

PLAY ^{two} WIN method

PLAYBOOK

Play Two Win™ Coaching Method

Unleash the Spirit of Play

Learn a powerful nine step coaching method where you guide your player to design a winnable game (the quest) play better and win on their own terms.

Transform their mindset

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

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

By tapping into **the spirit of play within**, they can escape the industrial age perfection trap that makes it nearly impossible to try new things - a trap that has probably had them stuck for years. You will teach them how to enjoy playing again and play better through game planning, skills practice, inner freedom and designing a winning environment.

Center For Coaching Mastery



Play-Two-Win Method™ Playbook Introduction

Welcome to the Play-Two-Win™ Method Coaching Program!

The BIG IDEA...

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!

Are you READY TO Play BIG AND Become a GREAT Coach?

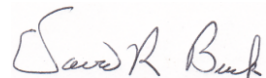
We will explore our fundamental coaching theory: **ANY endeavor in life can be designed as a playable, coachable and winnable game worth playing.**

The emphasis is on PLAYING and adopting a "GAME framework" in your personal, business and career life. This is a potentially transformational shift and we invite you to PLAY along with us.

Of course, there will be LOTS of coaching as well! As a part of our DTMOPP learning method you will work with a coaching partner throughout the program. You will coach and be coached by the same person in all of the coaching exercises. We believe this will allow you to go deeply into the coaching and experience a real coaching relationship. Essentially, your coaching partner is your coach AND your player during the program.

Finally, with our accreditation with the International Coach Federation (ICF) the 30 hours of the program qualify for Continuing Coach Education Units! (CCEU's) This is very exciting.

Enjoy the program and... Play BIG!



Coach Dave Buck and the CV Team!

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Play-Two-Win Method™ Playbook Introduction

0) Introduction

0.1) How to use this Play Book

The purpose of this playbook is to provide you with the important concepts to read and consider prior to each class session. Since the learning in our programs 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 Section 0 of the Play Book
- 2) Prepare your "game" as a player
- 3) Set up / Update your CoachVille Profile
- 4) Print 3 copies of the Play Two Win Method Play Sheet
- 5) Read Section 1 of this Play Book
- 6) Read the "Dyad Guide" (found in the syllabus)

You are READY for the first class!

0.2) Program Description

Play Two Win™ Method Coaching

Unleash the Human Spirit of Play

Learn a powerful nine step coaching method where you guide your player to design a winnable game (the quest), play better and win on their own terms.

Transform their mindset

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

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

By tapping into **the spirit of play within**, they can escape the industrial age perfection trap that makes it nearly impossible to try new things - a trap that has probably had them stuck for years. You will teach them how to enjoy playing again and play better through game planning, skills practice, inner freedom and designing a winning environment.

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.

(Included in Center for Coaching Mastery Level 1)

*This course qualifies for 30 ICF CCEU's; 12 2.5-hour sessions

3 Key Points

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-like manager) you will achieve much better performance from EVERYONE around you with less stress and more fun by designing a winnable game 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

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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 debrief 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.

To do these things you must have a solid 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.

Your players / clients trust you to have a way of doing things that is reliable, consistent and grounded in experience. They expect you to have solid knowledge of the game and a clear method for guiding them to the results they desire.

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 at it, you will also learn how to be a player and experience coming alive in a winnable game.

If you are a professional coach in practice or in training this program will provide you with something of extreme value: a METHOD. While excellent coaching relies on communication, intuition and other "soft skills", a method is your gateway to consistent and predictable results.

The purpose of the method is to create a framework to guide you toward helping people play better and win. You supply the knowledge of the game based on your experience and the basic coaching skills such as asking powerful questions, active listening and direct communication. The method does the rest.

The method has a natural flow, but is not always linear. A method is a predictable process designed to produce consistent results. While there is a natural flow to the nine distinct steps in the process they are not necessarily 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.

The 9 Steps of the Play Two Win™ Method

1) Define the object of the game

2) Design the winnable game

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- 3) Play the game
- 4) Respond to challenges
- 5) Evaluate results
- 6) Game plan
- 7) Practice skills
- 8) Expand Inner Freedom
- 9) Design Winning Personal Environments

The Themes of the Course

The Play Two Win Method gets to the heart of what most people expect from a coach: Solid knowledge of the game and the ability to help them play better consistently and get sustainable results.

- 1) Create a compelling action-oriented, result-focused game for your player to play and master. (and the transformation from work to play)
- 2) What makes a game winnable
- 3) What makes a game unwinnable
- 4) How to PLAY at anything in life
- 5) Evaluate progress based on results - celebrate successes and learn from failure
- 6) Understand the flow of a coaching session by weaving together the elements of the Play Two Win Method
- 7) Understand that the fundamental component of most life games is communication
- 8) Understand the important distinction between focus on outcomes vs. focus on mastery and how to organize practices and projects into a game worth playing and avoid the DEADLY task list trap
- 9) How to talk like a coach with the Spirit of Play
- 10) Support and challenge and the Pursuit of Human Greatness

The GAME!

In each class you will...

- a) Engage in a lively discussion about the topic of the day
- b) Observe a real coaching session
- c) Coach a classmate and be coached in YOUR game

Each week between classes you will play a fun and challenging game where you earn points for:

- 1) Answering questions about what you have learned
- 2) Completing "Power Boosters" that help you become a better player and coach
- 3) Playing BIG in your own life
- 4) Conducting coaching sessions
- 5) Acquiring feedback letters from your players
- 6) Staying in contact with your player/coach
- 7) Inspiring your team mates And being inspired by them
- 8) Making a BIG WIN happen in your life

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Center for Coaching Mastery Students need a minimum of 50 points per game to pass the class.

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 create 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)

Peer Reviews

June M. Porter

I have had great success using the Play Two Win method with my clients. I have found it so much easier to use than other vague coaching concepts / techniques.

Melissa Wheeler

I am very happy, relieved and pleased that there is such a simple, straight forward method for getting started in coaching. I greatly enjoyed the discussion about coaching in the spirit of play. I also enjoyed discussing the difference between work and play and agree that most people don't have enough joy in their day-to-day lives. I'm excited that coaching can address this!

Amy Magyar

I loved the discussion about the difference between project management and coaching especially using the play to win model. I assumed that coaching was helping people figure out their tasks! But now I see that it is about figuring out who they want to become!

I actually used this concept with one of my clients and we both had an "ah ha" moment which lead right into a BIG next step for her.

Detailed review of the Play Two Win Method™

Step #1: Define the object of 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, why the game is being played and the object of the game.

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The main ingredient is to make it a game worth playing; A game that is connected to what the player truly wants out of life; A game that touches the heart of the player in some way.

Step #2: Design the winnable game

Identify the recurring actions, anticipated challenges and desired results

Designing a fun and winnable game is a highly creative process. Learning how to do this well is truly a transformational opportunity for individuals and organizations of all kinds.

There are five essential ingredients to this step.

- 1) Scan the players' situation for anything that will affect their ability to play well. Coaching is always personal. As a coach you need to know about anything in the players' life that will impact the player in the game. The games of life cannot be compartmentalized. Everything impacts everything else.
- 2) Identify the recurring actions of the game. Every game has actions that happen over and over again as the game is played; like shooting the ball toward the basket in basketball.
- 3) Identify the anticipated challenges that the player will face in the game. Any game worth playing is full of interesting challenges; some anticipated, some unexpected! The key for the player and coach is to find the sweet spot between easy and hard. If the game is too easy it is not inspiring. If it is too hard (not winnable) then apathy sets in. The coach must continually expand the game so that the player grows in ability by stepping into bigger and bigger challenges.
- 4) Identify the desired results of the activities. Creating results in the world is what makes the games of life so exhilarating. The results are what happen when you perform the action with skill; in basketball you shoot the ball and it goes IN the basket! The desired results are the standard by which the players' ability and determination are measured. And in a good game, desired results achieved on a regular basis build up to the overall object of the game for the player.
- 5) Make sure the game is winnable and make adjustments if it is not. The player and coach must take a good look at the situation, current skill level in the actions, challenges and desired results to make sure that the objectives are achievable. If they are not something must be adjusted because a player and coach should NEVER set out to play a game that is UNWINNABLE! It is better to make the object of game VERY achievable and then make it bigger because success builds success while defeat can start a downward spiral.

Step #3: Play for Results

Give your heart, soul and energy AND enjoy it! Have fun.

Playing the game is what it is all about. The key is to play fair, play with gusto and be respectful of the game itself and everyone in the game. AND play to win of course. When you play to win you have purpose; you have the intention to give the very best of yourself. Playing to win means that you will do whatever it takes - within the context of fair play - to achieve the desired results. This way of playing always creates the best experience of playing no matter what the outcome is.

ENJOY the experience of playing. The ultimate reward for all of your effort and preparation is the experience of playing well. YES!

Step #4: Respond to Challenges

Get the best result possible from the situation

When the game is on, there are surprises and things you don't expect. These are opportunities to make the most of situations; to make adjustments to your plan or push through difficulties in pursuit of the desired result: winning the game. Often the game can pull the player through challenges where they would normally stop.

The way your player responds to challenges will tell you a LOT about them. And it will give you a lot of important clues that you can use to help them become a better player.

As a coach, you have to stay in communication while the game is on and be available for quick advice.

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Step #5: Evaluate Results

Learn and grow from judgment-free awareness

Playing any game well requires an ongoing process of evaluation and refinement. The coach must keep one eye on how the player is playing now, and another on where the player is going. Often the player will not see that what they are doing is not working! Celebrating wins and transforming losses into learning opportunities are at the very essence of coaching. Enjoy, celebrate and leverage victories. Debrief and quickly learn from losses by practicing judgment-free awareness. This is how coaches create long term player improvement and growth.

The essential ingredient here is to realize that there will always be wins and losses in any game. One of the BIG jobs of a coach is to transform losing experiences into learning experiences. If you lose and you are playing alone, often you feel like a loser. If you lose and you have a coach, you become a fast learner. BIG DIFFERENCE.

The method has a natural flow, but is not always linear. A method is a predictable process designed to produce consistent results. While there is a natural flow to the nine distinct steps in the process they are not necessarily linear. Typically you will use the nine steps in order when first working with a new player; Defining the game's purpose comes first and designing the game's 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.

Once the winnable game is designed, the coach and player delve into playing better every day. A coach has four fundamental steps to help players play better and win on their own terms:

- 6) Game Plan to leverage strengths and strategies
- 7) Practice the skills of the game
- 8) Expand Inner Freedom
- 9) Design Winning Personal Environments

Step #6: Game Plan

Teach the strategies of the game

Here the coach uses experience of similar situations and their ability to use strategy to craft just the right action plan with the player. A strategy is a WAY of playing that uses your skills to get the best possible result. It is your approach to the game.

To create a game plan, the coach and player(s) look at the upcoming game together and collaborate to decide on the best approach.

What is the desired result?

How do we make best use of your current skills and strengths?

What is our BIG idea about how to do this in the best possible way?

What assets and resources can we utilize?

What challenges are we likely to face and how will we respond to them?

The player now has a clear action plan with a strategic foundation which is a real gift in the age of infinite (overwhelming) possibility and endless (overwhelming) information. The player also develops an expanded capacity to think strategically for themselves.

Step #7: Practice skills

Create a personalized learning plan for your player

EVERY game has specific skills or techniques associated with the activities of the game. In the game of basketball one skill is shooting the ball so that it goes IN the basket. In the game of business a key skill is connecting with potential customers. The coach must use their experience to design a practice

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plan that matches the current ability of the player. The purpose is to teach your player the skills of the game in a way that is appropriate to their current level of play.

One BIG point here is that people rarely “practice” the skills of life games. While a player would not think it strange to practice shooting balls toward the basket, they might find it odd to practice the way you talk to a potential customer. As coaches we need to change that perception and bring practice into ALL of the games of life.

Through constant practice you help your players improve their abilities and expand their capability to figure out for themselves what to do and how to do it when the game is on.

Step #8: Expand Inner Freedom

Inner Freedom IS the game

Inner Freedom effects every decision your player makes and nearly every action they take. Decisions and actions are what create winning and losing in every game. The key to inner freedom coaching is to understand the fundamental influence of values, thoughts, beliefs, feelings, emotions and motivations to help your player achieve peak performance.

A typical way of thinking about this is to use the term blind spots. It is the nature of patterns that they become invisible to us. As a coach you are a highly informed outside observer that can see the patterns that the player has become blind too and then expand the self- awareness of the player.

The end result of all of this is a state of flow; ease and grace while playing the game. This is sort of deep and lasting growth that people play games for in the first place.

Step #9: Design Winning Personal Environments

The environment always wins

It does not matter how inspired or motivated or skillful you are if the world around you is full of obstacles, you cannot win. If your team mates are not on the same page, your best effort will not make a difference. The master coach helps the player design the world around them to inspire ongoing excellence.

The essential ingredient here is to realize that environmental design is the key to sustainable success in life and in coaching! The environment must be redesigned for the game the player is playing now. For most people the environment is a reflection of the games they used to play. Why is this? People have a two-way relationship with the world around them: they are adapting to what is there while at the same time the world around them is becoming a reflection of who they are. BIG INSIGHT: The adaptive process is fast and somewhat transient while the reflective process is slow but more substantive.

In other words, over time, the world around you becomes an accurate reflection of who you WERE on the inside; This may or may not be good news! While in a new environment, quick change may occur, typically people return to the way they were before if they leave that new environment.

So in order to create sustainable change, the coach must use their creativity, design sense and awareness of workability to help the player make immediate changes to the outside world that reflect the changes made on the inside. Then the adaptive process works FOR positive change rather than against it! The player becomes more aware of the world around them and more connected to it. This leads to sustainable results.

Conclusion

The method is a framework to guide the coaching process.

Use everything YOU have to help your players win.

The Key Themes in Greater Detail

1) 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 object 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.

2) What makes a game winnable

"I have been coaching for a long time and I have been a student of life for just as long. And in the last 14 years I have coached over 1,000 people one-to-one and in small groups. There is nothing more inspiring than a person PLAYING BIG - fully engaged in a challenging AND winnable game."

-Coach Dave Buck

- 1) It has a desired outcome that focuses your energy, attention and imagination
- 2) It has activities that are fun and challenging.
- 3) It has basic rules and boundaries that establish respect and fair play
- 4) It has a score card so you can evaluate how well you are playing on a regular basis; note to managers: this is major upgrade from the generally useless annual performance appraisal
- 5) It has skills that you can practice to expand your capacities AND if you really get into the game you can pursue mastery.
- 6) In a game you can notice and feel yourself improving over a period of time.
- 7) It has a variety of possible strategies and game plans that spark your creativity.
- 8) It is full of surprises that test your resilience and resourcefulness
- 9) AND above all it has OTHER PEOPLE PLAYING so that you feel like you are a part of something. You build relationships through shared experiences.
- 10) A winnable game is something you PLAY for enjoyment, for a purpose. A winnable game will bring you to life.

Now, let me tell you something here: playing a winnable game does not mean life is always easy or fun! NO.

Sometimes you get into a really challenging game and it is tough. And sometimes you LOSE and it is heart breaking. All of these things are part of playing games. But when you REALLY play, you feel that reward that only comes from giving it your all no matter what happens.

3) What makes a game unwinnable

As a coach, you must know how to spot an unwinnable game! If your player has one, it will become a problem for them but a BIGGER problem for you because it is your job to help them win.

Here are a few thoughts about the unwinnable game:

Most people today are trapped in an unwinnable game, OR a game that is not worth playing.

And it is the reason this whole concept is so transformational and so important - NOW more than ever.

...in their careers, businesses, relationships, finances, health - most people are playing a game they cannot win OR a game that is not worth winning because it has no real purpose for them. And they

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are suffering as a result; even if they put up a good front and say that everything is GREAT. It's almost like they have gotten accustomed to it. UGH!

The unwinnable game...

Dampens the human spirit,

Thwarts creativity and

Suppresses self-expression

Causes overwhelm, frustration, isolation and apathy

AND it shows! EVERYWHERE.

... in stress, anxiety, over-consumption, low-grade frustration and a whole host of other cultural phenomenon.

One explanation of these symptoms is the INCREASING degree to which people are playing unwinnable games in life. Keep reading, I think you will find it quite liberating.

An unwinnable game has many causes. But here are a few of the most common:

- 1) Playing a game that requires skills that you have not fully developed AND you do not have a coach teaching you those skills
- 2) Playing a game based on a goal with an unrealistic time frame (have you heard of this one?)
- 3) Playing a game with an environment that is not set up for winning. The environment is the world of people, places, things and ideas. There are resources that are needed to win that you just do not have, or obstacles that are constantly in the way.
- 4) Playing someone else's game - it has no real meaning for you personally
- 5) Playing a game where there are escalated expectations for performance - or where it is expected that you can play at a high level 24/7/365 - you can't!

4) How to PLAY well at anything in life

- 1) Go into the game with eager anticipation; have a clear idea about what you want to do
- 2) Play with enthusiasm. Have fun. Enjoy being IN THE GAME. Lose yourself in the moments of the game.
- 3) Be aware of what is happening in the game. Stay awake; Be present. Let the game guide you and pull you forward.
- 4) Respond to challenges and setbacks with grace and resourcefulness
- 5) Don't get bogged down in self-judgment or critical thinking. Avoid making assessments about how you are playing while the game is on, there will be time for that AFTER the game.
- 6) While the game is on, keep playing; Always looking for a way to win.
- 7) Maintain respect for everyone in the game, the rules of the game AND yourself.
- 8) When the game is over, IT IS OVER. Be grateful for the opportunity to play. Have the experience of feeling satisfied with your effort whether you win or lose.
- 9) When you win, enjoy a little celebration. (Yeah!)
- 10) Be prepared to review the game with your coach. Learn from what happened and did not happen. Inquire with intensity: what can I do to play better next time?

5) 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.

6) 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.

7) 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.

8) Understand the important distinction between focus on outcomes 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 and outcome oriented. There is nothing wrong with working toward outcomes but it is only half of the picture. 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.

9) 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!

10) 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 that you lift up the other players because of the way you play. As a coach you need to gently guide

Play-Two-Win Method™ Playbook Introduction

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.

0.3) Fundamental Coaching Theory

Coaching is the craft of guiding an individual or team to play better and win on their own terms. And **NOW**, more than ever before, there is a strong demand for coaches in many of the most important games that people play:

- small business,
- loving relationships,
- career development & transition
- business development,
- spiritual quest,
- financial freedom,
- athletic performance
- leadership, and management development,
- artistic expression and performance
- health and wellness

Our theory is that any endeavor in life can be played as a winnable game worth playing. If you have played a game in life and won on your own terms then YOU can learn to coach that game as a professional coach.

There is nothing more fulfilling than transforming your 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.

Coaching Is. . .

Here are a few definitions of coaching...

- Guiding an individual or team to play better and win on their own terms
- Inspiring an individual or team produce a desired result.
- Unleashing the greatness in people
- An independent, knowledgeable observer, who shares feedback, teaches skills, expands awareness and provides what is needed for the player to improve performance.

Fundamental Coaching Theory

1. All humans are born with the Spirit of Play
2. Any endeavor in life or business can be played as a winnable game worth playing.
3. The purpose of coaching is to play better; to guide an individual or team to play the game better and win on their own terms.
4. Masterful coaching is possible ONLY when the coach truly knows the game the player is playing.
5. One of the 3 core pursuits of Coaching is the Pursuit of Human Greatness. Playing BIG is the gateway to Human Greatness.

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6. Playing BIG is expressing your talents and gifts in a way that adds value to the lives of other s and brings joy and creates wealth for you. True wealth is the accumulation of what YOU value.

Why do people play worthwhile games?

- To express their talents, energy and creativity
- To enjoy the company of people likewise engaged
- To grow their skills and capabilities
- To change the world in some way

People LOVE a game that is engaging, supportive, challenging, worthwhile AND Winnable!

No More Woo Woo

If you have heard about coaching and / or life coaching before it may have stuck you as a bit “soft” or “woo woo”. I can understand that because, well, it WAS! For the first time ever with the Play-Two-Win Method™, coaching is explained and delivered in a way that is pragmatic, makes sense to results-oriented people AND uses the best of the soft skills that life coaching is famous for like building trust and expressing your creativity.

The Play-Two-Win Method™ Coaching

1) Takes the mystery out of coaching.

We have developed an open-architecture, yet highly focused way to coach virtually any player in any game.

2) Combine the method with your knowledge of the game

The purpose of the method is to create a framework to guide you toward helping people play better. You supply the knowledge of the game based on your experience and the basic coaching skills such as asking powerful questions, active listening and direct communication. The method does the rest.

3) The method has a natural flow, but it is not linear.

A method is a predictable process designed to produce consistent results. While there is a natural flow to the nine distinct steps in the process they are not necessarily linear. Typically defining the game comes first and designing the game comes next. But from there any of the steps can be used in any order depending on the situation.

The Language of Coaching

The language of play and games is the natural language of coaching. In this program you will be introduced to game pattern language.

A pattern language is a collection of terms that brings an experience to life. So for example the simple phrase “play the game” would evoke a wide variety of thoughts, feelings and experiences. And while two people may have different experiences there would be enough common elements that each would understand what the other is saying.

Examples of terms in the game pattern language include: play, game plan, keep score, play to win, skills of the game, inner game, winning environment, practice and rest between games.

In addition, every game has its own unique pattern language.

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So the game of business has language like: marketing, close the sale, deliver the service, customer satisfaction, referral marketing etc. Each word or phrase has a life of its own – just thinking of “close the deal” can evoke a variety of memories and emotions.

Or the game of romantic partnership has a language all its own as well: Showing appreciation, eliminate blame, create intimacy, building trust etc.

So as you learn to coach you will be using the language of the game, which you already know, and combining it with game language. I know that is tricky but if you read it again you will get it.

The two BIG benefits of this are: a) People already know game language so it will be a natural way to talk about coaching, and b) using game pattern language will bring you to life like nothing else! ENJOY IT.

Why Coaching is SO Important NOW

When you look around at life and people today a few things become very clear.

- 1) MOST people are really NOT enjoying life fully
- 2) MOST people are pretty stressed out about one or more areas of life
- 3) MOST people feel like they are playing alone – even if they have a lot of people around them
- 4) MOST people have a low-grade frustration with life and a yearning for something different
- 5) VERY few people have a Coach. WE AIM TO CHANGE THAT!

It is not likely that the people of the world will suddenly wake up and start designing winnable games in the pursuit of Human Greatness! Yet, this is exactly what they are yearning for.

So YOU are in the perfect place at the perfect time.

As a Play-Two-Win Method™ Coach you will guide individuals and teams to play a winnable game worth playing and win on their own terms.

YOU will teach them how to PLAY again; and enjoy life fully and completely while creating the results they truly desire.

You will be the true expression of the word: COACH!

0.4) What to do in a Coaching Session

In this program you will learn how to conduct a powerful coaching session every time by following the Play Two Win Method™. Using the Play Two Win Method form (next page) as a guide will make it easy to use the method while you are learning. Experienced coaches often use the form during their first 5-10 sessions with a new player as a way to capture the essential elements of the player's game on one page.

While in the program, use the form during each session with your coaching partner and fill it in as we go through the 9 steps of the method one per week.

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How to use the Play Two Win Method Form

1) Define the Object of the Game

In the first box write the name of the game

Then identify the 2 BIGGEST reasons that your player is playing this game in the Purpose Box

Next identify the objectives of the game in three categories: Tangible Achievements, Skills to Improve and Character Traits to build.

The time frame for the objectives is chosen by the coach and player but typically 3 months is a good place to start.

2) Design the winnable game

First you identify any elements of your players current situation that will affect their ability to play and win the game. Here you have to get personal!

Then you talk with your player about the activities of the game, the challenges of the game and the desired results of the game.

By pulling these elements together you can then address a MOST important question: Is this a winnable game?

3) Recurring Activities – In the Circle!

Here you will note the activities and frequency of playing the game focusing on the specific activities that your player wants do better.

4) Challenges

Every game has challenges! Here you note the challenges that your player anticipates will occur while playing. Then as you get into the game over time you will add to this from your new experiences.

5) Results

This is BIG. This is what your player is playing for in the activities they pursue. Here you will note the specific results that your player desires on a weekly basis. While LOTS of things will happen while playing a game, there are specific results that will build toward the desired 3-month objectives.

6-9) The Four Steps to Playing Better

This part of the play sheet is used as you get into the game and identify specifically what your player needs to focus on how to play better and get more consistent results.

Here is a quick review

6) Game Plan

Here you will describe how your player will approach the game. This is the thinking part of the game.

First note the strengths and talents that your player can leverage to win and also talents that they want to enhance while playing.

Next, what is the BIG idea about how they will approach the recurring activities in a way that gets the desired results. How will an accumulation of results add up to the 3 month objective?

7) Practice Skills

In the repetition box make notes about specific daily practices that your player will do to master the skills of the game. In the Role Plays box make note of critical conversations that should be practiced.

8) Expand Inner Freedom

Here you will make note of any obvious blocks to the flow of thoughts, feelings and emotions. This is also known as the inner game. These blocks are often revealed in the way your player responds to challenges.

9) Design Personal Environments

Here you will make note of specific environmental changes that are needed to create sustainable results. Often environmental blocks will be revealed as your player goes for the key results of the game. Also, it may become obvious that certain resources that are needed are missing.

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0.5) Finding 5 “Practice Players”

The only way to become a coach is by coaching! 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!

If you are already in one of our other programs then you probably already have 5 or more practice players and in this case you are set. You don't need 5 more. Although, when it comes to practicing coaching “the more the merrier!”

So we urge you to find 5 people to practice your coaching with each week while you are in class. Each session with your practice player can be done in person or over the phone and should be for approximately 30 minutes – no more, no less.

You can coach these players pro bono or for a fee that you both agree upon. Typically a small fee is the best arrangement for both. Eg. In 1997 Coach Dave coached his first 10 players for \$25 for four 30 minute sessions.

Here is what you need to do:

1) Who should you approach about your new career as a coach?

You approach ANYONE that will talk to you - friends, colleagues, associates, your facebook friends... EVERYONE. Please do not pre-screen people out with thoughts like:

- Oh, they would never hire a coach, or
- would never hire ME as a coach.
- they are too busy to have a coach, or
- they are too much of a loser to hire a coach ;-)

Be open. Some people may surprise you. AND it is very important to have a wide range of coaching experiences in your early days as a coach.

- DEFINITELY don't screen people out with the thought: "They are really important, I will wait until I have more experience!"

Don't wait!

You tell them: I am launching my new career as a Coach.

2) You need 5 players to coach for practice while you are in class

3) As their coach you will help them play the game of their life better and win on their own terms. They can focus on business, career, relationships, health – whatever is important to them. You may not be an expert in that topic but you will help them focus on what is most important and find ways to play vs. work and get better results while having more fun.

4) Tell them that they will get a lot out of it because you plan on being a very good coach.

Set the time in your calendar. An outline for the conversation is down a few paragraphs

THE BIG POINT HERE: You can approach it as asking them for a favor if that works for you. BUT you don't have to. You can approach it as they will be the lucky first ones that get to coach with you at such a low fee!

This is how I (Coach Dave) did it. In 1997 I coached my first 10 people for \$50/month for four 30 minute sessions. Putting that \$500 in the bank every month felt REALLY good.

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You may wonder how you can charge for coaching when you don't even know what you are doing yet. You will have to trust me that with the methods and skills you will learn in class you will actually provide GREAT value way before you are even good at it.

- 5) Let them know how much you will charge for each session or if it will be pro bono.
- 6) Tell them that you will provide them with a simple agreement form to document this arrangement.
- 7) If you want, you can invite them to do what we call a "Play BIG" exploratory session. It will take just 20-30 minutes and will be fun AND valuable. The outline for this session is below.

Now all you need is the courage to go and do it!
Ah ha! Your first coaching challenge.

You tell them: I am launching my new career as a Coach and invite them to do a Play BIG exploratory session with you. It will take just 20-30 minutes and will be fun AND valuable.

Book time in the calendar.

Then on the call, take control of the conversation right away.

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

"OK. Let's go.

If you looked at all of life as a game...

- 1) What would you say YOUR big game is right now?

- 2) What does winning look like for you in this game?

- 3) What are some of the challenges you are facing in the game?

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

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

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

Get creative here.

Ways to approach it. Have them think of one important activity in the game.

Then think of ways to...

experiment to try something new
allow yourself to be a beginner and NOT KNOW
practice to pursue mastery
find a way to make it more fun
find a way to create a reward for getting results

7) You have a big game here that I think you can win! Would you like to be one of my players?

I am putting together a team of players to launch my coaching career. I am offering...

Before you start doing these sessions, choose one of these two options for your primary offer:

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Either:

a) a low introductory rate of \$xx/month for 4 30 minute sessions for 3 months.
or

b) Pro Bono Coaching for 30 minutes per week for 12 weeks

If they say "yes", make a plan to start. (then do the dance of joy ;-)

if not...

Do you think I should be a professional coach? why?

Will you send me a quick letter to this effect for my reference file?

Our point for asking for the letter is to practice making offers and requests and also when someone does not want to accept your offer as a coach there is still much that can be created in the relationship if you are determined and assertive. It is GREAT practice.

0.6) Sample Coaching Agreement

Feel free to use the text of this agreement completely or as a starting point for your basic coaching agreement. Also, there are two additional examples in your syllabus.

Coach Dave Buck – When Playing BIG is your ONLY Option!

PLAYER COACHING AGREEMENT

Welcome as a player! I look forward to being your partner in creating the life you desire by playing BIG and winning on your own terms! I'm not big on rules – but here are a few things that honor the professional nature of our relationship.

PLAYER FEE POLICIES AND PROCEDURES

FEE: The fee per month is \$500 – payable by credit card. Your credit card will be charged at the beginning of each month. The charge on your credit card statement will read "CoachVille LLC"

DEFINITION OF SERVICE

a) CALLS: Our agreement includes 2 45-50 minute conversations each month. We will "book" 60 minutes in the calendar in the event that we need a little extra time.

b) Check in calls during the weeks in between our coaching sessions. These calls will be 5-10 minutes.

c) Email: I am available by email for questions and "sharing": news, insights, challenges, and accomplishments. I will typically reply to these communications within 24 hours, though if my travel schedule has me out of the office for an extended period it may be a few days longer.

LENGTH OF AGREEMENT

Our agreement is open ended / month to month – I recommend at least 6 months.

PROCEDURE

For our official coaching sessions I use a flexible schedule. We will set up our next appointment each time we talk. For our check-in calls call me when you have a few free minutes during the business day.

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CHANGES

If you need to reschedule your call, please give me at least 24-hours notice. Occasionally I may need to reschedule and I will give you at least 24 hours notice as well. If an emergency occurs for either of us, we'll work around it and reschedule.

PROBLEMS

If I ever say or do something that upsets you or doesn't feel right please bring it up. I promise to be open to anything you need to say and I will do my best to make it right.

CONFIDENTIALITY

I recognize that certain information of a confidential nature may be shared during our sessions. I will not use this information for personal gain or disclose this information to anyone else without your specific approval.

THE NATURE OF THE RELATIONSHIP

Our coaching relationship is not to be considered psychological counseling or any type of therapy.

The MOST IMPORTANT THING

is that you are ready to play and win the games of your life on your own terms. I cannot play the game for you. I will support you and challenge you in every way that I know. When you win, we both win.

_____	_____	_____	_____
David R Buck, Coach	Date	Name, Player	Date

David R. Buck, Coach | PO Box 904 Hopatcong, NJ 07843 | 973-601-9444

0.7) Understanding “The Inspiration Economy”

A BIG benefit of using the Play Two Win Method for living and coaching is the opportunity transform from worker mindset to player mindset. In some ways this transformation is quite natural because we were born to play; we were NOT born to work. However, we were TRAINED to work on everything and were fully indoctrinated in the Industrial Economy.

In the Industrial Economy work was seen as sacred and play as frivolous.

To help you understand the nature of this transformation, here are a few concepts to explain the Industrial Economy – which is coming to and end - and Inspiration Economy which is quickly rising up to take its place.

Purpose:

To transform your life and /or organization
From a place of work

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To a winnable game worth playing;

Coaching in the Inspiration Economy...

- 1) You are a coach with a team of players.
- 2) You will coach your players to "play BIG in the world"
- 3) 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 and your community!*

The Inspiration Economy

- 1:** Understand that YOU have been trained to WORK ON TASKS, FOCUS ON PROBLEMS and CONSUME; Here you will learn how to Play with Purpose, Add Value and Create Possibility
- 2:** Remember that you were born with the Spirit of Play; with unlimited Creative Potential, Resilience, Resourcefulness and the Capability to Fulfill YOUR Purpose
- 3:** KNOW that WEALTH is the accumulation of VALUE. There are at least 9 kinds of "YOU Wealth": Knowledge, Talent, Experience, Character, Community, Connection (spiritual), Health, Finance, Love. While you play you will create wealth for yourself and others based on what YOU VALUE:

Welcome to the Inspiration Economy!

You can LEAD the way.

You	Industrial Economy	Inspiration Economy
are a	Worker	Player
are seen as a	Consumer	Creator / Investor
have a	Job (enjoyment unlikely)	Purpose (enjoyment assumed)
do what you do	Complete tasks Solve problems To earn money to buy things	Create Possibilities Express talents that add value To fulfill a purpose, get results
buy...	Things - More is better Entertainment to get away from it all	Things that inspire you and facilitate creation; Experiences that expand skills and consciousness
Aim to	Save some money for retirement	Create "YOU Wealth" by fulfilling your purpose in the world

The Manager - The Coach

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	The Manager	The Coach
You have	Workers	Players
They are	Cogs in the wheel; serving the purpose of the organization	Creative individuals serving their own purpose in life
What they do	Complete tasks; Fix Problems	Play for results; Create Value
Mentality	Get it done by the deadline or you are in trouble	Play to win and get results; Evaluate how to play better
Approach	Control Do what you are told to do	Collaborate Make plays based on the game plan; respond to challenges
Your focus	Make sure they get it done	Help them play better every day

The reason to make this leap...

You wake up every day into an exciting game that is fun to play and fulfills your purpose; rather than a job that is an unwinnable game that never ends; checking off tasks on a bottomless list!!!

0.8) Your Game as a Player

Since everyone – including you! – will practice coaching as a part of this program, it follows then that everyone will also have to be a player! You will be partnered with another coach through the 6 sessions which will create a realistic experience of coaching someone over time. So the BIG question is: What is the game that you are playing that is BIG enough to need a coach to play better?

Remember: Coaching is about playing better – it is NOT an intervention for problems!

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 that day!
- 3) If you are definitely going to invest the time each week to pursue coaching players for your new business, then that can be an excellent game to choose.
- 4) Your partner Coach can help you refine the idea for your game, but remember, they are a new coach! So it is better if you come in with a pretty clear idea.
- 5) 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.

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6) 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

What are your game ideas?

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Your Game #2

Examples: Create a loving partnership; Build a financial reserve; Enjoy vibrant health

What is the name of the game?

What is the object of the game? Over the next 3 months

What is the purpose of this game for you in your life? Or Why do you want to play this game? Big Picture

What are the activities of the game? What are you doing while you are playing?

Play-Two-Win Method™ Playbook Introduction

Session 1 – What a Player expects from a Coach

1.1) Welcome!

Welcome to the Center for Coaching Mastery!

A few key points to consider as you start this class.

1) Our programs are based on dialogue-based learning. So we expect you to jump in and participate in the conversations. Be BOLD! Share your thoughts and questions; Your voice is a contribution to everyone else in the program. Your instructor is a highly trained coach and very capable of weaving diverse thoughts into a web of learning for everyone!

2) You will coach in every class. It is likely that you have little coaching experience and possible that you have never conducted a coaching conversation before. So be easy on yourself! Don't expect to be a masterful coach on day #1. Coaching in class is your opportunity to experiment and try things that you have not done before. Enjoy the opportunity to stretch and learn.

1.2) What a player expects from a Coach

In class your instructor will guide a conversation about what a player expects from a Coach. What are your highlights from this conversation?

1.3) Understanding Methodology

In this class you will learn and practice the Play Two Win Method. Here are a few points about the benefits of using a method while you are coaching:

- A method is your gateway to consistent and predictable results.
- You use your coaching skills while using the method
- The purpose of the method is to create a framework to guide you toward helping people play better and win.
- You supply the knowledge of the game based on your experience and the basic coaching skills such as asking powerful questions, active listening and direct communication.
- The method has a natural flow, but is not always linear. A method is a predictable process designed to produce consistent results. While there is a natural flow to the nine distinct steps in the process they are not necessarily linear.
- Once you are really coaching the steps of the method can be used in any order depending on the situation.

1.4) The Power of Play Language

Your instructor will START a BIG conversation about language and using Play Pattern Language as a coach. We cannot underestimate the power of language in our lives and especially in the profession of coaching. You have heard the phrase *Abera Ca Dabera*.

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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.

Please share your highlights and insights from the conversation here:

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

vs. talking like a friend; a boss; a counselor; a therapist

1.5) How to talk with a potential player about coaching with you

Your instructor will guide a quick brainstorming session about who to approach about your new coaching service and how to approach them. Then he/she will give a demonstration of the Play BIG coaching conversation.

Please share your highlights and insights from the conversation here:

Don't wait! For additional ideas read section 0.5) Finding 5 Practice Players.

1.6) Coaching Demonstration & Practice

In class your instructor will demonstrate the Play BIG conversation for you to observe. Then after a debrief, you will practice with a partner. If all goes well, this partner will be YOUR player throughout the 12 week program.

Then on the call, take control of the conversation right away.

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

"OK. Let's go.

If you looked at all of life as a game...

1) What would you say YOUR big game is right now?

2) What does winning look like for you in this game?

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

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

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

6) How could you bring the spirit of play into it?
Get creative here.

Ways to approach it. Have them think of one important activity in the game.

Then think of ways to...

experiment to try something new

allow yourself to be a beginner and NOT KNOW

practice to pursue mastery

find a way to make it more fun

find a way to create a reward for getting results

7) You have a big game here that I think you can win! Would you like to be one of my players?

I am putting together a team of players to launch my coaching career. I am offering...

Before you start doing these sessions, choose one of these two options for your primary offer:

Either:

a) a low introductory rate of \$xx/month for 4 30 minute sessions for 3 months.

or

b) Pro Bono Coaching for 30 minutes per week for 12 weeks

If they say "yes", make a plan to start. (then do the dance of joy ;-)

if not...

Do you think I should be a professional coach? why?

Will you send me a quick letter to this effect for my reference file?

Our point for asking for the letter is to practice making offers and requests and also when someone does not want to accept your offer as a coach there is still much that can be created in the relationship if you are determined and assertive. It is GREAT practice.

1.7) How to do a great coaching practice session in class

IMPORTANT: Read the "Dyad Guide" prior to class. It will provide you with a LOT of important information about how to get the most out of your practice time in class!

Play-Two-Win Method™ Playbook Introduction

- 1) Choose who will be the coach and who will be the player in the first session
- 2) Get RIGHT INTO the coaching – skip the traditional small talk
- 3) When you are the Player - be real, be yourself; tap into your desire to play your game better;
- 4) When you are the Coach - **Follow the outline of the coaching demonstration;**

Ask the questions and then BE CURIOUS to clarify what your player is sharing.

You really want your player to have a great, winnable game.

Focus on getting to know your player and their game.

- 5) HOLD YOUR TONGUE!; especially if you feel the urge to tip!

Tipping is for waiters and waitresses - NOT coaches

Tipping - is when your player shares something about their situation and you think you have a good, quick solution and share it.

"Did you ever try..."

There IS a time and place to share solutions, but that time is NOT now.

1.8) Review the Game for the Week

Every week between sessions you will play a game using our social game platform. This is a powerful and fun way to put what you are learning into practice in your REAL life and connect and build relationships with your classmates / teammates.

As you complete the exercises, actions and results in the game and share about what happened you earn points. Each week you can earn up to 100 points. Don't expect to get a 100 every week, a score of 70 is quite good.

IMPORTANT: You must accumulate at least 250 points total in the 5 games in order to pass the class! (an average score of 50 each week)

To access your game card for game #1:

- 1) Visit the page for this program on the CV member site.
- 2) Click on the tab for the Game Card
- 3) Find your name
- 4) Click on the Q in column 1 – this will pull up your game card
- 5) Do you see your photo on the game card? If not you can click on your name. This will take you to your CV Profile where you can upload a photo of yourself.

1.9) Highlights from the session
