

CoachVille ... Human RACE

Add Value Mission Play-First: 28-Day Challenge



Quick Summary:

Transform the way you add value!

Use the Coach Approach Superpower **Play First** to...

Transform your approach to daily life (A BIG DEAL)

From: organizing your day around a task list that you will WORK ON by focusing on doing everything right.

To: orchestrate your day around adding value to the lives of others by focusing on the results you will PLAY FOR.

Quick Outline

1. Play-First Mission Quick Overview
2. How to get in the game: Choose a “rock your world” result.
3. Share on the game card and collect points {Steps 1-3 Time Commitment = 10 Minutes}
4. The “Play First” approach to life
5. Invitations!

1) Play-First Mission: Quick Overview

The Game Of Life

The Coach Approach to the game of life has 3 elements: be yourself, build relationships and **add value**. (easier said than done for sure!)

In this 28 Day Challenge we will focus on how you add value to others by PLAYING for results.

The first step is making the offer to do something or share something and the first result is that the other person agrees to receive the value you want to add, this usually takes the form of a “YES”. This could be: “Yes, I will read what you just sent me” or “Yes, let’s get together by phone or in-person”.

Then the adding value process goes a step further when you share something or do something with or for another person, it can be sharing an experience, a service, an idea, a “product”, and the other person acknowledges that they received it.

Play for Results

A result is when something happens in the world “as a result” of your actions.

The transformation here:

FROM: the Industrial Age of Work where we were taught that a result was getting something done and doing it right.

Add Value Mission Play-First: 28-Day Challenge

TO: the Connected Age of Purpose where we know that the result is when something happens in the world “as a result” of your actions.

In other words another person appreciates or enjoys or at least experiences something that you do with or for them.

- **The BIG Distinction:** Creating a result is something that you cannot control, but you can influence in your own unique way with ideas, strategy, skill, energy, resourcefulness and luck.

Industrial Work: When you can control something so that the same thing happens every time you do it, that is the definition of work; there is no risk, no wonder, no real fun. Think factory/cubicle. Think ZERO Defects; great for making a car, TERRIBLE for making a life.

Connected Purpose and Play: When you cannot control something and the outcome is “in doubt”, that is when you know you are in a game. There is risk involved because what you are playing for may not happen. BUT this is what makes the game worth playing.

2) How to get in the game: choose a “rock your world” result!

Choose to play for a result that will rock your world

The key here is to play for a result:

- 1) **That you really want** to create; you have a strong desire for it; it is part of your big game right NOW
- 2) **That you cannot control** but you can influence;
- 3) **That will be worthy** of your experience and ability; a healthy challenge for you.

Something that will require you to:

- 4) **Step up your game** in terms of strategy and skill,
- 5) **Upgrade your environment** in terms of creating and acquiring resources,
- 6) **“Amp up” your energy** in terms of hustle and resourcefulness and
- 7) **Spark your aliveness** in terms of curiosity and wonder.
- 8) **Play on the edge of your comfort zone** in terms of taking some actions where you know what you are doing and some where you experience just a little bit of fear.

In other words, make it a game worthy of your Human Spirit; that will catalyze personal transformation!



CoachVille ... Human RACE

Add Value Mission Play-First: 28-Day Challenge

3) Share on your game card and collect points. YES!

 <p>The RED Rocket is the symbol of the Power Up Section on the game card.</p>	<p>Step 1: Click through to your game card. Look for the Power Up section (Find the Red Button with the Rocket!)</p> <p>Find the ADD VALUE badge. You will see the game card description...</p>  <p>ADD VALUE Mission Play-First: I just read the playbook and selected the “Rock My World” result I will play for every day for 28 Days. Here is the result and what it will mean to my life as I create it...</p> <p>Click on the SHARE button in the right column.</p>  <p>A text entry window will appear. Complete this statement on your game card by sharing thoughts.</p>
	<p>Get your FB friends cheering you on! (optional)</p>  <p>Under the share box you will see the Facebook login button and “Share On Facebook” button.</p> <p>If you share on Facebook you earn +1 Bonus point in your total score.</p>

Playing the game

	<p>The Blue Star Catcher Button is the symbol of Game Action.</p> <p>ADD VALUE Mission Play-First</p> <p>Each day after you take an action in pursuit of results at least one time during the day, share about what you did on your game card. You get the action points even if you don't get the desired result. If you take many actions during a given day, just share one time on the game card.</p>
	<p>The Green Trophy Button is the symbol of Big Wins.</p> <p>ADD VALUE Mission Play-First</p> <p>Whenever you get the desired result of your game, share about what happened and what you learned on your game card.</p>

CoachVille ... Human RACE

Add Value Mission Play-First: 28-Day Challenge

4) The Play First Approach to life

The big idea is for 28 Days to orchestrate your day around PLAY: actions in pursuit of a desired result. Here is the diagram from the Coaching Proficiency Class to explain Play First...



The essential steps for Plays First

1. Identify the key result needed to win the game and fulfill the purpose of you or your team.

Every worthwhile game has one or more key results. Here are a few examples:

Leadership

Key result = a potential team member commits to joining the team.

Key result = a team member takes pro-active action to help the team win.

key result = a team member engages fully with other team members, customers or advocates to make the team better.

Business

CoachVille ... Human RACE

Add Value Mission Play-First: 28-Day Challenge

Key result = A stranger to your business learns about what you do and contacts you to learn more and become a customer or advocate. (aka Marketing)

Key result = A prospective ideal customer says "YES" to hire your company / buy something. (aka Sales)

Key result = An ideal customer is "wowed" by the results you co-created with them; and recommends you to a friend. (AKA Fulfillment)

Remember, a result is something that you really want to have happen that you cannot control BUT you can influence.

2. Identify actions that can be done to create the desired results.

The key here is to get right into the game of taking action in pursuit of results. In most games of life this means engaging with other people in some way, sharing something of value and asking them to do something with you or for you. This is a hugely creative process. AS you play you will find your own unique way to create the desired results.

Your current actions and results occur within your current level of Inner Freedom; expanding your Inner Freedom means expanding your comfort zone.

DON'T wait till you have it all set up so that you cannot fail. Jump in. Expect to fail a bunch of times and succeed some times and learn something every time.

A Bunch of Action – Result Examples for the Business Game

Action	Desired Result
Talk to a customer or colleague and ASK them to refer a potential customer	They say: " YES ", do it, and the potential customer calls you.
Write something for your blog, ASK readers to send you feedback.	A reader thinks: " YES , I will do it" and sends you a note about what the action they took after reading your blog.
Write an email and ASK readers to send it to people they know and recommend they subscribe.	A potential reader thinks: " YES " and subscribes to your newsletter.
Talk with someone in your network and ASK them to attend a public presentation you are giving.	They say: " YES ", and attend.
Talk with a potential customer and ASK them to hire you.	They say: " YES " and arrange payment.
Provide your service to an existing customer; ASK them to send you a letter about the results they achieved.	They say: " YES " and send you the letter.

As you can see from these examples, most action-result sequences for adding value start with an "ASK" and are in pursuit of a "YES" and participation.

3. Notice the edge of your comfort zone

Your action – result sequence (in the circle) takes place within your current level of Inner Freedom; near the edge of your comfort zone. The edge of your comfort zone is where you experience a little bit of fear when you take the action. When you take actions in a game, where you may not get the results you are after, there are many different fears that can pop up: fear of making mistakes, fear of

CoachVille ... Human RACE

Add Value Mission Play-First: 28-Day Challenge

failing, in the game of ASK there is the fear of rejection. It is important to remember that you grew up in the Industrial Age where we were constantly reminded that "Failure is not an option"; this made failure a taboo rather than what it is meant to be: a natural part of playing any worthwhile game.

The big KEY here is to recognize that the edge of your comfort zone is where you feel most alive! You don't want to fail so this fuels your desire to learn how to play better and win more often. This is also why having a coach is such a great idea! A great Coach will help you design your game plan with a healthy blend of actions that give you the right amount of "out of comfort zone" challenges AND help you learn fast from the mistakes and messes.

A great game includes some actions that are inside your comfort zone – where you feel very confident in your ability to get the results you are playing for – and some actions that are on the edge of your comfort zone where you don't feel so confident. It is usually best to avoid actions that are WAY outside of your comfort zone. Here again, a great Coach will help you explore the fear you experience in your game so that you can keep playing and learning without too much freaking out!

Keep playing at the edge a little bit every day and you will expand your Inner Freedom over time.

4. Identify creative ways to upgrade the environment to make winning easier.

IMPORTANT: you will learn more about how to do this in the "World Power" game element of this 28-Day Challenge. Don't worry if you don't understand this completely right now.

As you take action in pursuit of results you will face challenges; a challenge is anything that prevents the desired result from happening.

This is the critical moment of transformation!

The Industrial Mindset Worker will perceive this as a problem to be solved; get rid of something in the way. Under the illusion of control, not getting the desired result is like getting the wrong answer on a test; FIX IT!

The Connected Mindset Player with a Coach using the World Power Method perceives this as a fun opportunity to create something new; to upgrade an Environment in a way to make it easier to get the desired result more often. (I will refer to the 9 Environments of YOU from Coaching Proficiency #14)

Examples include:

1. Create more skill at doing the key action (Self Environment)
2. Create a new idea / a new way to pursue the result (Memetic Environment)
3. Create a stronger relationship that provides support (Relationship Environment)
4. Create a connection with a resourceful person in the field (Network Environment)
5. Create an online resource that facilitates the desired result (Technology Environment)
6. Create a physical resource that facilitates the desire result (Physical Environment)
7. Create a new perspective that makes the action easier (Spiritual Environment)
8. Create a financial resource to fund a necessary upgrade (Financial Environment)
9. Create a practice that uplifts your body energy for better focus (Body Environment)

5. Keep playing! Let the game PULL the Environmental Upgrade Projects

What a worker will do next is STOP playing until all possible creative projects are done. Do the work first, create the perfect environment, and then you can play without failing. The trouble is, the work will never be done AND no matter how perfect you make the environment it will not guarantee results! Remember, control is an illusion.

CoachVille ... Human RACE

Add Value Mission Play-First: 28-Day Challenge

AND if you stop playing, it is very likely that the Environmental Upgrades you make will not be fully relevant to the game by the time they are done.

What the player with a Coach will do is KEEP playing the game every day; enjoying the challenges of the game. Let playing the game continue to fuel the creative projects that make it easier to get the desired results. Play First! Then “work” on the creative environmental upgrade projects as time allows.

An ideal game flow for most people is to play for results part of the day, upgrade your environments part of the day and complete follow up tasks part of the day.

We call it “Play First” because every day is oriented around PLAY; rather than orienting on your task list.

We call it “Play First” because anything you want to do in life should start with PLAY; rather than attempting to construct the perfect environment before you start playing.

It doesn't mean that the “play for results” activities are the first thing you do every day.

6. Orchestrate your day to be fully alive at “Game Time”

Game time is the part of your day when you are playing for results; most of the time this means interacting with others in a way that creates a desired result through positive influence. (Whew that is a mouth full!)

The key is, as much as possible, to orchestrate your day so that your energy is at peak aliveness for these interactions. It is not always possible and sometimes you will need to get into the game under some adversity; this is part of becoming a great player. Like everything else in the realm of play, you aim for what you want and then you play no matter what.

A few ideas here:

1. Be well rested.
2. Understand how your energy cycles through a typical day. Play when your connecting energy is at its peak.
3. Eat in a way that energizes your body before the game.
4. Enroll everyone in your environment about the purpose and importance of your game so that they support your efforts to be fully alive at game time.
5. Find or create an energy clearing and focusing practice – like visualization for example – to do before you play.

7. Create the structures needed for the Follow Up tasks.

Most game activities will generate the need for some follow up. These follow up activities are important because they clear your mind and create the space for playing the next game. However, they don't require the same kind of energy as playing the game or creating environments!

These activities are typically routine; in other words they are done the same way every time. So it is another opportunity to create an environment – in the form of a system of method – for completing them in the most efficient way possible.

Examples of Business and Leadership Game Follow up tasks:

- Send a “thank you” note.
- Send a summary of key points.
- Send a confirmation of next appointment.

Add Value Mission Play-First: 28-Day Challenge

- Send a link to requested information.
(note: if the link is to an information page of YOUR information, creating it is a Technology Environmental upgrade project)

8. Notice when RESULTS are at the edge of your comfort zone

One of the most curious things about a great game is when the RESULTS you are after are at the edge of your comfort zone. When you play a BIG game you can actually experience a fear of winning! What if too many people say "YES"? Then what will I do? I might not be able to handle it!

What if you get too good at the game and other players don't like it? It may sound strange but this is very real. Too much success can be almost as scary as not enough. This is a hard-core vestige of the Industrial Age imperative to fit in and be like everyone else. This is where most people bail out of the really big games in life.

A great coach really earns their keep here for sure. You need a combination of exploring your comfort zone using Inner Freedom and Environmental Upgrades using World Power. By expanding your Inner Freedom you will find a place where you feel safe within yourself as you express your true greatness in the world. By expanding your World Power you can upgrade your environment to include players who are playing the game at your level; as you get better in any game, it is important to "hang out" with other great players.

9. Know when it's time to play a bigger game

There will come a time when playing for this result no longer energizes you the way it once did. This happens when most of the actions are inside of your comfort zone; when getting the results you desire, while still not guaranteed, is getting fairly predictable.

At this point your environments are very well developed for this game and there are no real creative upgrades that are calling to you every day. The game starts to feel a bit "easy" or even worse... routine!

When this happens... it is time for a BIGGER Game! YES. Time to throw yourself back into the unknown, the risk, the uncertainty, the raw creativity, the messes, the joy when you get the result, the heartbreak when you don't get it, the "bounce back resilience" in the face of worthy challenges, the pull to upgrade your environment and make real changes, the need to leave some comfy old "people, places, things and ideas" behind and seek out the next level... you know... back in the game!

10. Summary of how to play your day.

1. Be clear about the results you are playing for.
2. Have a plan of actions to create the desired results; KNOW that the actions may or may not create the results.
3. Dedicate some time to play for results every day; especially the actions that are on the edge of your comfort zone.
4. Orchestrate your energy to be fully alive when you play.
5. Allow your experience of play to spark creative ideas for how to upgrade your environments to play better.
6. Enjoy the creative expression of your environment; the world you create for your game is art.
7. Blend creating environments and playing for results into every day; DON'T wait for the projects to be done before you play.
8. Allocate some time for Follow Up tasks each day; this will clear space for playing and creating.
9. Create structures (systems and methods) to make your follow up tasks easier.
10. HAVE FUN! PLAY your day.

CoachVille ... Human RACE

Add Value Mission Play-First: 28-Day Challenge

5) Compelling Invitations

1) Are you playing the biggest game of your life without a great coach?

Uhhhh..... Why would you do that?

Find a great coach for the deep personal transformation that accelerates world changing results...

The CoachVille Agency: Transformation Results Coaching

<http://blog.coachville.com/agency/>

2) Do you have a Dream and a Team?

A dream... to do something great in the world

A team... employees, advocates, partners, customers... Family...

Then we highly recommend becoming a great Coach.

Check out the CoachVille Center for Coaching Mastery!

Become a Transformation Results Coach and bring out the best in everyone around you.

<http://blog.coachville.com/become-a-coach-training/>