Coaching Outline for Session #2
Design the Object of the Game

This may come as a surprise, but simply engaging in a conversation by following these questions will be extremely illuminating and valuable.

Note to the Coach: The Numbered Bold Lines are there to give you a reference point, you don't say them to your player.

1) Quick Life Check in

Say: Welcome back! It's great to be with you again.

Say: Today we are going to get into the details of your game!

Ask: Does that sound good to you?

Wait for the "yes". (Agreement)

Ask: Before we do that…How are you? Can you give me a 1-minute update on what is happening in your life?

If there is something BIG going on…

Ask: is this something we need to address during our session?

{If yes, make a note of it}

2) Recap the Define the Game Conversation

Say: In our first session we got into your game and your purpose and the Spirit of Play. Today we are going to do a quick recap and then we are going to really dive into designing your game.

Say: Let's recap our conversation by coming up with a fun name for your Game.
Ask: What do you want to call your game?

3) Start Designing the Game

Say: OK, now we are going to take the ideas we started talking about in our last conversation and transform them into an actual game. We are going to explore your objectives and how we can reach them in a game.

ASK: What are the primary tangible **OUTCOMES** that you want to play for in the next 3 months?

ASK: What are the recurring daily or weekly **RESULTS** that will grow into each tangible outcome?

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ASK: What are the recurring **ACTIONS** that will create each result?

ASK: For each action, describe what **MASTERY** looks like to you?

ASK: On a scale of 1-5 (5 being mastery) how would you rate your skill level for each action?

4) Wrap Up your Design the Game Conversation

Say: "OK, this is a good place for us to wrap up this session. Next time, we are going to delve deeper into your situation and start crafting a way for you to play better."

Say: "My challenge for you between now and then is to think about the specific objectives, results and actions that we identified today and make sure they really fit you.

ASK: "Can you do that?"

Wait for them to say: "YES!"

ASK: "This was a great session. Can you give me a 30 second wrap up of what you learned today"?

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** A walk through the "Define the Game" dialogue in detail **

">>" You will see this symbol next to the lines that are in the coaching outline.

1) Quick Life Check in

Always begin a session by establishing agreement

>> Say: Welcome back! It's great to be with you again.

>> Say: Today we are going to get into the details of your game!

>>Ask: Does that sound good to you?

Wait for the "yes". (Agreement)

>> Ask: Before we do that…How are you? Can you give me a 1-minute update on what is happening in your life?

If there is something BIG going on…

>>Ask: is this something we need to address during our session?

{If yes, make a note of it}

2) Recap the Define the Game Conversation

>> ASK: At the end of our last session I challenged you to clarify your objectives for your game. We will look at your objectives in 4 areas: Tangible outcomes, Mastery, Who you want to become and Upgrades to your environment.

>>ASK: What did you come up with?

They may dive into some details or they may say they didn't really think about it. Either way you will guide the conversation into looking at each of the 4 areas one at a time.

A key point to this conversation is to cover all of the elements, AND to DANCE with your player at the same time. For example, if they jump into talking about challenges, roll with them and go there with them for a few moments. Then guide the conversation to the next part you need to talk about.

You don't need to be linear, BUT you do need to cover everything.

Let it flow AND keep it on track at the same time… THIS is the magic of great coaching conversation.

Another BIG point here is that many people that you coach will not know exactly what is possible in three month time frame of the game. As you engage with them you get a sense of the players' experience in the game.

>> Ask: What are the tangible **OUTCOMES** that you want to play for in the next 3 months?
Is there something that you really want to accomplish?

You will get a feeling for how much they understand what they are getting themselves into by the way they make the BIG dream more tangible.

Listen and highlight on the play sheet the three things they select.

Numbers are easy to identify as tangible **OUTCOMES**.
Examples:

$4,000/ month in income

500 new subscribers to my newsletter

100 people attend my four workshops

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Body weight less than 175 pounds

I want to have the first 100 pages of my book complete

Often specific environmental upgrade projects will be identified as outcomes.

I want to have a new job

I want to have my website up

I want to have my folks moved into their new home

So you can write them in the 4th box on the right side of the diagram and then try to figure out what the actual outcome is.

SAY: Great. A new job is what we call an **UPGRADE** to your environment because it will put you in a new place. This is an important part of your game for sure.
ASK: What is the **OUTCOME** you want to create by having a new job?
Or What is the **OUTCOME** you want to create by having a new website?

Sometimes people will list actions when you ask about outcomes.
(Because in the Industrial Age the Action WAS the outcome)

Examples:

I want to Exercise 3X per week

I want to Read 3 books per month

I want to Meditate every morning

These go in the **ACTIONS** area. Ask them about the **OUTCOME**

Say: "That is a great activity so I will note that as one of the actions of your game.
Ask: What will be the outcome when you do it consistently well for 3 months?"

Next we want to move onto the Recurring RESULTS that will lead to these outcomes

Here you reference the outcomes that they described help them break it down into a recurring result.

This is important because it is the recurring results that we play for on a daily/weekly basis that ultimately lead to the outcomes they desire.

>> ASK: What are the recurring daily or weekly **RESULTS** that will grow into each tangible outcome?

Say: For example, to create the $2,400 per month in business income that you mentioned as an OUTCOME, what results do you need to create on a weekly basis?

This is where you help your player see the relationship between ongoing results and the BIG outcome. In the Industrial Age we looked for a sequence of tasks to do to accomplish the outcome. But in games, instead of completing tasks we accumulate results.

For example: Signing a paying client @ $200/month is a BIG WIN, a BIG result that will accumulate to the outcome.

Most times, it is pretty clear what the recurring results will be for each outcome. But sometimes it may take a bit of creative exploration to find it.

For example: The outcome of "Maintain freedom to enjoy more time with my child".

The results here would be both signing a paying client because money creates freedom AND an enjoyable afterschool activity with the child. An enjoyable afternoon with your child is a result.

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Try to find at least one recurring result for each outcome. If you can't find one, leave it for now and come back to it in another session. You don't want the conversation to get stuck.

Next we want to move onto Actions and Mastery

>> ASK: What are the recurring **ACTIONS** that will create each result?

Your player probably has a good idea about the needed actions to get the results.
However, if they are not clear, you may have to spark the conversation with a few ideas of your own!

Remember too that all of us trained in the Industrial Mindset do not easily see the connection between actions and results. We only see that we completed the task and that's it.

So you have to learn to see that actions alone are not enough. We have to look at what happened "as a result" of the action.

A quick example might be writing an article. The action is to write, but that is not the end of the story. What were the results? Did anyone read it? Did anyone take the action you suggested at the end of the article? Did anyone call you to give you feedback?

In work, we only look to complete the task. In a game we ALWAYS look to see that our action created a result.

>> ASK: For each action, describe what **MASTERY** looks like to you?

Again, they may go in the direction of some vision of perfection or no mistakes.
You want to lean them toward the direction of being at ease and getting desired results most of the time.

If they already get great results in this action, THEN mastery will look like taking on a new challenge, or a new creative direction.

Examples:

I want to get better at engaging potential customers so that they love my firm and what we stand for even if they don't buy from us.

I want to be totally at ease and fearless in inviting someone to hire us. And I want us both to feel at peace even if they say "No, thanks", or "Not now".

I want to improve my ability to handle conflict so that I feel at peace and the other person feels heard and respected even if we don't come to an agreement.

I want to improve my writing skills so that people are moved to contact me to let me know how they felt about what I wrote.

>> ASK: On a scale of 1-5 (1 is a beginner, 5 being mastery) how would you rate your skill level for each action?

Here you just want to get there perception of themselves. You will learn a lot more as you get into the game with them.

THIS IS BIG.
In the Industrial Age, skill meant that you could complete the task without making any mistakes.
In the Connected Age of Purpose & Play, skill means that your actions get results in the world.

So when you ask this question, you have to remind them that the rating is not based on their vision of "perfection" or doing it the right way; it is based on how frequently the action gets the desired result.

As you talk about actions, ask clarifying questions and share observations.

Ask yourself: are they missing or avoiding anything important?

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If you have inklings in this direction, ask them!
ASK: are we missing anything important about playing this game?
Or
SAY: I was thinking XX activity is a part of this game but you haven't mentioned it.
What do you think?

4) Wrap Up your Design the Game Conversation

It is important to finish the session with a challenge and a wrap up.

Here is an example of what you will do:

>> Say: "OK, this is a good place for us to wrap up this session. Next time, we are going to delve deeper into your situation and start crafting a way for you to play better."

>> Say: "My challenge for you between now and then is to clarify your specific objectives to play for in the next three months. And consider the deeper purpose you have for playing this game.

>> Say: "Can you do that?"

Wait for them to say: "YES!"

It is VERY important that you end every coaching session with a specific challenge (or challenges) for your player for the time between sessions. The "Challenge" and the support you provide them to meet the challenge is the fabric of the coaching relationship.

The importance of giving a challenge

Essentially this is the way coaching happens. You challenge your player to do certain things and then you observe what happens. With every challenge you learn a little more about who they are, what they can do and where they need to improve. It really is fun.

Creating an appropriate challenge for your player takes creativity and gets easier with experience. You will learn more about this as we go through the Play-Two-Win method.

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