

# I Love Coaching **GAME**

**PLAYBOOK**



**I Love Coaching Game**

**November 2011**

**3 Physical Environment Makeovers  
Boost Your World Power**

**Zap 10 Tolerations  
Feel Your Energy Rise**

**Expand Your Network of Opportunities  
With a Character Quest**

**Attract New Clients As You Play  
With Facebook Integration**

**Experience Spontaneous Play:  
And other game dynamics**

# I Love Coaching Game – November 2011 Playbook

---

Hey there! Coach Dave here.

Welcome to the I Love Coaching Game for November 2011; where we PLAY with BIG Ideas!

**Special focus on: Design a winning environment using World Power!**

Expand your coaching abilities

Explore proficiencies, principles, methods and models

Experience "juicy learning" in our social game environment.

Earn valuable reward points as you put new ideas into play in your business and life and share what you learn.

Connect with energized CoachVille members and Center for Coaching Mastery instructors.

**WARNING!** This program is NOT about teaching you stuff! It is about playing with BIG Ideas and co-creating meaningful experiences. Be a part of it and watch your results soar.

This program is ideal for coaches, managers, trainers, teachers, counselors, business owners and leaders; ANYONE who loves to help other people grow, play better in life and win on their own terms.

Each game is one month in duration with four 1-hour conference calls on our interactive Maestro Bridge.

November Game Logistics

The November game opens for play on Friday November 11<sup>th</sup>; and ends on Friday December 9<sup>th</sup>  
Registration is open until November 18<sup>th</sup>.

## November teleclass dates and registration

Fridays November 11, 18, December 2, 9; 1-2PM ET with Coach Dave

(There will not be a call on Friday after US Thanksgiving, November 25th)

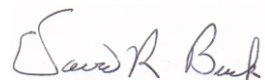
All calls will be recorded.

**Your investment in the program is \$25US** (Yes, you read that correctly, just \$25.00)

To register: <http://coachdave.lifeville.com>

## The Game is now on LifeVille – Play Everything!

*The BIG News this month is for the first time, we will play the I Love Coaching game on LifeVille rather than CoachVille. The game system is the same, switching to LifeVille will enable you to better leverage the sharing = clients formula to build your business*



Coach Dave Buck, MCC, MBA  
and the CV Team!

**Ps. Please pass this playbook along to anyone** who you think might be interested in this information OR in playing in this game: fellow coaches, managers, teachers, leaders, trainers, counselors, business owners... you know, your "coachee" friends. ;-))  
You can even form your own team in the game if you want to!

# I Love Coaching Game – November 2011 Playbook

---

## Table of Contents

### Introduction

1. Pre-Game Instructions
2. Understanding the "Game"
3. We Call it "Juicy Learning"
4. Important Distinctions
5. The Object of YOUR game – what are you playing for?

### BIG IDEAS for Exploration

1. World Power:
2. Toleration Free Zone
3. Coaching Proficiency: Designs Supportive Environments
4. Expand your Network Environment with your Business "Quest" to meet Interesting Characters

### Session 1 – World Power

1. What is World Power?
2. World Power vs. Will Power
3. Quick review of Environmental Makeovers
4. Quick review of Zapping Tolerations
5. Quick review of your Business Quest to meet characters
6. Quick overview of Facebook Integration and "Sharing for Business"
7. Highlights from the session

### Session 2 – Zapping Tolerations

1. Welcome back! Celebrations and Challenges
2. Patch the holes in your "energy bucket" by Zapping Tolerations
3. How to ZAP Tolerations
4. Attract Clients as You Play – With Facebook Integration
5. Highlights from the session

### Session 3 – Designs Supportive Environments

1. Welcome back! Celebrations and Challenges
2. Coaching Proficiency: Designs Supportive Environments
3. Deeper Exploration: Your Business Quest (GAMIFY)  
How many characters have you met so far? What happened?
4. Highlights from the session

### Session 4 – Results of the Game

1. Deeper Exploration: World Power
2. Game highlights – Celebrating great moments and high scoring players and teams
3. Preview January Game -> Step Up and Stand Out in 2012!

## Introduction

### Pre Game Instructions

The purpose of this playbook is to provide you with the important ideas read and consider prior to each class session. It also includes the opening questions that we will explore so you can prepare your thoughts. Since the learning in this program is largely based on the dialogue that occurs during the class there is also a place to record your “highlights” from these conversations.

#### Pre Class Action Plan

- 1) Read the Play Book (you are well on your way ;-)
- 2) Visit the program home page – which you will find on the “My Classes” tab after you log into the coachville members only website. Here you will find important instructions such as how to get your personal pin code for the conference calls on the maestro bridge
- 3) Set up / Update your LifeVille Profile – share your face and BIG game with your team mates.
- 4) Prepare your “game” as a player

You are READY for the first session!

## Understanding the Game

As you prepare for the I Love Coaching game, understand that the game is played in your real life! You earn points when you...

### 1) Complete Exercises

Examples include:

- Share your thoughts, questions and insights about provocative questions.
- Do something Playful with 2 or more other people and share photos. Describe what made it PLAY for you.

### 2) Participate in Actions

Examples include:

- **“Talk to Five”** use a skill or talk about an idea with up to 5 people – your friends, colleagues and players, clients - and share what you learn from these real world experiences.
- Take a recurring action like zap a toleration or share something with a potential client

### 3) Create results

This means that something happened in the world because of your actions or intentions.

**Results are about influence rather than control.** If you can control it, then it is not a game it is a task. If you can NOT control it, but you can influence it with your action, skill, energy etc. then it is a game result.

Examples include:

- Getting positive feedback from someone you are coaching. You can’t make them give you positive feedback, but you can influence them to. So this is a game result.



# I Love Coaching Game – November 2011 Playbook

---

- Getting positive feedback about something that you created or shared.

Taking this example a bit further...

Let's say you write a chapter of your book. This is an awesome thing, but writing the chapter is NOT a result in our way of thinking. It is a completed task. However, writing it and sharing it with 20 people and getting 3 positive comments in return... THAT is a game result. You can't make them read it or like it or take the time to respond, but you CAN influence them with a clear request and /or exceptional writing. So if you were "playing for" 5 positive endorsements then you can look at your performance results of 3 and look for ways to play better next time. This is what makes something a game.

**IMPORTANT!** There will be A LOT of different exercises, actions and results that you can do to earn points in the game. You don't have to do them all! It is not a test and you don't have to get 100%. Pick the ones that will be engaging, challenging and fun for you and go for it with gusto. Don't worry about the rest.

## 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!*

## Juicy Learning = Purposeful Play + Personal Pride + Public Visibility

In every I Love Coaching game you will experience "Juicy Learning". In between each class session, you will engage in a game with your classmates (aka team mates) that brings your coaching 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 visibility and camaraderie! It's fun, AND Along the way you really grow as a coach! That is Juicy Learning.



## Important Distinctions

### Worker Mindset vs. Player Mindset

This is VERY important because it is easy to look at the game card and slip into "Worker Mode" or "Task Mode". This is because you grew up during the Industrial Age and were massively programmed (aka schooled) by the Industrial concept of work.

# I Love Coaching Game – November 2011 Playbook

---

## **Worker Mindset looks like this:**

Sit down. Shut up. Do what you are told. Complete your tasks. Do them perfectly. If you talk with the other kids you are cheating.

## **The Player Mindset looks like this:**

Step Up. Stand Out. Creatively express yourself. Enjoy doing it. Engage and add value with as many other people as possible.

This is a game where we are boldly stepping into the Inspiration Age and **UNLEASHING** the Human Spirit of Play

## **Work and Control vs. Play and Influence**

Work is about controlling yourself or others to get something done in a specific way in a set time frame. Work and control are about eliminating risk and uncertainty.

Play is about influencing what happens in the world through your skillful actions, strategies and energy. Play also includes enjoying the action and the other people playing. AND play also includes the pursuit of mastery in the game and the feeling of “playing better”. Play is about embracing risk and uncertainty. Your influence may or may not produce the result. It is the unknown that makes the game engaging because YOUR effort and energy can influence the result but cannot control it.



## **The Object of Your Game as a Player**

It is YOUR game. You decide what the object of the game is for you. It is fun to see how and what the other players are doing. Look at them for inspiration and avoid comparing yourself to them. You will set your own objectives for the game. Play for them AND enjoy how the other players play for their own.

### **Online Vision Board**

When the game opens there is a link next to your name: [objectives](#);  
For each one you can type in what your objectives are AND you can upload a picture that represents this objective for you. This will be your online vision board for your game. FUN!

There are 3 types of Objectives for the I Love Coaching Game. Make a few notes here to capture your ideas.

### **1) Your Business Quest**

Choose a business quest that you will embark upon for the month. Think of a business “territory” that is out of your comfort zone that you want to explore.

---

---

### **2) Your BIG Win in the Business World**

# I Love Coaching Game – November 2011 Playbook

---

Playing this game can provide a powerful environment for something that you want to create in your business, career or any aspect of life. What will be your BIG Win for the month?

Remember!!! A BIG WIN is when something happens in the world.

Examples:

Put on a teleclass – this is a project. GREAT, but not a win in the world;

Big Win in the world version: put on a teleclass, have over 20 people attend and sign one new paying player/client from the attendees.

Write a chapter of your book – this is a task. A wonderful accomplishment, but not a win in the world;

Big Win in the world version: write a chapter of your book, send it to 20 people and receive 5 positive endorsements for the book jacket.

---

---

### 3) Unique Game Play

In each monthly I Love Coaching Game we will have a unique game play that you can participate in.

In this game we will have 3 aspects of the game

1) 3 Physical Environment Makeovers. Identify 3 places in your home, office or car that could really use a makeover; in other words a major clean up or refresh. Examples could be a messy closet, your office needs a fresh coat of paint, the garage is too full of stuff that needs to go!

Take a “before” photo, revitalize it, take an “after” photo.

2) TAP 10 Tolerations. Over the 21 day game you will identify and “ZAP” 10 tolerations – from any of the 9 environments

3) Character Quest: You define Four “Characters” for Your Business Quest that will expand your Network Environment. Since the game is your real business you will choose 4 real people that you want to meet this month as a part of your quest:

A Magician (or wizard), A Mentor (or guide), A Healer (or self-care), A Victory (the face your fears challenge to meet them)

More about this later in the playbook!

## Big Ideas for Exploration

### World Power

Worldpower vs Willpower

Willpower is limited. Eventually you can't do it anymore

Worldpower is unlimited; the world just keeps going

The idea of World Power is that when you design a winning environment for yourself it is like playing with the world on YOUR team. Rather than the way most people play with the Environment as an obstacle that has to be overcome.

### 1) The Environment Always Wins

In class your instructor will guide an important conversation about the World Power mantra: "The Environment Always Wins".

#### Important Notes

The work of architect philosopher has been a powerful influence in the world of environmental design. Consider this section of "A Timeless Way of Building"

*"We know now, that every building and every town is made of patterns which repeat themselves throughout its fabric, and that it gets its character from just those patterns of which it is made.*

*Yet it is obvious, intuitively, that some towns and buildings are more full of life and others less. If they all get their character from the patterns they are made of, then somehow the greater sense of life which fills one place, and which is missing from another, must be created by these patterns too.*

*How do patterns create this special sense of life?*

*They create it in the first place, by liberating man. They create life, by allowing people to release their energy, by allowing people, themselves, to become alive. Or, in other places, they prevent it, they destroy the sense of life, they destroy the very possibility of life, by creating conditions under which people cannot possibly be free.*

*A man is alive when he is wholehearted, true to himself, true to his own inner forces, and able to act freely according to the nature of the situations he is in.*

*To be happy, and to be alive, in this sense are almost the same. Of course, a man who is alive, is not always happy in the sense of feeling pleasant; experiences of joy are balanced by experiences of sorrow. But the experiences are all deeply felt; and above all, the man is whole; and conscious of being real.*

*To be alive, in this sense, is not a matter of suppressing some forces or tendencies, at the expense of others; it is a state of being in which all forces which arise in a man can find expression; he lives in balance among the forces which arise in him; he is at peace, since there are no disturbances created by underground forces which have no outlet, at one with himself and his surroundings.*

*This state cannot be reached merely by inner work!*

*There is a myth, sometimes widespread, that a person need do only inner work, in order to be alive like this; that a man is entirely responsible for his own problems; and that to cure himself, he need only change himself. This teaching has some value, since it is so easy for a man to imagine that his problems are caused by "others". But it is a one-sided and mistaken view which also maintains the arrogance of the belief that the individual is self-sufficient, and not dependent in any essential way on his surroundings.*

***The fact is, a person is so far formed by his surroundings, that his state of harmony depends entirely on his harmony with his surroundings."***

# I Love Coaching Game – November 2011 Playbook

---

## 2) Our relationship with the Environment is 2- way

We are always adapting to the world around us

AND

Overtime the world around you is a reflection of YOU

Typical example is - going to a workshop

You go to the work shop

you get very excited about everything

you think: "I have really changed"

I can't wait to get to home and put this into action

BUT - typically what happens?

2 weeks later... you can't even remember the workshop!!

**How would you explain this using these 2 concepts.**

a) When you were at the workshop, you ADAPTED to the environment. You thought you changed, but really you were just adapting to what was around you

b) Then you went home. Your home is a reflection of who you have been in the past. YOU quickly ADAPT to that environment and become just what you have always been.

Maybe a few new, interesting ideas, but nothing really changes

UNLESS, you immediately put what you have learned into your environment at home/office

**Have you ever had an experience similar to this?**

## 3) The Metaphorical meaning of everything is pounding your unconscious mind

There is meaning behind everything in your environment.

Consider the pile of unfinished things sitting in the corner. You may be able to "ignore it" consciously and NOT think about it. But the metaphorical meaning is there all the time programming your unconscious mind.

The metaphorical meaning will be different for different people. for example:

- You don't have your act together
- You have not organized your life to take care of things
- You don't deserve a place free of messes
- You are missing an opportunity buried in this pile

## Toleration-Free Zone

(from the World Power Method Playbook)

In class your instructor will guide an important conversation about how to understand the purpose and cost of tolerations in our 9 Environments.

**What is a toleration?:**

# I Love Coaching Game – November 2011 Playbook

---

- 1) Anything that drains your energy.
- 2) Anything that is broken, messy
- 3) Something important that is missing
- 4) When you have tolerations, you are NOT FULLY PRESENT; As Christopher Alexander said, your inner forces are blocked in some way. Zapping them will liberate your inner forces.

**Question: What is an example of something you are tolerating in your physical or relationship environments?**

**Question: How can tolerations serve us in some strange way?**

- They keep us slowed down. and sometimes going fast is not a good idea - especially if you don't know where you are going! They occupy us when we are not clear about our purpose.
- They can keep us playing small - and we have an inner conflict with being BIG - If you have taken the Super Conductivity / Inner Freedom program you know about core intentions. this is the environmental version of this idea.
- They can keep us in our comfort zone; the frustration of the toleration is more comfortable than being free to play big in the world

**Question: Why is it important to consider the source or purpose of a toleration before zapping it?**

- Everything is a mirror. take a look, gain awareness first
- It helps to keep them from repeating so quickly

**Question: What are some questions we can ask to find the purpose of a toleration?**

ASK: How might this toleration be serving you in some strange way? keeping you safe, keeping you small?

ASK: What is the metaphorical meaning of this toleration? What is it saying to you? Why do you keep this message near you? Did someone you love say something like this to you?

## ZAP Tolerations

In class your instructor will guide a conversation about how to ZAP TOLERATIONS

### Important Notes

There are several ways to ZAP a toleration

- 1) Fix something broken
  - Put a button on the coat
  - Call someone you said you would call but didn't
- 2) Clean up a mess (physical or conceptual)
  - Clean the closet
  - Talk to your brother about that thing that happened
- 3) Put in something that is missing
  - I need a new blender - GET ONE
  - I need a friend who is successful in business - GET ONE

# I Love Coaching Game – November 2011 Playbook

---

## Coaching Proficiency #14 Designs Supportive Environments

*NOTE: This part of the playbook is excerpted from the Proficiency Coaching Playbook by Thomas Leonard.*

Success, not to mention personal evolution, becomes sustainable when there are environments and failsafe structures which support it. After all, who wants to rely on fortitude and willpower to get things done or to develop oneself? Enter the Certified Coach who has been specifically trained in helping the client to design and install these environments.

### Learning Objectives

1. To appreciate why designing supportive environments is important and why it's one of the components of the 15 "Proficiencies".
2. How learning to design environments will make you a better coach.
3. What resources are available.
4. How a coach sets up an effective environment.
5. What mistakes coaches make designing environments.
6. To support clients to take the actions they want, to have the actions occur more quickly and to live in an environment that is inspiring vs. an environment that they suffer through.

### What are the general truths about designing supportive environments?

1. Increasingly we are a product of our environments.
2. The trick is to craft them to craft you.
3. Well-designed environments naturally increase your performance by 2X-10X or more.
4. With designed environments, willpower/commitment is optional.
5. You can outsource your success to environments.
6. The trick is to choose to respond to environments, and become an expert designer of environments.

### Key Points/Topics

#### 1. Environments as partners.

This is a paradigm shift for many coaches and clients. Your environments can be designed to make things easier for you, to automate processes - whether it be actions, mental processes, or personal habits. Being deliberate about your environments creates a relationship with them - which allows them to support and sustain you in reaching your goals. By creating a relationship with your environments they become much more than tools.

#### 2. Almost anything can be an environment.

You might have to introduce this notion to your client since not many people think actively about their many environments. For example, people, technological systems, the television, office space, R&D teams, pets, School of Coaching, special interest groups, etc.

#### 3. Environments vs. Self-Reliance

Relying on willpower to get things done can be done - often at the cost of physical or mental strain and stress if relied on too long. Environments, on the other hand, reduce the stress by setting things up to get done more easily, with less effort.

#### 4. Environments create safety.

Environments do this in two ways. First, they are based on fail-safe structures that provide certainty and reduce stress for the client. Second, by focusing on designing environments, it takes the pressure off the client to have to be a certain way - changing the environment to fit them vs. changing themselves to fit the environment. This eliminates, or at least reduces, self-judgment.

### What are the 9 environments?

# I Love Coaching Game – November 2011 Playbook

---

## 1) The Memetic Environment

The world is full of ideas. The issue is, which ones are you getting in to your mind? And an even bigger issue is how do these ideas impact your ability to play your new game at your best.

## 2) The Financial Environment: Assessing Your Financial Environment

Nearly any game your player can play will be affected by their financial situation. How healthy is your players wealth? Do not know? Hmmm... maybe it is time for you to take a close look at their money situation. It is important that YOU and your player have a realistic picture of their current financial health. If necessary you must help them develop the basic money skills required to finance the games they are playing and possibly move in a direction of financial freedom.

## 3) The Relationship Environment: The mirror to your self

If you want to know someone really well, simply get to know their five closest relationships. Everyone in a persons life acts as a mirror to some part of themselves. AND we become like the people we spend time with; This is a simple and powerful truth of the Relationship environment. The majority of human beings are aware of the importance of their intimate relationships but rarely use this awareness as an Environmental Design tool.

## 4) The Network Environment: Designing a Resourceful Personal and Professional Network

As your game changes your network environment must evolve and grow. Through network design, your player will discover ways to team up with others and create a supportive and thriving network. Your players network can play a powerful role in helping them achieve great success in the games of their life. We will provide you with ways to coach your client in designing a network to create supportive partnerships.

## 5) The Physical Environment: Does Your Physical Space Inspire You?

Creating physical spaces with great style, beauty and efficiency is no simple task. What we know is that the yearning for the design of our physical spaces is much deeper than the eye can see. In your players heart what they truly want is to be able to walk into places and spaces that nurture them on every level. They want spaces that provide warmth and relaxation, safety, and security, and most of all, a place that expresses their true personalities and one that makes them come alive! The goal of this class is to provide you with an introduction to create with your client, physical spaces that stimulate spiritual energy and a feeling of: Ahhhh, this is me! I have truly come home.

## 6) The Body Environment: A source of strength and energy

It may seem strange to think of the body as an environment but it is. You are NOT your body, your body is something you have and so, it can be designed. The Body environment also includes clothing, hair and energy. Is your players body a source of inspiration to them? Is it strong, flexible and graceful? A positive body image is one of the most important aspects of happiness and well-being, yet it is an area which often seems to be a challenge for many. A holistic approach to strength, energy and well being through daily practices is essential for the player who wants to win the games of their life.

## 7) The Self Environment: Using Your Strengths, Talents, Character and the Authentic You

The Self is another element of the environment that not often thought of as such. But it is. You can help your client design new strengths, abilities and character. You can help them tap into the deep resources on the inside that can be reflected in the world around them. Are there old patterns that are restricting your players' full self-expression.

## 8) The Spiritual Environment: The Power of Pure Potential and Sacred Spaces

Are your players getting their energy from low vibrations or negative points of power• such as control, overwhelm, clutter, addictions, force, manipulation, and anger OR from high vibrations or positive points of power such as love, truth, oneness, beauty, a giving spirit, and thankfulness. As with all design choices, your players can choose to get energy from the highest of sources, which ultimately come from living in way that honors the soul. We will explore how to assist your client in designing sacred spaces in their home or office for creating high vibrations of love, truth,

# I Love Coaching Game – November 2011 Playbook

---

thankfulness, and positive points of power. We will also explore the potential for designing spiritual practices. Finally, you will guide your player to tap into the restorative power of the nature.

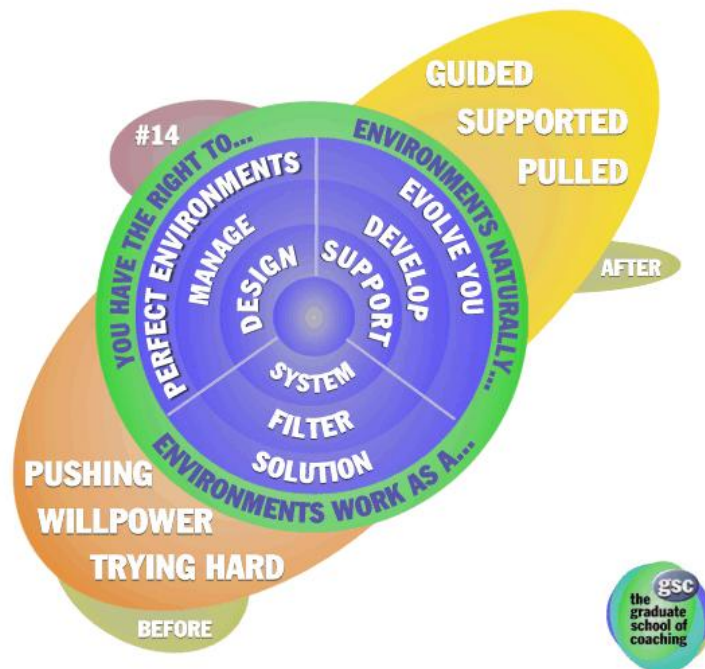
## **9) The Technology Environment: Electronics and Virtual Spaces**

The technology environment is about electronics and virtual spaces. Electronics, in particular tools like computers in all shapes and sizes, phones, mp3 players, GPS systems are integral to our lives today. If they are not working well it can cause a major disruption. Electronics are also a major gateway to entertainment and play which is essential to a balanced and fruitful life. Then there are virtual spaces. Social Networking web sites like facebook, LinkedIn have become “places” where we invest considerable time and energy because it is how we connect to the global community. Do you feel confident with these tools? Are your profiles representative of who you are and how you want to be known in the world? If not, with a little focus they can be..



## DESIGN SUPPORTIVE ENVIRONMENTS

Well-designed environments do 99% of the work for you



- **You have a right to...**
  - ...perfect environments for you.
  - ...to manage your environments as you wish.
  - ...to craft and recraft your environments.
- **Environments work as a...**
  - ...system so that you don't have to do all the thinking and working.
  - ...filter so that you can deal with smaller amounts of information or distractions.
  - ...solution to the overwhelm of information you can experience.
- **Environments naturally...**
  - ...evolve you. They keep you responding and growing even when you don't want to.
  - ...develop. You will re-engineer your environments as your needs and capabilities change.
  - ...support you. They help you do more work with less effort and attention.

### What can the client expect?

To shift from relying on pushing, willpower, and trying hard, to feeling naturally guided, supported, and pulled toward what they want.

### What are some key distinctions?

#### 1. Ideal environments inspire rather than drain.

Your most powerful (and helpful) environments will be those that inspire. Careful crafting, perhaps through trial and error, will create environments that pull you forward, helping you invest time and resources in the things you want.

# I Love Coaching Game – November 2011 Playbook

---

## **2. Environments are sustainable.**

The best environments are set up to be sustainable, and to help the client be successful in spite of themselves. They do not depend on the coach to keep them going.

## **3. See everything as an environment.**

By viewing everything as an environment, it makes you not tolerate things that don't sustain you. It forces you to look at things differently and de-personalizes it. Clients will begin to recognize things around them as either sustainable environments or not. It brings a heightened clarity and sense of direction. Every goal has an environment to support it. If you can't come up with one, you might want to question the validity of that goal.

## **4. Environments vs. action.**

When you set up systems that pay off for a lifetime, you don't have to spend so much time taking direct action. Think of it as deliberately developing habits that support you, so you don't even have to think about the actions.

## **How do you help clients design support environments?**

### **1. Introduce the concept.**

Since this is likely to be a paradigm shift, introduce the idea and see if the client would like to work on this. If not, don't push. Chances are they'll be curious enough to come back to it at some point.

### **2. Be on the lookout for things your client wants to upgrade or change.**

Obviously the client has something they want to change - hence the reason they've hired you. Have your "environment glasses" on, looking for clues about successful and not so successful environments. It will help you provide examples and explanations to them.

### **3. Use successful environments as a road map.**

Learn about the successful environments your client already has to provide clues for designing new ones or transforming existing ones. Have the client tell you how they work best, then design it from there.

### **4. Pick something the client can accomplish.**

In order to give the client the feeling of success so they can tackle the harder environments, help them select one they are likely to be successful with first. If it's something they've been struggling with all their lives, select a different area.

### **5. Design environments to help the client take action.**

The way a client has their environment set up can either support them in taking action, or make it more difficult by creating obstacles or hurdles to get over. Help the client assess what systems or structures they have in place that are helpful and which are a hindrance. The goal is to have environments that propel you toward action by making it easy and more enjoyable.

### **6. Design environments to have actions occur more quickly.**

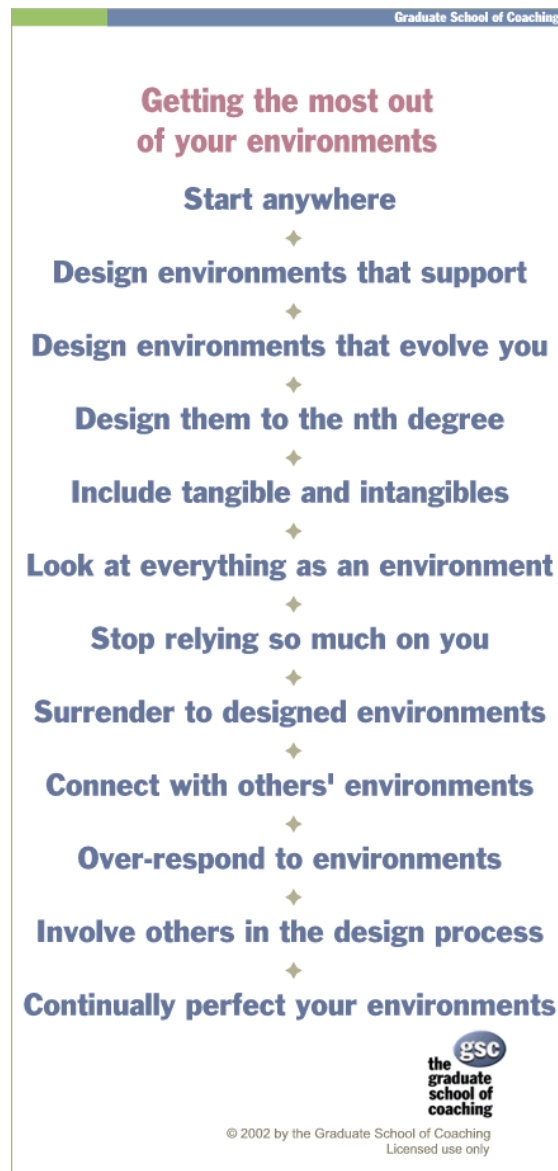
The faster an action can occur - whether by automation or self-initiation - the faster your client can get on to the next task. The speed of progress is very rapid, you want to help your client have systems in place so that they are in the flow, rather than scrambling to catch up.

### **7. Set up structures to strengthen the environments.**

Think of it as the environment for the environment. If your client has to tend to the environment all the time, just to keep it functioning, then it's not really doing its job - to make their life easier and more effective.

### **8. Start with the environment of "designing environments".**

Walk the client through it. When the client is at the max of their efforts, it usually takes a person to lead them. Just giving them a plan or checklist might not be enough - even if they are "capable" of doing it on their own. The whole point is that their environments are not currently supporting them, so you want to set them up for success.



## What are some questions you can ask?

1. What is the purpose behind designing X environment this way?
2. How well is it working?
3. How sustainable is it? How much effort does it take for you to sustain it?
4. If the environment just took care of it for you, what would it look like?

## Why is this a Proficiency?

### 1. Requires a paradigm shift.

Approaching everything as an environment, and establishing a partnership with it, is a dramatic shift from how most people (westerners, at least) think about themselves, their businesses, and their lives. It takes practice to engage with it fully and eliminate old habits of thought.

### 2. The ability to detect what works, and then build on it.

Identifying the nuances in successful, sustainable environments the client already has is a talent. Often the success factors are not readily apparent - to you or the client.

# I Love Coaching Game – November 2011 Playbook

---

## **3. Being inspiring vs. pushing or demanding.**

Just as the environment needs to inspire, so does the coach. Designing - or redesigning - supportive environments requires consistency and follow-through, from an inspiring perspective. In times of stress, such as a changing environment, it will be easy for the client to revert to old, less productive habits. The Certified Coach is able to inspire the client to follow-through until the new environment is well-established.

## **4. This is a subtle, sometimes abstract, concept.**

The coach must master this proficiency before they can effectively assist clients. The more environments you can learn about the more you can share with your clients. There are almost templates of environments.

## **How does Designing Supportive Environments make you a better coach?**

### **1. Empowers the client.**

By focusing on the environment, the client begins to build long-term sustainable support for the changes they are making. This focus eliminates the tendency to focus on whether the client is "good" at something or not.

### **2. Provides inspiration.**

As your clients get the hang of this, they'll want to do even more of it. With each environment upgrade, they will be more and more inspired, finding more time and energy. The learning curve might be steep at first, but very exciting once mastered.

### **3. Focuses on long term sustainability vs. short term action.**

While there are times when it is appropriate to focus on the very short-term, and many clients are happy to stay there, one of your goals as a coach is to help the client experience success with less stress. Long-term sustainability provides this. The less your client has to think about something, the more personal RAM is freed up for creativity, other projects, or whatever they want.

### **4. You'll get your environments in order, too.**

In fact, you're probably already working on this just by listening to the real audio and reading this learning guide. As you focus on this with your clients, your own empowering environments will become even more self-sustaining.

### **5. Magnetizes the client's attention to the goal.**

By designing supportive environments, the client's attention will be drawn to where they want to be, what they want to accomplish, without having to think about it consciously. It becomes more automatic.

## **How do you know if you're getting it?**

### **1. Your own environments are supportive.**

As you plan new projects you automatically think about how to design the environment to maximize success and sustainability.

### **2. You think about environments as relationships, not just tools.**

You notice how your client (and you) interact with the environment, how the energy flows, and how each is impacted by the other. You recognize glitches and move to correct them.

### **3. You are curious about environments.**

You will find yourself thinking about virtually everything as an environment and how it could be best designed. Not that you have to become obsessive about this - but you'll notice how fun it is.

### **4. You notice when it's working and when it's not.**

Getting too attached to what's been set up might prevent you from noticing when it's not as effortless as it could be. You'll notice when something could be better, and you make the change.

# I Love Coaching Game – November 2011 Playbook

---

## **What are some common mistakes when using this Proficiency?**

### **1. Taking too much responsibility.**

If the client is resistant to designing environments, don't push it. The opportunity to point out a concrete example will present itself. Remember, the client has to come to this on his own in order for it to stick.

### **2. Giving a checklist when the client needs you to hold their hand.**

Even though virtually anyone can complete a checklist and make changes, the point is that the client may already be operating at the max of their capacity (or think they are). Take the time to walk them through it so they get the experience of successfully redesigning an environment. As they experience the improved results, they'll be able to recreate it on their own - but be willing to hold their hand again if necessary.

### **3. Not understanding environments yourself.**

If you're not clear on this, you won't be able to explain it to your client. It helps to have done some of your own redesign first.

### **4. Not asking the client if they want to look at environments.**

Some coaches might barge in without checking it out, and others might neglect to bring up environments at all. Either practice doesn't fit the criteria of a Certified Coach. Use all your Coaching Proficiencies.

## **Here is the game...**

- A) You will choose three areas of your physical environment and do a complete "Makeover"
- B) Find 5 players you are coaching and have a "Design a Winning Environment" conversation with them. Then share about what you learn from the experience on the game card.

# I Love Coaching Game – November 2011 Playbook

## Business Quest – Identify 4 Characters!

One thing that makes a quest a quest is meeting new and interesting people along the way; This is one of the fundamental features of most online social media games. In our games the characters that you will meet are... REAL PEOPLE!!

We have chosen 4 character archetypes to play with in this game.

	<p><b>The Magician</b></p> <p>What would be “magic” for your business? Someone who could introduce you or your product to LOTS of people, or even INFLUENCE them on your behalf? Someone who could introduce you to JUST the right person for a BIG opportunity? Someone who could “retweet” you to 10,000 people? In other words make an opportunity appear “as if by magic”?</p> <p>Someone who could make a nagging problem disappear?</p>
	<p><b>The Mentor</b></p> <p>Where could you use some guidance from someone who knows the territory? Someone who could make something A LOT easier for you if you would only ASK! (or pay a small fee) Where can you let go of the “I have to figure this out for myself” trap?</p> <p>Allow yourself to be “a beginner”; A novice eager to learn. (even if you already know a lot about it)</p>
	<p><b>The Healer</b></p> <p>Where could you use a little (or a LOT) of self-care? Physically, mentally, emotionally, spiritually (all of the above?) Investing in care is an investment in your energy. Have you been skipping over that lately? Putting your “SELF” last on the list?</p> <p>Find a healer who can put some energy back into YOU!! You need it for your BIG game / quest.</p>
	<p><b>The Victory</b></p> <p>A true quest requires a worthy challenge that “forces” you to grow beyond your comfort zone. In mythic tales there is often a villain that spurs on this growth. In real life games, we can pursue a true victory without a villain. ;-)</p> <p>Who is someone who would be a major victory for you to meet or connect with? Someone who is currently out of your comfort zone or out of your circle or from a new industry.</p> <p>A business leader? A politician? A media star? A thought leader? An athlete? An author or blogger you admire?</p>

For the game there are two ways to play it..

1) You may already know the specific person for each of these archetypes that you should pursue for your quest.

# I Love Coaching Game – November 2011 Playbook

---

Or

2) You can describe the “type of person” who want to meet and allow it to unfold naturally as the game unfolds.

**Describe the specific person or type of person for each character...**

**The Magician:** Someone who could perform some “magic” that would really boost your business

---

**The Mentor:** Someone who can provide some guidance for the new territory you will explore

---

**The Healer:** Someone who can provide some care for your body, mind or soul

---

**The Victory:** Someone who will be a big and worthy challenge for you to go for meeting

---

## Spontaneous Play

One really fun thing about a great game is not knowing exactly what is going to happen next! For sure in real life you don’t know what is going to happen.

AND we also bring that element into the game system.

Every night a game process runs and selects random players in the game to get a fun exercise added to your game card for bonus points.

**The key is, you have to click on the “Accept the challenge” link before the end of the day or the item disappears from your game card.**

So check your game card every day to look for spontaneous play!

# I Love Coaching Game – November 2011 Playbook

---

## Session 1 – World Power

In the group dialogue we will play with the BIG Ideas and Provocative Questions. Use this playbook to make notes

### 1.1) What is World Power?

What would it mean to you to have the World on YOUR team?

---

---

### 1.2) World Power vs. Will Power

What is something that you have been trying to accomplish with Willpower that you will now do with World Power.

---

---

### 1.3) Quick Overview of the Game

The game is an opportunity to apply in your REAL life what you have discovered in class AND to share what you discover with your fellow classmates (aka team mates)

Have fun. Be creative and resourceful in the way you apply what you have learned.

Be generous and bold (aka vulnerable) in what you share with your team mates.

Remember it is a game NOT a task list.

It is NOT about just getting it done.

It IS about applying your skill and energy to influence others in a positive way.

To have results happen in the world because of your influence.

**TIME SENSITIVE: The game activity of doing 3 Makeovers and Zapping 10 tolerations in 21 days will require that you get started right away.**

### 1.4) Highlights from the session

What are your highlights and insights from the conversation?

At the conclusion of class, please share your highlights on your gamecard and score a few quick points!

---

---

---

---

## Session 2 – Zapping Tolerations

### 2.1) Welcome back! Celebrations and Challenges

Come to class prepared to share!

What is a win from your coaching or playing with your Environments?

---

---

What is a challenge from your coaching or playing with your Environments?

---

---

---

### 2.2) Patch the holes in your Energy Bucket

Big Idea: You have a finite amount of energy to expend each day. How much is going toward the fulfillment of your desires and how much is being drained from you?

---

---

### 2.3) How to ZAP Tolerations

What is the purpose of tolerations in our lives?

Why is it important to understand them before you ZAP them

---

---

---

What are a few tolerations you will explore now after listening to what your teammates are doing?

---

---

---

### 2.4) Attract Clients Through Sharing

Sharing is the new Advertising! As you share through the game and push your shares onto Facebook, you can attract people to YOU and your game!

# I Love Coaching Game – November 2011 Playbook

---

## 2.5) Highlights from the session

What are your highlights and insights from the conversation?

At the conclusion of class, please share your highlights on your gamecard and score a few quick points!

---

---

---

---

## Session 3 – Coaching Proficiency #14: Designs Supportive Environments

### 3.1) Welcome back! Celebrations and Challenges

Come to class prepared to share!

What is a win from your coaching or playing with your Environment?

---

---

---

What is a challenge from your coaching or playing with your Environments?

---

---

---

### 3.2) Coaching Proficiency #14: Designs Supportive Environments

What does it mean to “delegate your success to your environment”?

---

---

---

### 3.3) Deeper Exploration: Meeting Characters on Your Quest

Come to class prepared to share examples from meeting your 4 archetype characters on your quest. What happened? What have you learned about yourself in the process?

---

# I Love Coaching Game – November 2011 Playbook

---

## Session 4 – Results of the Game

### 4.1) Deeper Exploration: World Power

Come to class prepared to share!

What was your experience of taking action, playing for results and facing challenges along the way?  
What did you learn from watching your colleagues play for it?

---

---

---

---

---

---

### 4.2) Game Highlights

What did you learn from your team mates shared about playing the game?

---

---

---

### 4.3) Preview December I Love Coaching Game

Here are a few of the BIG ideas we will play with...

- 1) Step Up and Stand Out in 2012
- 2) Other surprises ;-)