

# **PLAY** two **WIN** method

**How to coach anyone...  
to play better!**

**Center for  
Coaching  
Mastery  
PLAYBOOK**



# Play-Two-Win Method™ Playbook

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Welcome! On behalf of the entire CV Team, we are excited to share these excerpts from the Play-Two-Win™ Method Coaching Program!

Learn how to coach anyone to play better, and win on their own terms.

Our vision...

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



## What is a great coach?

A great coach guides  
a player toward playing a game better  
by co-creating a life-changing conversation  
EVERY TIME they Coach.  
(yes, it is a high bar! ;-)

Life is a game.

(Business, Career, Leadership, Community, Family... they are aspects of the game)

To change someone's life, you have to change their game.

To change someone's game, you have to be a great coach.

## Are you READY TO Play BIG in your own life AND Become a GREAT Coach for others?

We will show you how as we explore the 9-step Play Two Win Method and 3 life-changing Coaching Proficiencies.

The emphasis is the transformational shift from working to PLAYING and adopting a "GAME framework" in your personal, business and leadership life.

Enjoy the program ... YOU can be A Game Changer!

A handwritten signature in black ink that reads "Dave Buck".

Coach Dave Buck and the CV Team!

# Play Two Win Playsheet + The RACE Model

<p><b>Step 1: Define the game</b></p> <p><b>Name the game</b></p>		<p><b>Step 2: Design the object of the game</b></p> <p><b>Outcomes</b></p>	
<p><b>Purpose / Values</b></p>	<p><b>Spirit of Play</b></p>	<p><b>With intention grow into</b></p> <p><b>Step 3: Play for results</b></p> <p><b>Results</b></p>	<p><b>With vision grow into</b></p> <p><b>Mastery</b></p>
<p><b>Step 6: Game Plan</b></p> <p>To get better</p>	<p><b>Step 7: Practice Skills</b></p> <p>To take better</p>	<p><b>With engagement grow into</b></p> <p><b>Step 4: Embrace challenges</b></p> <p><b>Challenges</b></p>	<p><b>Becomings</b></p>
<p><b>Step 8: Inner Freedom</b></p> <p>To respond better</p>	<p><b>Step 9: World Power</b></p> <p>To sustain better</p>	<p><b>With design grow into</b></p> <p><b>Step 5: Evaluate what matters</b></p> <p><b>Evaluation</b></p>	<p><b>Upgrades</b></p>

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## Section 1) Program Quick Start

The purpose of this playbook is to provide you with the important concepts to read and consider **prior** to each class session.

### Two Missions to Start the Program

There are two mission categories that run through your Play Two Win Game cards: Coach Mission and Play Mission.

**The Coach Mission** is all about using what you are learning with real players, sharing about your experiences AND accumulating "Thanks Coach" comments.

**The Play Mission** is about pursuing your own life as a game, sharing about your experiences and accumulating "WOW" experiences.

There are detailed Playbooks for each of these "Missions" on your game card. These notes will spark your curiosity!

### Coach Mission 1: Find 5 Practice Players

To become a great – Life Changing – coach you need a lot of practice. A LOT! Sounds obvious I know. But you would be amazed at how many people think that they will become a great coach by simply attending the classes. Attending the classes will help you become great ONLY if you practice!

In coaching language we call this "recruiting". Great coaches are always recruiting great players.

This brings up a really BIG point about coaching.

#### **Coaching Axiom #1: The best way to be a great coach is to have great players!**

Again, this may sound obvious but you would be amazed at how many people get into a coach training program and when recruiting players they look for people they know who are struggling and having lots of problems and "NEED" a coach.

BIG MISTAKE!

This brings us to another BIG point about coaching.

#### **Coaching Axiom #2: Coaching is NOT an intervention for people with problems. It is for people who have a purpose and a strong desire to get really good at everything needed to fulfill it.**

So when you put these two axioms together, this is what it means...

Think of people that you know who are awesome; who are up to BIG things in the world. Think of people who are already on the path of being a "Game Changer" by playing a new game, a better game or a bigger impact game.

This is not to say that Game Changers don't have any problems! Of course they do. However, while some people just seem to have problems, game changers have challenges that only arise out of the BIG Game they are playing.

These are the people you want to recruit as your players while you are in this program.

This is also the kind of people you will want to recruit when you become a professional coach or a coach approach entrepreneur or leader.

Another way to think of this is the pathway from "good to great". People who are doing "good" and have a strong desire to be great are the BEST people to coach!

### Play Mission: Define Your Game

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Another key to becoming a great coach is to be a "Game Changing" player. You have to be willing to play BIG in your own life in order for other BIG players to want to be coached by you. In other words you need to walk the talk!

Also, since you will have a partner in class where you will coach them and they will coach you, you will both need a game worth playing so you can be a great player for your partner coach.

Here are a few essential points to being a good player:

1) Choose something that you are DEFINITELY doing in your life right now. Do not choose something that you may not have time for on a given week.

2) Choose something that you have a desire to do better; to get better results. Do NOT choose something that you are doing but wish you were not doing. Your coachable topic should NOT be whatever is bothering you in your life right now!

3) Remember also that this program is 12 fast weeks. So your game should be something that you know you are doing over this time frame. Again, it can be something you are already doing; it does not have to be a new thing.

4) Game Ideas include:

- Boost your career,
- Build your business,
- Energize your relationships,
- Expand your network,
- Rejuvenate your health,
- Reduce your tolerations
- Financial freedom (or stability, sustainability or independence)
- Spiritual quest
- Personal leadership
- Athletic performance
- Community leadership
- Artistic expression and performance

## 3 Proficiency Posters

## Ways to be provocative

**Point to a much larger game**



**Point out a distinction**



**Introduce a new framework**



**Point to an 'absence of' state**



**Introduce a possibility**



**Ask for higher a standard**



**Ask for an immediate change**



**Share a challenging concept**



**Decline to work on the focus**



**Ask the obvious question**



**Be silent**



**Find out source of the problem**

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## What is worth revealing?

**Frameworks/assumptions**



**A pattern**



**Unrecognized gifts**



**Sources of energy/motivators**



**Personality type/DISC**



**Unmet personal needs**



**Areas of irresponsibility**



**Mission/Vision**



**Personal values**



**Cultural tethers/limits**



**Underutilized resources**



**Secret aspirations/dreams**

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## 12 New Territories Worth Entering

**States/Feelings**



**Environments**



**Ways of Thinking/Paradigms**



**Ways of Prioritizing**



**Standards**



**Capabilities**



**Lifestyle**



**Areas of Knowledge**



**Proficiencies**



**Revenue Models**



**Self-understanding**



**Magnitude/Legacy**

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## Section 2) Program Introduction

### Program Description

#### Play Two Win™ Method Coaching

##### Unleash the Human Spirit of Play

Learn a powerful nine step coaching method and three life-changing coaching proficiencies where you guide your player to design a winnable game, play better and win on their own terms.

##### **Transform your mindset**

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

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

By tapping into **the spirit of play within**, you can escape the Industrial Age perfection trap that makes it nearly impossible to try new things - a trap that has probably had you stuck for years. You will learn how to enjoy playing again and play better through game planning, skills practice, inner freedom and world power (designing a winning environment).

As a Coach, you will learn how to provide the right balance between support and challenge that leads to human greatness. Your confidence as a coach will soar as you master this method.

### 12 Key Themes of This Program

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

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

If you are a Coach (or a Coach Approach Entrepreneur, Leader or Manager) you will achieve much better performance from EVERYONE around you with less stress and more fun by designing winnable games and focusing on playing better each day.

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

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

#### 2) The heart of what people expect from a Coach

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

- 1) The ability to teach them how to play the game better by helping them learn, practice and refine the skills of the game AND
- 2) The ability to guide them with an effective personalized game plan.
- 3) The ability to evaluate the results of the game to facilitate development and learning. You must be able to celebrate successes in a way that expands awareness and to debrief losses in a way that promotes growth and restores their desire to get back into the game.

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

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

We will help you put this together in this program.

## 3) The value of a method

This is a method-based course. You will learn how to do each part of the method step-by-step. Then you will add your wisdom and expertise to make it your own. While you are learning to coach you will use the same steps to learn how to be a player and experience coming alive in a winnable game.

The purpose of the method is to create a framework to guide you toward helping people play better and win. A method is your gateway to consistent and predictable results. This program will provide you with something of extreme value: **step by step questions and explorations to use with your player in each session that will result in them playing better and enjoying their game more.**

The method has a natural flow, but is not always linear. Typically you will use the nine steps in order when first working with a new player; Defining the purpose comes first and designing the actions comes next and so on. But once you are really coaching with someone the steps can be used in any order depending on the situation.

## 4) 3 Life Changing Coaching Proficiencies

Remember!!! The game here is to learn how to co-create a life changing conversation every time you coach!

These 3 Coaching Proficiencies will help you do just that. They are drawn from the 15 Life Changing Coaching Proficiencies created by the late Thomas J. Leonard.

Proficiency is an advanced skill. For each "Proficiency", you will have a "poster" of key phrases that will help you immerse yourself in the essential ideas so that they come quickly to mind when you are in coaching conversations.

The three Proficiencies that we will study in this program are:

### #1) Engages in Provocative Conversations

You will ask your player questions that no one has ever asked them before.

### #2) Reveals the Client to Themselves

You will show your player things – about themselves – that they have never seen before.

### #12) Enters New Territories

You will walk with your player to "places" that they have never gone before or would not dare to go alone.

To use the proficiencies while you are coaching you will learn to trust your intuition and share it in bold, courageous and profound ways.

Note: in the 6 Week Proficiencies Coaching Class you will study all 15 Proficiencies in greater detail.

## 5) How you LEARN to be a GREAT Coach

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- 1) Your first mission in the game is to recruit 5 Practice Players; with the aim to coach them every week for 12 weeks.
- 2) In this playbook you will have a step by step guide of questions to ask for every step of the method. You will read them before class. You will also read a few pages of ideas and concepts that will illuminate the step of the method you are learning.
- 3) You will also learn 3 Life Changing Coaching Proficiencies that you will study and use in every coaching session. You will keep studying them and using them week after week.
- 4) Each week before class you will listen to a recording of a real coaching session where those exact questions are asked and you will hear how the steps of the method and the Coaching Proficiencies are used together to create a Life Changing Conversation every time.
- 5) When you attend class you will practice using the method with your partner as both coach and player to get more familiar with the flow of the questions and use of the Proficiencies.
- 6) Then you will apply what you have learned with your 5 practice players in the week between class sessions and share about your experiences on your game card.

## How this program will make you a better coach

- 1) You will dramatically increase your confidence because you have a reliable method that gets RESULTS!
- 2) You will develop the ability to help your player craft an effective personalized game plan.
- 3) You will develop the ability to teach your player how to play the game better by practicing and refining the skills of the game
- 4) You will develop the ability to expand inner freedom through playing and facing challenges
- 5) You will develop the ability to expand world power by designing environments for sustainable results.
- 6) You will learn the powerful distinctions between work and play - and you will discover how to PLAY in the serious games of life: like business, career, family and romance.
- 7) You will learn how to elicit greatness using play pattern language - the natural language of the coaching craft
- 8) You will learn how to determine if the game your player wants to play is winnable or not
- 9) You will learn how to outline the activities of any life or business game and identify the game plans, skills, sources of inner resistance and environments for each one.
- 10) You will learn the ONE BIG QUESTION that you MUST ASK EVERY NEW PLAYER (aka client)

## 6) Create a compelling action-oriented, result-focused game for your player to play and master (and the transformation from work to play)

Most people have been trained to WORK on things that matter and that play is only acceptable when the matter is frivolous. As a Coach you have to turn this around and show people that they can PLAY at the things that matter most. By playing you will unleash their creativity, self- expression, resourcefulness, personal values AND focus on results.

You will show them that by evoking the human spirit of play they will have a LOT more fun AND get better, more sustainable results.

**This makes YOU a "Game Changer"!**

## **7) Evaluate progress based on results - celebrate successes and learn from failure**

One big reason why people stop playing in life is because they don't like losing; Better to not play at all than to take a chance to really play hard for something and suffer a heart- breaking defeat. As a Coach YOU are the one that can revive their desire to play by showing them that every loss can lead to a future success when you evaluate what happened from a judgment- free perspective. You can inspire them to play for BIG results and if they get them, celebrate, if they don't then we will learn from what happened. You will also have to teach people how to celebrate their wins because most of us were taught that it is not polite to celebrate.

## **8) Understand the flow of a coaching session by weaving together the elements of the Play Two Win Method™**

As your players play BIG for results, you will observe them by talking about their actions and their results; and how they responded to the challenges that they faced. From there, you and the player will figure out together what to do next. Here is where the steps of the Play Two Win Method will come in very handy. You will figure out if you need to revise the game plan, practice a skill, explore the inner game or design a better environment. The ability to weave easily and naturally between these options is one hallmark of a masterful coach.

## **9) Understand that the fundamental component of most life games is communication**

Every game has a few fundamental actions. If you look at soccer or basketball they both involve dribbling, passing and shooting the ball; one game with the hands the other with the feet. In most of the games of life the fundamental action is talking to people; making requests, collaborating and adding value. However, most people try to approach their big games in life by burying themselves in a task list. Why? Because tasks are safe and people are dangerous! (not literally dangerous, but conversations can emotionally risky) So you will challenge your players to get into critical conversations; of course practicing with them before they get into the real game.

## **10) Understand the important distinction between focus on tasks vs. focus on mastery and how to organize practices and projects into a game worth playing and avoid the DEADLY task list trap**

Growing up as workers in the Industrial Economy we have been trained to be task oriented. To truly thrive in life you also have to play toward mastery. The benefit of mastery is that it is fulfilling and it continues to build over a life time; while the joy of reaching an outcome tends to be fleeting.

When you are coaching you have to learn how to ease people out of task mode and ease them into play mode. We will talk about how to do this.

## **11) How to talk like a coach with the Spirit of Play**

It is VERY easy in a coaching session to fall into conversational patterns that you are familiar with like friend, boss, colleague, mate or parent (or counselor, therapist if you have done these). The Spirit of Play and Play Pattern language set the coaching profession apart from every other profession. When you keep your conversations around playing big and playing better you will never be confused with another type of professional. It is essential for you, your players and our profession that you learn how to use these language patterns as a Coach. If your conversations sound too much like a friend or mate, for example, they will soon wonder why they are paying you!

## **12) Support and challenge and the Pursuit of Human Greatness**

There is no greatness without challenge! No one achieves greatness without support. You want your players to become GREAT Players. Greatness is where you love the game and play the game so well

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that you lift up the other players because of the way you play. As a coach you need to gently guide your player from one challenge to the next always moving them just over the edge of their comfort zone and capability. Then you have to provide the support they need to step up to the challenge with confidence. It is a delicate balance that you must find as a masterful coach.

**There is nothing more fulfilling than transforming your own life experiences into something that adds value to the life of another. This is what you will do every day as a Play-Two-Win coach.**

We will show you how.

## Section 3) Session Preparation and Coaching Outlines

These session outlines will give you a quick overview of the conversations you will co-create in class.

### Session #1 Define the Game

Read the complete chapter prior to class: page 75

#### 1) Abera Ca Dabera = I create as I speak

Prepare to create a new life for yourself through changing the way you speak using Play Language.

#### 2) What a GREAT player expects from a Coach

Think about an individual with a strong desire to become great – world class, Olympic level – at anything. What do you think they expect from their coach? Come to class prepared to share your thoughts about this. Then get prepared to become this coach!

#### 3) A life changing conversation every time!

Ask your player what they have never been asked.

Using Coaching Proficiency #1: Engages in Provocative Conversations

Share with your player something no one has ever shared.

Using Coaching Proficiency #2: Reveals the Player to Themselves

Walk with your player where they would not want to go alone.

Using Coaching Proficiency #12: Enters New Territories

**Before class review the “posters” for each of these Coaching Proficiencies**

#### 4) Define the game

*Clarify focus on the BIG game*

*Coaching always begins with the players’ desire to play a winnable game. In this part of the process the coach and player identify what the game is, what winning looks like, why the game is being played, how the game expresses what matters most to the player and how to bring the Spirit of Play into the game.*

*The key is to find the game that is worth playing; A game that is connected to the players purpose, values and what the player truly wants out of life; A game that touches the heart of the player in some way.*

#### 5) Coaching Session Prep

This may come as a surprise, but simply asking the questions in the method can be life-changing for your player.

And while going with the flow of the questions, look for opportunities to co-create a life changing conversation using these “Proficiencies”:

##### #1) Engage in Provocative Conversations

Ask them questions that no one has ever asked them before: eg. what is your big game?

##### #2) Reveal the Player to Themselves

Show them things – about themselves – that they have never seen before: eg. their vision of being an elite player.

##### #12) Enter New Territories

Walk with them to “places” that they have never gone before or would not dare to go alone: eg. Playing their BIG game TWO WIN!

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To use the proficiencies while you are coaching you must trust your intuition and share it in courageous and profound ways.

This may come as a surprise, but simply asking these questions can be life-changing.

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## Coaching Outline for Session #1: Define the Game

### 1) WELCOME

"Thanks so much for doing this with me. I really appreciate your time and I can't wait to see what we discover together."

**ASK:** Are you ready to get started?

"OK. Let's go.

### 2) If you looked at all of life as a game...

**Ask: What would you say YOUR big game is right now?**

> **Ask:** How will playing this game create a life of self-expression and purpose?

> **Ask:** How will playing this game change lives for the better?

> **Ask:** How will playing this game change the world?

### 3) Ask: What does winning look like for you in this game?

> **Ask:** What would it mean to be a game changer?

> **Ask:** What would playing at an elite level look like?

### 3) Ask: What are some of the challenges you are facing in the game?

> **Ask:** Are these challenges worthy of the life you have lived so far?

> (If not, ) **Ask:** How can we amp up the game to make it worthy of what you have already accomplished?

### 4) Lots of people are trapped in an unwinnable game.

**Ask: What would make this game unwinnable for someone playing it?**

(not necessarily you)

### 5) Ask: What would it mean for your life if you won this game on your own terms?

**(Big Outcomes) FIND the BIGGER WHY**

> Examples: Financial Freedom; Self-Expression

#### A few extra questions you can ask...

**Ask:** So if you did win this game the way you have described, what would that mean to you personally?

**Ask:** What is the real opportunity for you here?

### 6) Ask: How could you bring the spirit of play into it?

Get creative here.

#### A few extra questions you can ask...

**Ask:** is there an experiment where you can try something new?

**Ask:** is there a place you can allow yourself to be a beginner and NOT KNOW

**Ask:** Is there a part of the game you can practice to pursue mastery

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**Ask:** *is there a way to make it more fun*

**Ask:** *Can you find a way to create a reward for getting results*

**There are 2 versions of step 7.**

**If you know you are going to coach the player use 7A.**

**If you are in an exploratory session skip to 7B**

## **7A) Wrap Up your Define the Game Conversation**

**Say:** You have a big game here that I think you can win and I look forward to coaching you!

*It is a good idea to finish the session with a challenge.*

**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 designing your game."

**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!"

## **7B) The moment of truth { Do you want to coach this player?**

*Coach, you have to "check in with yourself; do you want to coach this person?"*

**If no, Say:** Thank you this has been a fun conversation. I wish you luck in your game!

**If yes...**

**Say: I think you have a great game here that I believe I can help you win!**

**Ask:** Would you like to be one of my players?

**Say:** I am putting together a team of players to coach while I participate in the Play Two Win program at CoachVille.

I am offering... *Fill in Your Offer Here...*

**Say:** Great! Next time, we are going to delve deeper into your situation and start designing your game."

**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!"

## Section 4) Play Two Win Method

### Chapter 1: Step #1) Define the Game

#### What does a GREAT player expect from a Coach?

- 1) The ability to find the game in every activity and make the experience fun.
- 2) The ability to teach them how to play the game better by helping them learn, practice and refine the skills of the game
- 3) Help them WIN on their own terms.
- 4) The ability to guide them with an effective personalized game plan.
- 5) The ability to evaluate the results of the game to facilitate development and learning.
- 6) You must be able to celebrate successes in a way that expands awareness and
- 7) Debrief losses in a way that promotes growth and restores their desire to get back into the game.
- 8) Solid knowledge of the game and a clear method for guiding them to the results they desire.
- 9) Your players trust you to have a way of doing things that is reliable, consistent and grounded in experience.

#### IMPORTANT NOTE:

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

We will help you put this together in this program.

#### The Power of Play Language

You have heard the phrase *Abera Ca Dabera*.

It was used by the great escape artist Harry Houdini and became the classic incantation for magicians. It is from the Aramaic language and means: "I Create As I Speak"

You have the power to speak your game to life in this program using the Language of Play.

Language is powerful. Using play language can literally transform your life and the lives of every person that you coach. Truly.

We assert that "Play Language" is the natural language of coaching because the fundamental purpose of coaching is to "Play Better".

It is also important to know that every game has its own language patterns: like business, romance and basketball all have their own phrases with deep meaning for players of the game that you will have to know in order to coach that game.

You may be uncomfortable with Play Language right now and that is OK. We will talk about it.

**In just about every session we discuss how to talk like a coach by using play language patterns**

**vs. talking like a friend; a manager; a counselor; a therapist**

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## Step 1: Define the Game Purpose

*Clarify focus on the BIG game*

*Coaching always begins with the players' desire to play a winnable game. In this part of the process the coach and player identify what the game is, what winning looks like, why the game is being played, how the game expresses what matters most to the player and how to bring the Spirit of Play into the game.*

*The key is to find the game that is worth playing; A game that is connected to the players purpose, values and what the player truly wants out of life; A game that touches the heart of the player in some way.*

All coaching begins with desire! This truism must get into your heart, soul, bones and anywhere else it needs to be! Coaching is only possible when the player / client / coachee (from now on we will use "Player") has the desire to play better. So the very first thing you must do in any coaching situation is confirm and clarify the desire – we call it the game worth playing.

Interestingly, this is often a challenging part of the coaching method because most people are not very clear about what they want to accomplish or more importantly WHY they want to accomplish it. They do things for all sorts of reasons that don't stand up to even the most superficial inquiry. In this part of the method the coach makes sure that the player has a strong desire and a clear purpose.

## Clarify Focus – why it is so important

Few people will hire a coach to support them in doing something that they can easily do on their own. So, the game at hand is probably a combination of: new, challenging, requires new skills, is especially meaningful and is possibly something they have tried and failed to accomplish alone. In other words, they are going to have to face some challenges; possibly make some significant changes, take risks, and probably have to face their own limitations (real or imagined) along the way.

To do this requires fuel or energy. The energy is going to come from their desire.

## The purpose of Defining the Game

- 1) Clarify the name of the game
- 2) Define the purpose (the BIG WHY) of the game and what winning looks like
- 3) Get a feel for your players desire to play this game
- 4) MAKE SURE that this game is truly worth playing, worth playing better and worthy of coaching.
- 5) Bring the spirit of play into it. Since your player most likely has an Industrial Age mindset, you will have to really emphasize the idea of bringing fun and play into it.

## Is their desire deep enough to do what it will take to succeed?

This is what you need to figure out as early as possible in the relationship.

Why is this so important to you? **Because you want to coach people who are going to succeed / WIN!** You don't earn a great reputation as an effective coach by coaching people who don't make it; or who give up before they reach the objective. Yes, some will and some won't, but it is important to have a strong feeling about your player before you go too far.

## Fundamentally there are four reasons why we play games in life:

1. To accomplish specific things

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2. To become a better player
3. To become a BIGGER person
4. To enjoy the game

In this conversation we will help our player clarify items for each of the first three reasons. We will encourage them to enjoy the game all along so we don't need to define that one here.

## One final point about Defining the Game

### Develop your players' capacity to speak in "Play Language".

A BIG part of becoming a "Game Changer" for people is shifting them into Play Language. As we have discussed, most people in the Western Culture at least, are work-centric. We work at everything from career, to business, to community and we even work at our relationships and our golf game. Often the work-centric life is disconnected and joyless.

Inspiring – even challenging – people to PLAY in the areas of life that matter to them is a real gift. And it is a transition that can take some time and encouragement.

The key is the use of Play language. As children, we play naturally. As we age, however, we must transition from "free-form" play to what we call SERIOUS PLAY. To engage in serious play, you need to learn Play Pattern Language. For many people it will seem similar to learning a foreign language at first.

We are using the phrases: "playing a game" and "worth playing" as a part of our **play pattern language**. However you can start your conversations with other pattern languages if you like and ease into play language over time. For example: Meaningful Objective or Important Goal are commonly used and understood by most people.

As long as you are consistent in your use of Play Language, they will eventually catch on and start speaking it themselves. Why? Because deep down EVERYONE wants to play and be joyful in life in every area. Most people have gotten really blocked about this and part of your job is to unblock them. This is often an amazing source of transformation!

A little encouragement / observation for you: if you are still a little stuck about playing in every area of life then you will tend to attract players you are stuck in this area too.

Don't be alarmed. Just notice what you are seeing in the mirror (your player) and remain persistent in your own quest to be a player in life.

We just think that playing a game worth playing has more life to it and is powerful because people already know that a coach can help them play better.

## Coaching Practice

Here you will practice a conversation with a potential new player by getting right into a profound coaching conversation about the game they are playing and why they are playing it.

## Coaching Outline With "Notes"

>> { When you see this mark, this line is from the coaching dialogue.}

Everything else is a comment about what to look for in this step of the method.

The first step of the method is found on the left column of the play sheet and has three elements:

1. The Name of the Game
2. The Purpose / Values of the Game; The BIG WHY.
3. Bring in the spirit of play.

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In this conversation you will get a feel for these three elements and more through a series of conversations.

## >> 1) If you looked at all of life as a game...

>> **Ask: What would you say YOUR big game is right now?**

>> **Ask:** *How will playing this game create a life of self-expression and purpose?*

>> **Ask:** *How will playing this game change lives for the better?*

>> **Ask:** *How will playing this game change the world?*

At the start of the conversation you just want to capture the basic idea of their game. As the conversation unfolds the name of the game may change.

Sometimes, as you dig into the purpose of the game, the player will realize that the game is something completely different than they first imagined.

If you are good with words, it is fun if you come up with a catchy phrase. But don't get hung up on that. "Bill builds a business", will do just fine to get the conversation started.

This part of the conversation is an open ended exploration – you are just getting to know your player (or getting to know them in a new way)

The deeper questions let your player know that you are "serious about play"!; That your idea of a game is something with a deep meaning and purpose in their life.

## >>2) Ask: What does winning look like for you in this game?

>> **Ask:** *What would it mean to be a game changer?*

>> **Ask:** *What would playing at an elite level look like?*

Here you want to get a sense of the players' BIG VISION or big dream. Talking about it will probably be great fun for your player so spend a few minutes on this topic. Ask clarifying questions to get a good picture of it.

While you talk about this you will hear things that will help you hone in on the specific objectives that you will define later.

## >>3) Ask: What are some of the challenges you are facing in the game?

>> **Ask:** *Are these challenges among the biggest you have ever faced in life?*

>> *(If not, ) Ask: How can we amp up the game to make it worthy of what you have already accomplished?*

Talking about the challenges of the game will open up the conversation.

Challenges are what make a game interesting and fun so this will be a recurring conversation in your relationship.

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Asking about whether these challenges are the biggest is a great way to get your player thinking bigger about their game and appreciating that they are capable of the big things this game will ask of them.

- >>4) **Lots of people are trapped in an unwinnable game.**
- >>**Ask: What would make this game unwinnable for someone playing it?**
- >>(not necessarily you)

This is a quirky but interesting question. Many people set themselves up to fail without even realizing it. So this gets that possibility out in the open right away.

- >>5) **Ask: What would it mean for your life if you won this game on your own terms?**
- >>**(Big Outcomes) FIND the BIGGER WHY**

>> *Examples: Financial Freedom; Self-Expression*

Often this conversation is wide ranging and you may find yourself writing notes and then condensing what you learn onto a few key words on the play sheet.

This section is crucial to the success of your coaching relationship.

Here you really need to probe! You have to get to them to express what this really means to them on a personal level.

You can dig deeper. For example:

**Ask:** "So if you did win this game the way you have described, what would that mean to you personally?"

**Ask:**"How would it impact the other areas of your life?"

**Ask:**"What is the real opportunity for you here?"

**Ask:**"There are many things that a person with your talent could do in life. Why do you want to do this?"

**Say:** "The reason I am asking these deep questions here is that I can only coach you if you have a deep desire to play better. So basically I need to get a feel for how committed to this you really are and WHY you are committed. When the going gets tough, we are going to tap into this desire."

You will notice that most people have a hard time articulating what playing well will really mean to them. They mostly will want to talk about it in terms of what it will mean to others.

This is common and you may have to push a little bit here. It is important that you get at least a little taste of their personal reasons.

If it is creating struggle in the conversation, back off and make a note to yourself on the play sheet. This will come up later because folks you struggle with defining personal value often have inner conflicts with winning and accomplishing.

When you are satisfied that your player has a real desire to play this game, then you can move on to the next part of the conversation.

- >>6) **Ask: How could you bring the spirit of play into it?**

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Get creative here.

## >>A few extra questions you can ask...

- >>Ask: is there an experiment where you can try something new?
- >>Ask: is there a place you can allow yourself to be a beginner and NOT KNOW
- >>Ask: Is there a part of the game you can practice to pursue mastery
- >>Ask: is there a way to make it more fun
- >>Ask: Can you find a way to create a reward for getting results

Here you challenge them to be creative and curious.

This is so important because you need to start to break the pattern of "WORKING" on everything.

>>7) You have a big game here that I think you can win!

>>Ask: Would you like to be one of my players?

>>Say: I am putting together a team of players to coach while I participate in the Play Two Win program at CoachVille.

>>I am offering... **Fill in Your Offer Here...**

This part of the conversation depends a lot on how you set it up.

If you are talking with someone where there is a presumed "yes" because of your existing relationship with them you can confirm that they want to move ahead.

If you are talking with someone where you don't know them at all or don't know them well then this part is more of a dance where you really don't know what will happen. That is kind of fun too!

## How to Wrap Up your Define 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.

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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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5. Two missions to start the program  
Find 5 "Practice Players" and Design YOUR Game
6. Study the 3 Coaching Proficiency Posters
7. Teleclass Welcome
8. How to do a great coaching practice session in class
9. After each class

### Section 2: Program Introduction

3. Program Description
4. Peer Reviews
5. 12 Themes of the Program
6. Why learning to coach and play is essential to success
7. Coaching Theory, Method, Proficiencies and YOU
8. Coaching Theory {Why you do it this way}
9. Play Two Win Method {What you do}
10. Proficiency {How you do it}
11. YOU {The one doing it}

### Section 3: Weekly Session Outlines and Coaching Outlines

2. Define the Game
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5. Play for Results
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### Section 4: The Play Two Win Method

#### Chapter 1: Step #1) Define the Game

6. A life changing conversation every time you coach
7. What a player expects from a Coach
8. The Power of Play Language
9. Play Two Win Step #1) Define the Game Purpose
10. Coaching Practice

#### Chapter 2: Step #2) Design the Game

1. What is the Spirit of Play
2. Coaching Theory: Any endeavor can be played as a game

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3. Play Two Win Step #2) Design the object of game (Part 1)
4. Coaching Practice

## Chapter 3: Step #2) Design the Game (Part 2)

1. What does it mean to be a Game Changer?
2. The winnable / Unwinnable game
3. Play Two Win Step #2) Design the object of game (Part 2)
4. Coaching Practice

## Chapter 4: Step #3) Play for Results

1. How to play well at anything in life
2. The components of Life Games
3. Play Two Win Step #3) Play for Results
4. Coaching Practice

## Chapter 5: Step #4) Embrace Challenges

1. YOU MATTER!
2. Judgment-Free Awareness
3. Play Two Win Step #4) Embrace Challenges
4. Coaching Practice

## Chapter 6: Step #5) Evaluate What Matters

1. Deep Play
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3. Play Two Win Step #5) Evaluate What Matters
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## Chapter 7: Step #6) Game Plan

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2. The 4 steps to Play any game better
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4. Play Two Win Step #6) Game Plan
5. Coaching Practice

## Chapter 8: Step #7) Practice Skills

1. The Power of Practice
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3. How to do a great role play & The “Role Play Comfort Zone”
4. Coaching Practice

## Chapter 9: Step #8) Expand Inner Freedom

1. “Just a little bit of fear”
2. Finding critical moments
3. Play Two Win Step #8) Expand Inner Freedom
4. Coaching Practice

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## Chapter 10: Step #9) Expand World Power

1. The 9 Environments of YOU
2. The Environment Always Wins
3. Play Two Win Step #9) Expand World Power
4. Coaching Practice

## Chapter 11: The Pursuit of Mastery

1. Blending outcome focus and mastery focus
2. How to talk like a coach!
3. Game Over
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## Chapter 12: The Pursuit of Human Greatness

1. The Pursuit of Human Greatness
2. How to Play for vs. Work On what matters most
3. The winnable / Unwinnable game
4. How to conduct a season ending coaching session
5. Coaching Practice

## Sample Coaching Agreement

Use this example to create agreement and use it with your players.