

I Love Coaching **GAME**



PLAYBOOK

I Love Coaching Game **September 2011**

We will play with BIG Ideas...

Theme: (re)Branding Yourself as a Coach

Step Up and Stand Out:
The Games You Have Lived

Attraction Principle:
Master Your Craft

Full Practice Marketing:
Craft Lazer Marketing Messages

Thomas Leonard Coaching System:
Generators of Client Value

I Love Coaching Game – September 2011 Playbook

Hey there! Coach Dave here.

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

Special focus on Branding Your Coaching

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.

September Game Logistics

The September game opens for play on Thursday September 1st; and ends on Friday September 30th Registration is open until September 16th.

September teleclass dates and registration

Thursdays September 8,15,22,29 9-10PM ET with Coach Dave

or

Fridays September 9,16,23,30 1-2PM ET with Coach Dave

All calls will be recorded.

You sign up for one group and you will have access to bridge line information for both.

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

To register: <http://blog.coachville.com/explore/i-love-coaching-game/>

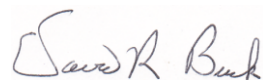
The CoachVille Vision...

*Everyone, Everywhere with the courage to play BIG in the world,
has a GREAT Coach!*

To Play BIG in the world means:

*To add MAXIMUM value to the lives of others by fully EXPRESSING your talents and gifts
in a way that BRINGS joy, fulfillment and WEALTH to yourself!*

The I LOVE Coaching Game is an environment for coaches to play BIG together.



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!

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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 CoachVille 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 Ten”** use a skill or talk about an idea with up to 10 people – your friends, colleagues and players, clients - and share what you learn from these real world experiences.
- Review the game cards of up to 10 of your fellow participants and offer encouragement and celebrations.

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:



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- 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.
- 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.



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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.

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 of the three 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.

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1) Pursuit of Mastery

Read through the ideas for this game and choose one or two that you want to pursue for the month. What is your vision of stepping toward mastery in these ideas and skills?

2) Your BIG Win in the World

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.

Lose a few pounds – this is a solo project. A Smart thing probably, but not a win in the world;

Big Win in the world version: gather with 3 friends. Agree to lose 20 pounds combined in the next 4 weeks. Connect every day about avoiding sugar. Gather to walk or dance or lift weights every day. Plan a sugar-free celebration party and invite 20 friends to celebrate, 1 for each pound.

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 it is to choose one way to Master Your Craft and pursue it for 30 days.

If you are going to participate in this part of the game, then share your idea and any thoughts you have about its expression or what the idea is as part of your game Objectives

Choosing a team

Playing on a team adds juice to the game AND you can earn bonus points if everyone on your team wins!

You can choose your own team of 3-7 players, give your team a name and send this information to your program coach / leader. Your team name will be added to your game card. If every player on your team

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achieves a minimum score of 100 and your team average is over 125 then each player will receive a 10% bonus of their personal score. **Playing on a team with a win-win vision is the BEST thing.**

Big Ideas for Exploration

Top 10 Ways to Master Your Craft

The fact is that competency is no longer some to aspire to; it has become the floor or even sub floor of professional success. Good enough is no longer good enough, especially if you're on the Attraction track. You'll simply need to set your sights higher in terms of what you do for a living and how you do it. The suggestions below will get you on the path of mastery.

1. Invent something new in your field.

It's NOT that difficult. Just give yourself the permission to be an Einstein or Edison. The closer you are to your customers, the more 'ideas' you'll have. THEY are your R&D department, not YOU.

Question: What is something that your current customers need yet haven't specifically or directly asked for yet?

2. Invent a better way for customers to use your product or service.

It's one thing to be a great attorney, coach or RV salesperson. It's quite another to actually care how WELL your clients or customers use your services or product. Most providers, manufacturers and sales people SAY they care about this, but they really don't.

Question: If you DID care 'this much,' how would you prove it?

3. Teach others in your field how to better do what they do.

One of the fastest ways to master your craft is to teach the newer people in your field what you know. They, in turn, will ask YOU the right questions which will keep you learning and progressing. Surround yourself with very smart students and you'll become a real master of your craft. Don't try to force yourself to master your craft all by yourself. That's a lot of extra work.

Question: What can I learn from new people coming into my field/industry?

4. Bring a piece of what you do and share it with the public, for free.

This is an interesting idea in that it prompts you to think in terms of serving a much larger market than you may be serving now. What IF you could give away a piece of what you do?

Question: How would you master your craft faster if you were to give away a piece of what you do, know or have, to tens of thousands of people?

5. Raise at least one standard in your field or industry.

This is one great way to improve yourself, your industry and your own professional reputation. The bar gets raised every time one person in an industry or field does this.

Question: What is the one professional standard that you could raise which would make you stand out among your peers?

6. Reduce the emotional/time cost of delivery of your product or service.

In order to have the time and space to master your craft, you'll probably need to find a way to simplify, streamline or automate part of what you do as a part of your service delivery business.

Question: What is one aspect of what I do professionally which is either unnecessary, time-expensive or emotionally-expensive to me?

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7. Increase the demand for your product or service.

I'm a believer that when you focus on increasing the demand for what you provide (meaning to give more people more/better reasons to buy what you offer), that you are, in effect, getting better at what you do. This, because it puts you more in the shoes of your current as well as potential customers and has you coming up with features and benefits that they will respond to, thus evolving the very product or service you are providing.

Question: What is the one thing that almost everyone really wants in life and how can I link my product or service to that?

8. Integrate your product or service with other popular products or services.

People rarely buy or use products to use all by itself -- usually they are using the product or service to enhance other products or services, or as a tool to get more out of life. So, no product or service is an Island -- it's part of a network.

Question: What product or service do people use a lot that I can link my product or service to?

9. Tap into the minds of the smartest/most visionary people in your industry.

There are always visionaries in every field and one of the fastest ways to master/improve your skill sets is to be in touch with these smart people, in some way. I read Wired magazine, subscribe to several email broadcasts of super smart people in the Training/Development and Internet industry, and have developed relationships with several very, very smart people who I can turn to with questions and who's responses prompt my thinking in a way that I could never do on my own.

Question: Who is the smartest/most visionary person you know in your field? Get on their electronic mailing list.

10. Invent a new craft.

This, of course, is cheating, but what a way to win! I read somewhere that one of the benefits of inventing a new craft is that no one can ever tell you that you're wrong. But the idea here is that there are new professions and crafts popping up all the time in respond to a more educated, demanding and specialized consumer. Don't be afraid to invent an entirely new service or product, and give it a new name. That's how business/personal coaching got started as a profession.

***This Attraction Principle Top 10
is part of the CoachVille Pro Coach Membership Center***

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Contact Information : www.Coachville.com

The Games You Have Lived

This exercise is part of our Business Academy program: Step Up and Stand Out, which is included in the Center for Coaching Mastery Complete Certification and Starter Programs.

What games have you lived?

In this section we want you to answer a series of questions regarding the games that you have lived.

First, what does it mean to have "lived" a game?

- It was a significant part of your life over a period of time

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- While you were in it you dedicated part of your energy to studying and learning about the game: by reading books, talking with other players and seeking solutions to problems.
- While you were living the game, you were passionate about it
- Examples include: creating something, overcoming a major challenge, achieving something worthwhile
- All games are games of manifestation
- Every challenge has a blessing; Every blessing has a challenge

The BIG idea is that you can coach any game relatively well with a solid method and good skills. However, if you want to coach MASTERFULLY that requires that you have LIVED the game that you coach.

The second BIG idea is that you have LIVED several or MANY games. But you may not have seen it that way. These questions will greatly expand your concept of “games” and lead your ability to Coach many games MASTERFULLY!

Reflection Questions

This series of questions is designed to have you look at your life from several different perspectives. The questions will help you identify the greatest games of your life and take “ownership” of the games that you have lived.

Briefly describe a challenging moment in your life; A time when you were tested”.

Describe a teacher who came into your life at just the right moment. What did you learn from him / her?

Describe a time when you took a risk in search of growth or truth:

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Describe a time when you or "others" "thought you were crazy" but you kept going and reached your desired outcome:

Describe a strange prediction or premonition that you've had about your life:

Describe a wonderful truth that you have learned about life

Describe a strange or synchronistic meeting that lead to opportunity

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Describe a time when your determination lead to a great outcome

Describe a secret desire:

And now on to the more tangible elements!

Briefly describe 5-7 positions (jobs, roles etc.) that you have held:

1)

2)

3)

4)

5)

6)

7)

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Briefly describe 5-7 of your most cherished accomplishments:

1)

2)

3)

4)

5)

6)

7)

Briefly describe 4-5 unique experiences from your life where you expressed a talent or gained some expertise or wisdom: (eg. You helped your parents and your mates' parents' transition from lifelong homes into assisted living facilities. You learned a lot about the emotional challenges and how to do the research to find the right facility)

1)

2)

3)

4)

5)

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Now, consider everything that you have written about: which items express a real talent or a seed of passion or represent the building of expertise?

Remember these elements of living a game:

- **It was a significant part of your life over a period of time**
 - While you were in it you dedicated part of your energy to studying and learning about the game: by reading books, talking with other players and seeking solutions to problems.
 - While you were living the game, you were passionate about it

Briefly describe 5-7 games that you have lived:

1)

2)

3)

4)

5)

6)

7)

Transforming a game that you have lived into a game that you can coach

Next we will “go deep” into three of the games that you have described.

Select two that you believe have the greatest potential to be of value to others. In other words, it seems very likely to you that others are playing this game and could benefit from knowing what you have learned.

Then select a third that you think would be the most fun or interesting to coach. Even if you are not quite sure how in the world you would ever find other people who are playing that game.

As you are describing the games, you may want to weave in elements from the reflection questions or even blend two games together.

The questions you will be exploring for each game:

- Why do people play this game? What are the primary reasons? The motivations?
- Describe a few qualities and characteristics of the people who play this game: (you can start by describing your self)
- Describe a few things that new players of this game probably don't realize:
- Describe the most enjoyable benefits of playing this game:

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Game #1

Describe the game in few sentences

Why do people play this game? What are the primary reasons? The motivations?

Describe a few qualities and characteristics of the people who play this game: (you can start by describing your self)

1)

2)

3)

4)

Describe a few things that new players of this game probably don't realize:

1)

2)

3)

4)

Describe the most enjoyable benefits of playing this game:

1)

2)

3)

4)

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Game #2

Describe the game in few sentences

Why do people play this game? What are the primary reasons? The motivations?

Describe a few qualities and characteristics of the people who play this game: (you can start by describing your self)

1)

2)

3)

4)

Describe a few things that new players of this game probably don't realize:

1)

2)

3)

4)

Describe the most enjoyable benefits of playing this game:

1)

2)

3)

4)

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Game #3

Describe the game in few sentences

Why do people play this game? What are the primary reasons? The motivations?

Describe a few qualities and characteristics of the people who play this game: (you can start by describing your self)

1)

2)

3)

4)

Describe a few things that new players of this game probably don't realize:

1)

2)

3)

4)

Describe the most enjoyable benefits of playing this game:

1)

2)

3)

4)

WOW!

That was a lot of exploration & creation. Well Done!

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Full Practice Marketing Lesson 5: Laser Marketing Messages

I feel that most coaches 'try' to specialize way too soon. Why? Probably because they feel the peer or coaching school pressure to specialize, or some marketing genius made it clear they'd fail unless they specialized, or the coach needs to have a comforting sense of identity and they are hoping being a 'specialist' will provide that (it doesn't).

Patience. You will get to specialization when the time is right. My basic view is that a coach's best specialty finds you, vs you declaring it. In the meantime, however, I believe strongly in the power of selecting and personalizing your basic Marketing Messages.

What's a Laser Marketing Message?

In my view, it's not enough to tell the potential client that you're a coach. Sure, it's an important step, but it's usually not enough for them to hire you. What potential clients want to hear is WHAT you hold to be true about life, people and success. (Well, actually, potential clients want to be asked good questions and responded to powerfully. And, when you've got your 5 Laser Marketing Messages honed you are all set to respond effectively.)

A Laser Marketing Message is:

--Something that you strongly believe to be true of people, life or success.

--An idea about life or success that is a new/fresh way for your potential client to look at themselves, and at you.

--A sentence or two that has the person want to buy coaching services from you.

Laser Marketing Message examples...

Here are 10 Laser Marketing Messages that I use successfully, and that I totally believe to be true. I weave these messages into conversations with potential clients or in response to questions they ask me. (Feel free to use or adapt. The underlined words are the 'kicker.'" See "Crafting Your Own Laser Message" for details about kickers.)

1. Opportunities have windows that open and close. It sounds like this opportunity window is now open for you.
2. You can spend your life planning for success or you can arrange for all of the support you need to actually become successful.
3. There is a higher level of play available to you if you're willing to make some tweaks in your personal life.
4. Paradoxes are meant to be enjoyed, not feared.
5. There is a certain set of e-skills that makes high levels of creativity an absolute joy.
6. Nothing worth doing is worth doing alone.
7. If not now, when?
8. All that's between you and success is a bit of self-awareness.
9. There is ALWAYS an easier way to get something done, if you're willing to be creative.
10. Don't hire me. Hire you to coach you. I'll just facilitate.

Crafting Your Own Laser Message

How do you create your own Laser Marketing Messages without them sounding like a Hallmark card or used-up cliché?

Here's the 5 step process that I find works.

1. Have an opinion about life, people or success. Don't be so inclusive that you become milk toast. Clients buy opinions, not toast.
2. Craft a sentence that doesn't use the word "I" in it, that is less than ten words, contains no jargon or fancy words and has no more than one adjective.

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Why no "I"? Because you want to start speaking about the client (You...) or about life (It...) (Note: Example #10 above does use an "I.")

3. Say the sentence out loud 5 times and tweak it until it conveys what you want it to, totally rings true and rolls off your tongue.
4. Punch up your message by adding a kicker when possible. The kicker should direct the listener to change and/or hire you.
5. Run it by your family, friends, colleagues or clients and ask them to help you strengthen your message.

Messages are meant to be directive not just informative. Messages can take some to make lazer-like. Take the time!

What are the benefits of having these Laser Marketing Messages?

There are many benefits to honing your Lazer Marketing Messages. These include:

1. You have a series of great one-liners when talking about coaching with a prospective client.
2. You have an effective sentence or two to respond with when the client answers a question that you have asked him/her. Clients are asking questions because they want to get to know you. Lazer responses provide this.
3. You quickly educate the client on WHO you are, just by sharing a Lazer Message.
4. The process of selecting and honing your Lazer Marketing Messages helps you to get very clear on where you are coming from as a coach and what the tone of your coaching is going to be (or already is).

Final point...

This one lesson can change your life. How? Because you'll learn how to be a really straight talker and free yourself from the old-fashioned "professionalism" that puts prospective clients to sleep. And when you're able to convert your innermost ideas, thoughts and views into Lazer Marketing Messages, you become a very, very powerful communicator, which clients benefit from tremendously.

Assignment

Your assignment is to identify the 5 most important things you want everyone in the world (whether prospective clients or not) to know about themselves, life or success.

Ask yourself:

"What do I most want everyone in the world to know about themselves, life or success?"

1)

2)

3)

4)

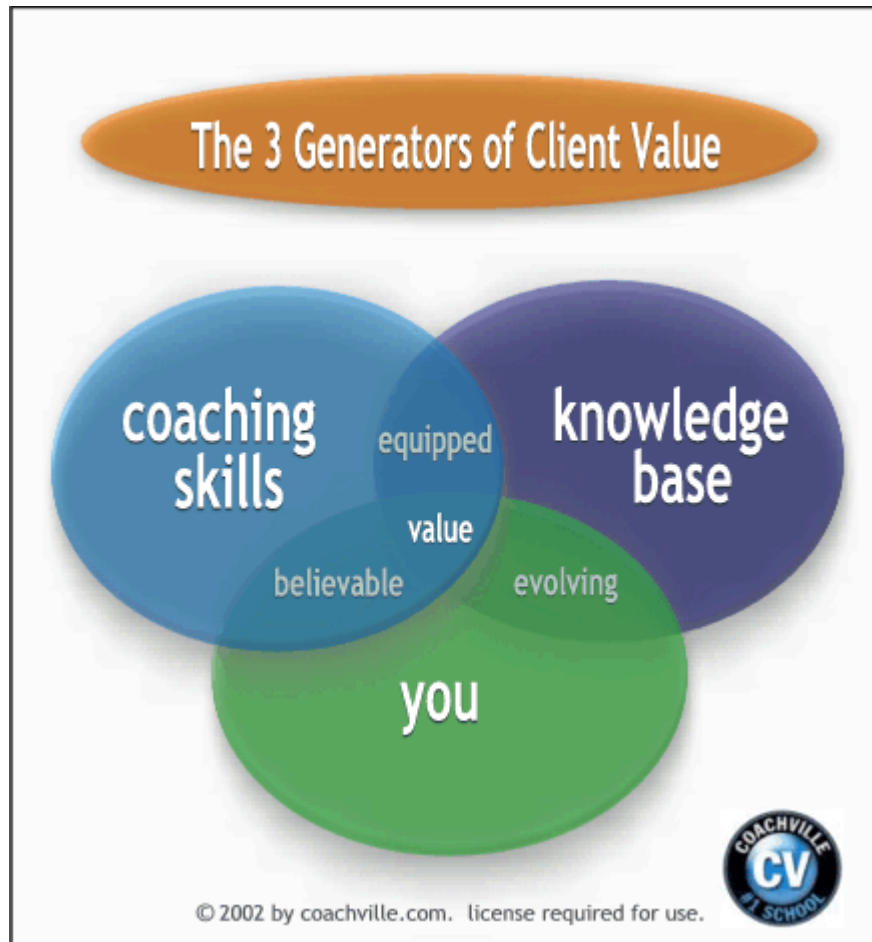
5)

Thomas

***This Full Practice Marketing Lesson
is part of the CoachVille Pro Coach Membership***

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Thomas Leonard Coaching System: 3 Generators of Client Value



Key Points

Clients receive value from coaching in the three areas above.

Coaches can be quite successful, and effective, even if they only have 1 or 2 of these generators working well. However, the more you have all 3 of these generators up to speed, the more value that clients receive. And as the standards rise in the coaching profession, the norm will be for all 3 areas to be up to speed.

The 15 Coaching Proficiencies (TM) are the 15 'things' that coaches do during their coaching calls with clients. It's taken me 20 years of figure out the nature of these 15 proficiencies.

Your Knowledge Base refers to what you know about life and business, concepts and principles, who you know in your Rolodex, your level of awareness, your understanding the key distinctions in life, etc. This is the stuff you have already learned or built in life as well as the specialized knowledge you learn from your coaching school, clients themselves and/or CoachVille/Graduate School of Coaching.

You and Your Life refers to just that. Meaning that clients often get a lot of value just from hanging

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around you and learning how you live your life, who you are and how you operate in this world. Osmosis coaching, if you will. A key factor, really, in how clients often select a coach, so we've made this an 'equal partner' as one of the 3 generators of client value. Thus, the bigger/better/perfect you and your life are, the more value the client receives. (Hey, a chance to be generous by being selfish!)

And, as you can see there are terms describing the 3 overlap areas. In Venn Diagram theory, it's often the overlap areas that tell the real story and the above diagram is no exception.


With the 15 Coaching Proficiencies (TM) and your knowledge base, you are well **equipped** to coach a client.

With you/your life shining, and your competency in the 15 Coaching Proficiencies (TM), you are going to be a lot more **believable** to potential and current clients.

With your knowledge base up to speed and you/your life are a shining example of coaching, you will naturally be **evolving** as you learn and experience new things and, as a result, your clients will be evolving as well. This can also lead to long term client retention.

***This Venn Diagram
is part of the CoachVille Pro Coach Membership Resources***

World English Dictionary

value (ˈvæljuː) 

— *n*

1. the desirability of a thing, often in respect of some property such as usefulness or exchangeability; worth, merit, or importance
2. an amount, esp a material or monetary one, considered to be a fair exchange in return for a thing; assigned valuation: *the value of the picture is £10 000*
3. reasonable or equivalent return; satisfaction: *value for money*
4. precise meaning or significance
5. (*plural*) the moral principles and beliefs or accepted standards of a person or social group: *a person with old-fashioned values*
6. *in painting, drawing, etc*
 - a. a gradation of tone from light to dark or of colour luminosity
 - b. the relation of one of these elements to another or to the whole picture
- vb** 7. to assess or estimate the worth, merit, or desirability of; appraise
,
8. to have a high regard for, esp in respect of worth, usefulness, merit, etc; esteem or prize: *to value freedom*
9. **to** fix the financial or material worth of (a unit of currency, work of art, etc): *jewels valued at £40 000*

What we help clients do

One way you can re(brand) your coaching is to focus on a specific “THING” that coaches help players do. Consider this list...

Graduate School of Coaching

What We Help Clients To Do

- Set better goals
- Improve performance
- Increase self-awareness
- Transition, move forward
- Strengthen relationships
- Develop strategies
- Improve quality of life
- Succeed in business
- Build proficiencies
- Improve communication
- Be more creative
- Perfect environments

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If you were going to BRAND around one of these, which would it be and why?

The Ultimate Outcomes

What if you were to BRAND yourself around the Ultimate Outcomes in Life. Consider this list...

1. Personal legacy.
2. Financial independence.
3. More, or better, opportunities.
4. Design a perfect life.
5. Expand capacity.
6. Fulfilling lifestyle.
7. Business and career success.
8. Relationships.
9. Mastery.
10. Increased performance.
11. Vitality.
12. Personal sovereignty.
13. More time.
14. Increased creativity .
15. Stimulating environments.

If you were going to BRAND around one of these, which would it be and why?
