are doing. This is a good thing. But then afterwords you may wonder: How am I doing?

Even though every coaching conversation has its own unique ebb and flow the skills are always discernable to a trained observer. In the coaching practicum you will be observed by an ICF Certified Coach who knows how to listen for the core coaching skills, give a score on a scale of 1-10 AND how to give constructive feedback.

In the feedback session you will find out what you did really well, what can be improved and possible missed opportunities where you could have done something GREAT.

2. Observing others makes you better
In the Practicum you will be an observer for three of the sessions. We ask you to listen as if YOU were going to give the critique. Surprisingly this has a powerful positive impact on your coaching ability.

You will hear your peers do things that will impress or surprise you that you can use in your sessions.

You will hear player situations and how they are handled and critiqued which will make you all the more prepared when you face a similar situation.

You will also hear coaching mistakes that you can now more easily avoid. And finally, you will pick up on coaching style differences that can help you craft your own voice and style as a Coach.

Coaching recital

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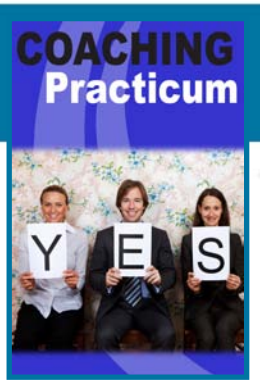
Coaching Practicum



3. Coaching in public is HUGE
The coaching practicum is like a coaching recital. You are coaching a player - one of your coaching colleagues - while the others are observing. This really requires you to focus on your player because if you stop and think about other people watching you it can be nerve wracking! We actually UP the intensity by INVITING extra observers.

What you will find is that KNOWING that you are going to coach in front of a bunch of people will inspire you to practice a lot and get as good as you can as quickly as you can. This "performance anticipation" is a very positive influence on our students!

The HUGE upside to all of this is that you begin to get comfortable coaching with other people observing you which really boosts your confidence. This turns out to be a HUGE asset because if you decide to speak or coach in public settings you can use your coaching ability to really add value to everyone observing. This will really impress people who are watching you and many will want to hire you.

So while it may seem scary at first, it has a BIG upside potential that makes it totally worth it.

How the Practicum is conducted

1) You are in a group with 5 coaches - including you - and one certified coach.

2) There may be additional observers present - but you don't think about them ;-)

3) The Certified coach determines the order of who will coach who. You will be the coach in one session, the player in one session and the observer in the other three sessions.

4) When it is your turn to be the Coach you introduce yourself to the player, ask them what they would like to be coached on and jump into it.

5) The session will last 30 minutes and the certifier will keep track of the time.

6) After the session, the certifier will give you general feedback and then a score for each of the 10 coaching skills.

7) The observers may also be asked to give their observations of the session as well. The feedback will last approximately 25 minutes. Then there will be a five minute break and the next session will begin.

8) When you are the player you job is to just be REAL! Talk about your big game in life or business and get as much out of the coaching session as possible

9) After the session you will receive a written report with brief notes about how you did in each of the 10 coaching skills.

10) The session and the feedback is recorded so you can re-listen to it any time. This can be very instructive as well.

Coaching recital

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Mentor Coaching Group

Together we Coach Better

6 2.5 hour sessions
7.5 mentor coaching hours
7.5 business mentor hours

The curriculum for this program is YOU; Your development as a coach and your success as a business person.

Transform your mindset:
From: You walk the path of mastery alone
To: Together we coach better! By sharing and learning with others you learn 10 times faster.

In a small group of 10 coaches and one Certified Mentor Coach you will deeply explore YOUR real world issues and realize that you are not alone! Bring your real coaching and business challenges, questions and case studies and leave with expanded awareness of what is possible and what to do next.

you are the CONTENT

Curriculum for the Mentor Group Coach

- You
- Your Coaching
- Your Business Development

You – bring your personal experiences to your group and your mentor coach will guide you on your journey as a coach. A key to being a great coach is staying two steps ahead of your players. With that in mind we want to be sure your personal development is in alignment with your values.

- Are you walking your talk?
- Do you feel authentic in your coaching presence?
- Do you have a client who has the complete opposite view on a really sensitive issue than yours – can you remain judgement free?
- Do you recognize and own the value and strengths you offer your clients?

- If you are in the midst of a seriously difficult life moment happening and it is time for a coaching appointment, you are distracted and tired – what do you do?

All about you

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Mentor Coaching Group

many HANDS make light WORK

- Chinese Proverb

Case Study:
Coach Jane is coaching a client on building better relationships yet Coach Jane's personal life choices often alienate friends and family – she is struggling in her coaching sessions and her client is not making movement forward. How should she move forward with this coaching client?

Your Practice – bring your questions, resistance and ethical quandaries with your clients to your group mentor coach.

- Are you feeling uncertainty in a particular skill or method? Is a masterful coaching presence eluding you?
- Do you have a client who comes to each session with excuses and no progress?
- Are you wondering if you could have gone deeper around a certain topic but weren't sure?
- You feel like your client is not respecting sessions boundaries but you are not sure how to address this without offending her?

Case Study:
Coach John is coaching a client who consistently comes to sessions with a laundry list of tasks he completed, yet he never seems to move forward on what brought him to coaching in the first place. Every time Coach John asks about focus he proclaims to "really want to…" but never does, how should Coach John handle this?

Case Study:
Coach Jane is approached by a woman wanting to be coached, in that same evening Coach Jane is then approached by her husband; he too wants to be coached. Neither husband nor wife knows the other wants to hire Coach Jane, how do you resolve this ethical dilemma?

Your Business Development
- Are you clear around your business processes and do you communicate them clearly to your clients?
- Do you feel confident articulating what you do as a coach?
- Are you playing the visibility game are you enjoying it?
- Do you lack clarity around defining your voice as a coach?
- Do you have a referral program in place and do your current clients know about it?
- Are you confident in the image your website, your social media pages and your printed material conveys the message you are hoping to present to the world?

Case Study:
Coach John is wondering why he has only three clients, yet when in conversation with a potential client his only offer is his standard complimentary 30 minute coaching session – what is Coach John missing?

All about your clients

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How To Get Started

Thank you for choosing CoachVille –
we are really excited to have you join us in class!

Student Orientation

We suggest you sign up for a Student Orientation conference call for a guided tour CoachVille virtual campus. This will ensure that you get acclimated with ease. We offer these at various dates and times in the weeks prior to the start of classes.

You can register for this and other classes in the Registration Center

To Register for classes

1) Visit www.coachville.com; In the upper left corner click on "Connect" Scroll down and click on the member login

2) Enter your ID (probably your email) and Password and click the "Login" button
Now you are in the CoachVille Members Only area… Yeah team!

3) Look for a tab called: "Registration Center" under the "Powered by CoachVille" banner. Click it! Now you are open to a world of opportunity! ;-)

4) Here you will find all of the CoachVille classes and membership programs listed in Alphabetical order. You will see the name of the class with the logo and description; under that you will see the available sections with the instructor, dates and times

5) As a member of our complete program, you will see under each section the phrase: "there is no fee for this course"
Note: you will see this phrase under every section that is included in the Center for Coaching Mastery Complete Certification Program

6) To the right of each class you will see the register button. Click it!
Note: Even though the radio button for "Pay in full" is selected, do not worry, you will not be charged for the class.

7) You will receive a confirmation email that will also contain the instructions on how to find your class in the system. Those instructions are also listed here…

Finding Your Classes

After you register for a class you can find your class by clicking on the "My Classes" tab.

1) You will see the course name and start date in a link. Click it!
2) Then you will land on the home page for that program. (Also known as the community page).
3) On this page you will find important instructions that will help you prepare for your class such as…
a) How to get your unique bridge and pin code for the teleconference system
b) Where to find your class playbook to read before class
c) How to prepare your objectives for the game
d) The "dyad guide" which will help you get the most out of your in-class practice sessions.

If you need a help with a personal touch please access our Help Desk. Our dedicated Member Services Team will answer your help ticket within 24 hours and are trained to answer all your questions. You can also email your instructor for class specific questions.

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Navigating The Website

The Website Map

To get to the Member Website, visit coachville.com, click on Connect and you will see the Member Login Button.

At the very top of the screen you will find links to Coachville.com (the Public Home Page), CV Member Home, Help Desk, Member Services, My Profile, My Account, Your name (Logout).

CoachVille.com – The public website and blog. The article bank (aka blog) is always worth a visit.

CV Member Home – The Basic Membership home page; A great place to visit to see which CV members are online and join "special interest" communities. It is also the home of the basic member resources but as a member of the Certification Program you will have access to an even bigger library that includes everything in Basic.

Help Desk - One of the most valuable features in the Member Center! If you need a help with a personal touch please access our Help Desk. Our dedicated Member Services Team will answer your help ticket within 24 hours. For immediate assistance, always pick up the phone and call us: **866-548-6516 and ask for member services**.

Member Services – A quick link to the Member Services area where you will find answers to FAQ's and details about our illustrious team!

My Profile - This is how other coaches will connect with you on our site AND when you join the "Find a Coach Listing" group this is what people searching for a coach will see. Make your profile dynamic and fun with a photograph of you, your favorite things, who you like to coach and more.

My Account - Update your password, change your time zone and add or update a credit card. Also if you join our "Partner Program" (and we hope you do!) all of your Partner information is located on this tab.

The Tabs (located under the Powered by CoachVille banner)

My Classes – Direct links to the home page for every class you have registered for present and past.

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Navigating The Website

find your way

My eCourses – an eCourse is the self-study version of a program. Here you will have a direct link to the home page for each self-study program you have registered for. As a Complete Certification program participant you will have access to the complete self-study program where you can download the recordings onto your mp3 player and listen to class content any time. You register for self study programs on the Registration Center tab. (details below)

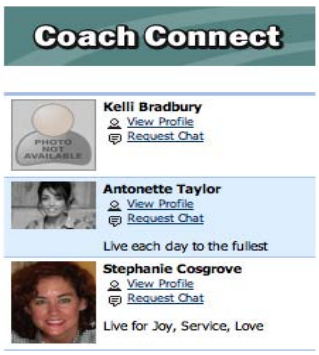
My Communities – Here you will find direct links to membership communities and special interest groups. For example your Basic Membership resource center link is here as is your link to the Student Area for the Center for Coaching Mastery and the "Graduate School Members" link which takes you to the 1,000 hour resource library.

My Calendar – Here you will find the bridge and pin codes for all of the upcoming classes that you have registered for. Very handy!

Registration Center – This is where you register for classes, memberships and eCourses. The default view is alphabetical order. The logos make it easy to quickly skim through the list to find the class you want. You can narrow your search through all of our upcoming classes more quickly by clicking on the shortcut links on the left side of the page.

Member Search – Here you can search the entire member database by name, city, key word and much more!

Graduate School Members – You will only have this tab if you are registered for our Complete Certification Program. It is called "Graduate School Members" because it has been around from the beginning and thousands of early students know this tab by name – we don't want to confuse them! Here you will find a link for EVERY resource in the massive recording and resource library. And you can see which other students are on line!



Coach Connect
A great feature of our member website is the Coach Connect feature. On every community page on the left column you can see which of your colleagues are on line right now to start up a chat. You can also see who has been on line recently and send them an email.

The website map

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Teleconference System

Maestro Teleconference System Guide

All of our classes are held using the amazing Maestro Teleconference System. Once you've signed up for a class you will want to procure a Personal Pin Code for each of your classes. You do this on the program home page for the class. You will see a big bold line on this page:

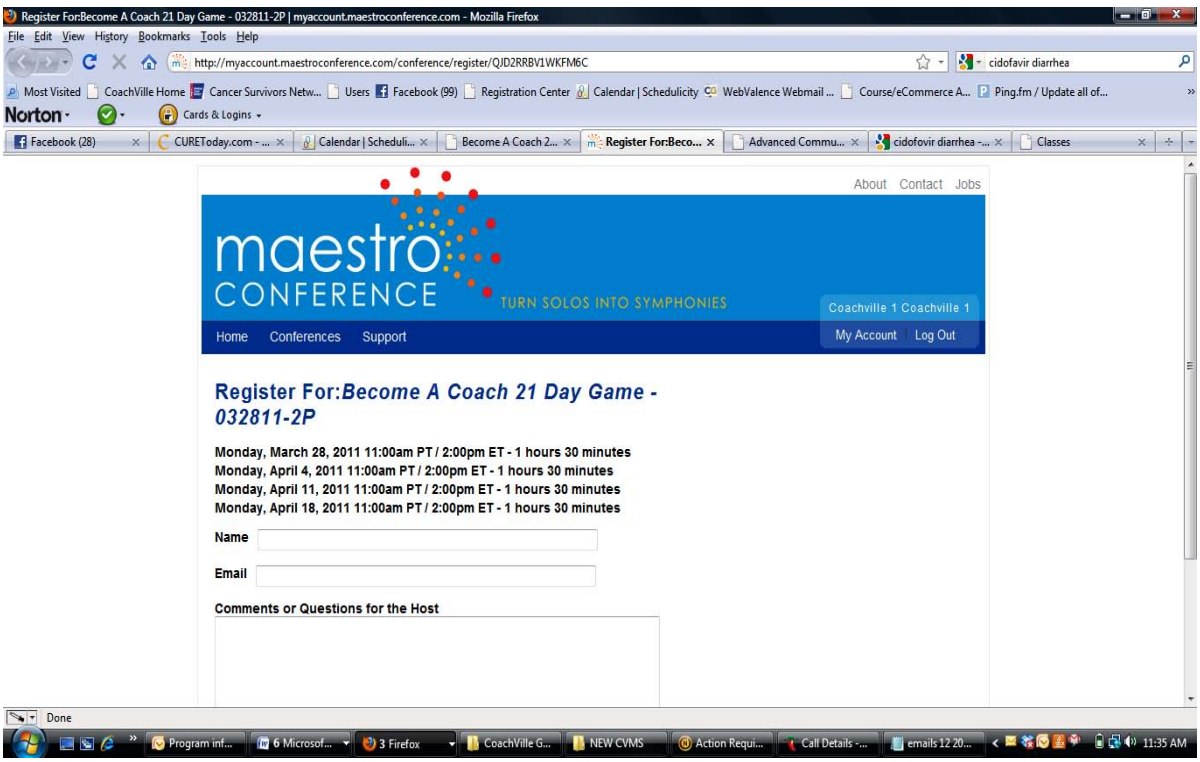
CLICK HERE for your personal PIN number.

Click it and follow the simple instructions.
Please make a note of the number as it will be your code and number for all the sessions of that class.

What if I lose my Bridge # or Pin#?
If you should lose or forget your codes – just head to your program home page and use the generic student number and pin for the next class.

Calling into the maestro conference bridge
To call in to your teleconference you can use a regular landline, a cell phone, Skype or Google Talk. Using any other VOIP option (such as Magic Jack) and some off brand calling cards presently pose some difficulties and are not suggested.

We have found that Skype is often a good solution for those dialing in to conferences from outside the US, since Skype has inexpensive international calling rates (www.skype.com). From Skype, you would just call our conference call line, just as you would call any regular US telephone number.



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Teleconference System

virtual classroom

Calling into class

A few minutes prior to class start call the number you've been given and when prompted punch in your personal pin code and the pound using your keypad. Welcome to class, you are now in our class teleconference. Until the instructor officially starts the call you hear the pre-class music.

Using this teleconference system there is no need to mute your line because the instructor and assistant have full control of your call and can quickly mute your line if there is noise; Most instructors like to keep the lines open so that you can hear each other laugh!.

If you want to share something or need to get your instructors attention, you can raise your hand by pressing the any of the numbers 1–5 on your keypad.

Break-out sessions happen seamlessly – your instructor will set up the break-out by pressing a few buttons. They will let you know when it is set. Then, say hello to your partner quickly to get the practice session started.

Your instructor will play chime tones letting you know when it is time to switch and when break-outs will soon be ending.

You can raise your hand any time during your break-out to let your instructor that you have a question or challenge.

Maestro is an amazing system – however should you experience any difficulties signing in with your code please just hang-up and try again. If you still experience difficulty, use the generic code to call into class.

Maestro Bridge

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Break Out Guide

coaching practice

How to Play Big in Dyad/Breakouts

One of the most dynamic aspects of our classes is the practice sessions which happen in nearly every class.

We will apply our DTMOPP, (Desire, Theory, Method, Observe, Practice, Play), learning method, this section is focused on the "Practice" part.

The instructor will discuss a coaching method, theory or idea and then conduct a brief coaching demonstration or play a coaching recording. After we debrief the demonstration we will break out into dyads so that you can practice what you have learned AND experience it as both a coach and player.

You are practicing what you've learned in a supportive environment, so that you have some experience before you use it with your clients /players.

This section of the playbook contains important instructions that will help you and your fellow coaches get the most out of this valuable learning experience.

1) A brief outline of the dyad procedure
2) Tips on how to be a great client in a dyad experience
3) Tips for making the most of the experience as a coach

1) A brief outline of the dyad/breakout procedure:

A) The course instructor will assign the dyad partners during the first session. Most time you will have the same dyad partner for the entire course, but adjustments may be made due to absence or additions to class.

B) The instructor will allocate a period of time for the dyad (typically 40 minutes) and will tell you how much time to spend on each coaching session.

C) The instructor will track the time and play tones to tell you when to switch as coach and player and when the break out session is ending.

D) You will be automatically connected with your partner – just wait a moment and say 'hello' and start coaching! Keep in mind that your partner has just learned the same technique as you so don't worry about being perfect. You will make mistakes and stumble occasionally; you are on your way to becoming a masterful coach!

E) In the dyad, each person will take a turn as coach and player. Select the roles for the first session and begin as soon as possible as time is limited.

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F) Although it seems as though you should spend time getting to know your partner, please beginning coaching immediately, you may connect outside of class to learn more about each other to build a stronger relationship if you wish.

G) In your first class exchange phone #'s so that you can then connect with each other outside of class.

H) The instructor/assistant instructor may check in on your dyad. At times they may offer a suggestion to help you master the technique.

I) Remember: we don't expect you to do a complete coaching session in 20 minutes. We do ask that you to specifically practice the method that you observed in the coaching session. Resist the temptation to "just keep going" where only one person gets to coach.

J) After the first coaching session immediately change partners and begin coaching again. Although you may want to get feedback, and it is nice to hear, it is not the purpose of the session. You can make arrangements for feedback privately if you wish to connect for that communication…we just don't have time in the sessions.

K) At the end of the dyad time period you will be automatically brought back to the main conference room.

2) Tips on how to be a great player/client in a dyad experience.

A) REMEMBER – your coach is helping you play your game better.

B) Choose a big game prior to the beginning of your class and consistently bring that to your coaching session.

C) Dyad coaching is not an intervention for problems. Please do not bring your problem of the day, week, month, year to your coaching session! It is intended for growth and movement forward.

D) Bring your game to each coaching session and ask your coach to help you play better. Who do you want to become? If you are facing a challenge in your game or not getting the results you expect, that is an appropriate time to work on a "problem". If you do not know what you want, then bring your desire to figure this out to your session.

E) Seriously… as a coach, you should always know what games you are playing and be in the process of learning to play better.

F) Be REAL. Don't make up a fake story. Be prepared to play with a game that really matters to you and then let the coach do their job!

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3) Tips for making the most of the experience as a coach.

A) Coach in every class! Dyad participation is what will make you a great coach. Please be present in each dyad and play big!

B) Make an effort to move past hello's quickly and get to the coaching session.

C) FOCUS your intention on using the method or skill that you just learned in the class. Remember, this is practice. Don't just do what you always do / currently do, even if doing something new brings you outside of your comfort zone. Playing big as a student and coach means you are often out of your comfort zone…this is an important aspect of growth.

D) Coach as if you had plenty of time. If you stick to following the method and/or practicing the skills discussed in class, you can complete a great session in 20 minutes.

E) When prompted to change partners wrap up quickly. We understand that you may be in a great session and really want to continue but partner change is important to allow both to practice equally.

F) Be in contact with your partner outside of class, support each other in your mastery of coaching. Comment on your partner's game card so you can come to next session with knowledge of your partners game!

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Tracking Your Progress

Attendance Code Words

Because our school is done by teleclass we must have a way to confirm that you were actually IN the class. This is an essential element of our ICF accreditation. We do this by using an attendance code process.

When you attend a teleclass the instructor will state two attendance code words, one at the beginning of class and the other at the end of the class. If you arrive late or leave early you will miss the code words as they are given within the first and last 5 minutes of class.

If you must arrive late or leave early please let your instructor know and occasional exceptions can be made.

Within 3 days of class, visit the home page for your program and click on the "syllabus" tab. Attendance code words are put in the fourth column on the Syllabus page. Enter the first code word, followed by a space, followed by the second code word. For example: apple orange.

If you miss a class a class, it is NOT appropriate to ask your colleagues for the codes! Instead what you do is listen to the recording of the class. And then in column 3 of the syllabus check the 'Mark Complete' box.

In order to graduate you must complete every class by live attendance or recording / self-study. A maximum of 20 hours can be completed via recording.

Logging your coaching hours - Finding your practice clients

We encourage our students to practice the skills, methods and techniques they learn in class by coaching at least five practice players during each trimester. Practice is the path to mastery in coaching.

Also, one of the requirements for graduation is 100 logged coaching hours. Log all of your practice hours on a spreadsheet for submission with your graduation/certification application. Your logged coaching hours maybe pro-bono, paid or barter in any combination.

In your first level of classes you will be engaging in visibility exercises that will help you find practice and paying clients but below are also a few suggestions to get you started.

1. Reach out to friends, family and colleges – they may have a perfect referral!

2. Put a listing on Craigs List in the volunteer section for barter clients – by phone only for safety.

3. Use www.meetup.com and post a café or venue where you can do live exploratory sessions.

4. Use Facebook and offer 5 coaching scholarships to the first responders.

5. Connect with other students and coach your peers.

A few simple rules

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The Certification Game

By now you have figured out that we are all about the spirit of play and making everything into a game! So naturally we have created a game for you to track your progress and share your experiences as you move through the curriculum toward certification.

You will earn points as you play the game associated with each class, conduct the required coaching sessions and everything else you need to do to become a certified coach. The key to the game is tracking the action and sharing your experiences along the way.

Why is certification important?
Certification is the distinction of a professional coach. Earning a Certified Coach designation is a worthwhile accomplishment for two BIG reasons (and possibly three):

1) It will boost your confidence because you know that you have invested in yourself to obtain the highest level of coach training available and that you have demonstrated your ability to Coach in a rigorous environment.

2) Recognition by your community. Also, many organizations are looking for coaches and will only use those that have obtained a professional certification from the ICF.

And a possible 3rd...
3) We hope this does not happen but... if coaching ever becomes regulated by state or national governments it is most likely that they will only accept a certification from a recognized global authority like the ICF.

Certification Requirements

Here is a brief overview of everything required to earn your certification. All of these elements are part of the certification game!

1) Complete all required curriculum – 5 courses; you can have a maximum of 10 classes completed via self-study (25 hours) all the rest must be attended live.

2) Have an average score of 50 points or higher on your game cards from each of the 5 games.

3) Participate in 3 practicum.

4) Complete and log 40 coaching hours.

5) Request and collect two letters of recommendation from Certified Coaches who have heard you coach. The easy way is to ask for a letter from two of the certified coaches who observed you coaching in the practicum.

6) You must receive an "ACC Level Score" - an average of 3 out of 9 for each of the core competencies in at least ONE of your three Coaching Praccticum.

Congratulations!!

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The Certification Game

Submitting your application for certification

1. You can submit your application at any time. There are no set "windows" when you must apply.

2. Confirm that you have completed the curriculum with 80% live hours.
This is easy if you track your progress along the way in the Certification Game.

3. Confirm that you have scored an average of 50 points per game card in each of the games for the 5 required courses.

4. Print and fill out the application completing ALL sections.
We have everything pretty well automated in our school. But we like to do this part the old fashioned way with a signed piece of paper!

5. Copy and paste your two letters of reference into a Word document.
Please use Times New Roman or Ariel font, pt size 12. Please convert your letters as necessary. Each letter MUST include the date, your name and contact information and the referring coach's name and contact information.
Note: all of our practicum leaders have the template. ;-)
And print to include with your application

6. Mail the completed and signed application, your 2 letters of reference and your signed recording waiver to: CoachVille LLC • PO Box 904 • Hopatcong, NJ 07843 • USA

7. We will send you an email to confirm receipt of your documentation

8. It takes approximately 4 weeks to process your application. If everything is in order and one of your practicum scores an average of 3 out of 9 or better on all core competencies, then you pass! You will receive your certification certificate by email and a signed paper copy by mail.

We can help you prepare for certification!

Request a Student Advisory Session • Send an email to: graduate@mycvhelp.com

Your Student Advisor will then meet with you by telephone and help you sort out what you need to do to complete the certification process.

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Find A Coach Listing!

visibility
visibility
visibility

As a member of the Center for Coaching Mastery Complete Certification program you receive a one year Pro Coach Membership. This membership includes our Find a Coach Listing… a $190 value.

The CoachVille site is visited by over 2,500 people each week, many looking for a Coach!

When they click on the Find a Coach page they have access to a search screen. The only coaches that found by that search are the members of our Find a Coach Membership.

In your early days as a coach it is good be visible in as many places as possible. And we want to make it easy for you to be found on our site.

You can activate your one year membership whenever you are ready – the sooner the better. Doing so will make you "find-able" AND it also opens up your CV Profile with several additional sections such as your professional background and "the games you coach". With these sections your profile can become a powerful web presence!

Your profile will have a unique web address: SallySmith.CoachVille.com!

You can use your profile as a webpage if you want to. It's cool!

Be seen & known

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Partner Program

Partner with CoachVille

Like most successful businesses our best new customers (or in this case students) come to us through referrals from our existing delighted customers! This is especially true in the coaching field because as you coach and talk about coaching you will meet people who say that they would love to do what you do!

We make it easy for you to refer these folks to us AND we happily pay a generous partner fee of 20%! So if they purchase one of our introductory programs you would earn a few dollars, but if they purchase our complete program we will send you a check for $1,100 – well worth your time & energy. In fact, once someone you refer makes a purchase from us, you are "locked in" as the referring partner for anything they purchase from us...forever!

Simple Steps to sign up as a CoachVille Partner...

1. Log into CoachVille as a member.
2. Click MY PROFILE at the top right of screen.
3. Scroll down to Become A CoachVille Partner - click.
4. Fill out required information.
5. Click Submit.
6. You are now officially a CoachVille Partner!
7. Now the fun begins! There are several ways that you can recommend people to us and the choice is up to you.

Become a CoachVille Partner

a) You can just send interested folks to www.coachville.com. When they sign up as a member to start the process of learning about us and coaching they will be asked on the form: How did you hear about us. Your name will be "search-able" in the partner search box

b) You can be a little more assertive and go to the partner page and find a link or logo with your partner ID embedded and send it to your friend via email. When they click it, it will take them to CoachVille and put your ID in a "cookie" on their computer

Or the best way...

c) Set up your CoachVille profile. As a CoachVille partner your profile now works just like a website! So SallySmith.coachville.com will take them to a coachville page that is all about YOU. You can even select specific programs to recommend and create a personalized registration center on your page! If they click through to any program from there, your partner ID is automatically set. **SUPER COOL!**

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