



**TEAM**  
**CoachVille**

Together in pursuit of  
humanity playing better

**001: 7 Reasons Great  
Coaches Are In Demand**

(Part 1 of 3)

**CoachVille.com**



A **POWER UP** is an activity where you listen to an audio, read something or do an exercise and then share your insights.



**001: 7 Reasons Great Coaches Are In Demand.**

A great coach guides you to play better in your game of life. The game of life is a quest to break free of your Comfort Zone in pursuit of your BIG DREAM. A great coach helps you unleash your Super Powers.



Share

**WHAT TO SHARE:** Share your insights, comments and questions about the definition of REAL coaching, the Super Power Zone and the massive upgrade in Human Purpose.



**FACEBOOK AMPLIFY IS ON! Help spread the word about our shared pursuit: Humanity Playing Better!**

Under the Share box you will see the “Facebook Login” or “Share on Facebook” button. Copy what you shared, and paste it into the Facebook Share box.

[Learn how to use Facebook Amplify!](#)

## Highlights

### Part 1

- What Coaching Is... What a Super Power Is...
- The Quest for the Super Power Zone
- 1. A Massive Upgrade in Human Purpose

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-- Part 2 --

2. People want more JUICY life experiences
3. New Cultural Framework: Life is a Performance Art
4. New Cultural Framework: Life is a Sport

-- Part 3 --

5. The Emerging the Spirit of Play
6. People HATE to be managed, but LOVE to be coached
7. Isolation is the DREAM killer – Coaching is the DREAM fulfiller!

*“A great Coach helps you UNLEASH your Super Powers in pursuit of your BIG Dream.”*

*– Coach Dave*

## Intent

Coach Dave here with you.

My intent with this module is for YOU to get excited (or re-ignited) about becoming a GREAT Coach! This includes becoming a thriving Professional Coach AND also thriving as a business or community leader by developing a Coach Approach.

I am focused here on the Life Coaching fields which include: business, leadership, executive, team, health, spirituality, relationship, personal coaching and ANYTHING else that people want to do better for a good purpose.

I also hope that you HAVE a great coach right now for your BIG Dream (game) in life. If you don't, then my second intent is to inspire you to hire one!

This module has 9 key points: 2 introductory ideas to set the stage and then the 7 reasons.



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Since this module is about the demand for coaching, I need to start out with a quickly define what coaching is.

Also, I will share the idea of Coaching Super Powers which is a big theme around CoachVille. This is important because the new demand for coaching is connected to our Super Power view of the world.

## Coaching Definition

### *REAL Coaching Is:*

*A profound personal relationship wherein the coach guides the player in pursuit of playing better for results through perceptive observations and life-changing conversations*

### *A Super Power Is:*

*A natural ability that is practiced and refined until it is capable of BIG impact.*

The super simple way to describe coaching: **A Coach guides you to use your Super Powers to Play Better.** It is as simple and profound as that.

So by now you may have picked up on the double meaning of Coaching Super Powers.



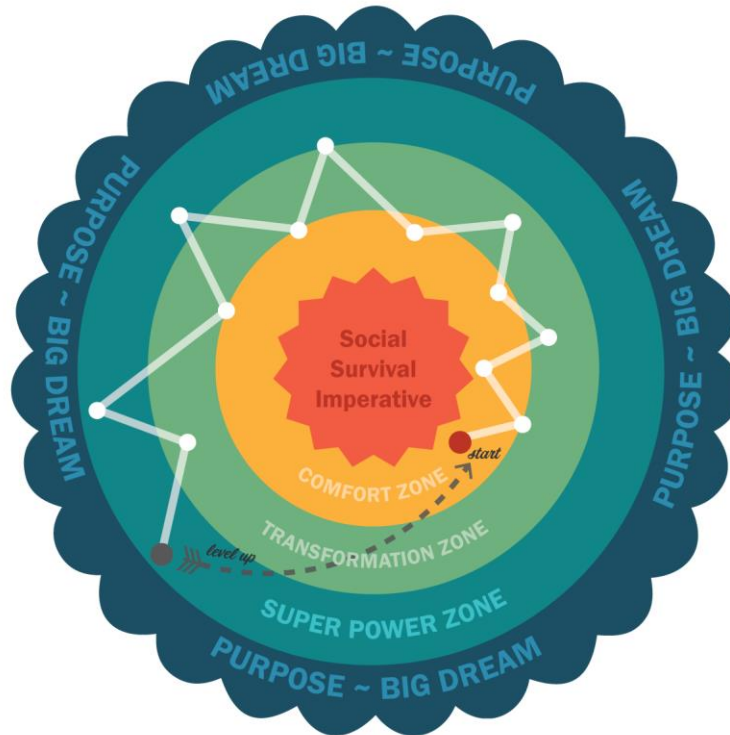
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- 1) The Super Powers you use while you are coaching;
- 2) Coaching to bring out the Super Powers of your players.

## The Super Power Zone

The Social Survival Imperative pulls the player in. The PURPOSE ~ BIG DREAM draws the player out.



The Coach guides the player on an adventure from the Comfort Zone, through the Transformation Zone, into the Super Power Zone. **Notice it is not a straight line!**

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## The Super Power Zone Framework

The Super Power Zone explains coaching in a unique and compelling way.

**Social Survival Imperative:** As a child you absorb the social norms of your environment as you learn to fit in and survive. This sets the baseline for what you believe is acceptable to do and what you believe is possible to achieve. **IMPORTANT:** the Social Survival Imperative is not BAD... it just is.

**The Comfort Zone:** Where you only engage in activities that feel normal/acceptable.



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**Transformation Zone:** Where you explore and experiment with new ways of being. This is also known as the “Uncertainty Zone”!

**Super Power Zone:** Where you unleash and develop YOUUnique creative abilities.

**Purpose / Big Dream:** In your heart & soul are many desires to contribute to the world in a YOUUnique way. Each of these can activate a new adventure.

### **The Game of Life**

So the way the Game of Life is played is that we are pulled into safety and familiarity by the Social Survival Imperative. Meanwhile, we are pulled out into the world of risk and contribution by our purpose; by our BIG Dream.

### **The Adventure WITH A COACH**

Because the pull of the Social/Survival Imperative was learned in Human interaction it takes strong connections with other people to guide you on the adventure to new possibilities. This is not a weakness! **This is the beauty of our Humanity: we play better together! We play better with a Coach and a BIG Dream Team.**

Another way of looking at this: you learned to be safe and familiar with the people who were charged with keeping you safe and familiar: your parents and the big people you grew up around. You learned to hide many of your YOUUnique qualities and many of your BIG dreams as well in order to fit in (aka be familiar). This is not a problem! This is simply how the game of life is set up.

Now at this moment in your life, you can choose to accept the risk to be BIG and YOUUnique by playing with the people who are charged with making you BIG and YOUUnique: your Coach and BIG Dream Team.

By the way, your BIG Dream Team is a small group of people that you carefully select as your companions when you pursue a BIG DREAM. These are people who EXPECT you to be BIG. As a coach, one of the things you will do is guide your player to put together their personal BIG Dream Team.

The key is that you need to do this with other people; this is not something you do alone. You are a human being so you need be connected to other people to feel good. (Side note: it is possible that your parents and extended family can



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become part of your BIG Dream Team! BUT only if they are willing to let go of the “familiar” you)

As you travel through the Transformation Zone (remember, also the Uncertainty Zone) with a Coach you discover the deepest and most powerful qualities of your YOUUnique Being (AKA Your Super Powers). Your new “way of being” emerges by adapting to people and situations that “call it forth from you”.

**A quick note to tee up a future conversation: There is no such thing as self-sabotage.** When you – or one of your players – have a plan to go out in the world and do something to fulfill a BIG dream and then you don’t do it, it is NOT self-sabotage. It is actually the opposite! It is self-preservation. The pull toward the safe and familiar was stronger than the pull toward your bigger purpose. That’s all. Humans have survived on this Earth for many thousands of years. So there is no way that we are prone to self-sabotage. What we ARE prone to is self-preservation. Even if what we are preserving is in conflict with our BIG dream or purpose. This is essentially what the game of life is ALL about! As a coach you will learn how to guide your players through these situations every day.

Now we are ready to explore the 7 Reasons Great Coaches Are In Demand

## 1) A Massive Upgrade In Human Purpose

We are coming out of a BAD time in human history! Finally, the Industrial Age is coming to an end. The soul crushing, personality stifling, creativity thwarting, environment toxifying, spirit of play killing Industrial Age is burning out. It served its purpose in human history – we can mass-produce almost all of the stuff we will ever need - now it is time for a Human Operating System upgrade!

Political turmoil, social unrest and economic chaos are all indicators that something GOOD is happening... People are waking up to Human Purpose and their YOUUnique BIG Dream!

The ways of being that we all learned in the Industrial Age and the ways of being that we need to thrive in the Connected Age are very different and



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unfamiliar. This is why there is so much turbulence and discord among people.

Enabled by the super computers in our pockets and empowered by the social internet, the Connected Age of Purpose and Play is rising up from the Industrial Age ashes; hopefully the ashes of a retired coal mine! Less and less people are willing to toil away as faceless numbered workers and mindless manipulated consumers. Every person born on this Earth has enormous and YOUUnique creative potential and Super Powers to contribute to the pursuit of humanity playing better!

### **The Demand for Great Life Coaches**

This social and economic revolution sets the table for Life Coaches – both Professional Coaches AND Coach Approach Leaders - to become a powerful force in the world for good! As people wake up to the Super Powers lying dormant within them and the desires of their heart & soul to create and contribute they will need a coach to guide them. We all need a coach to PLAY better. Coaching is a key feature of the Human Purpose Operating System upgrade

{Look for Part 2}



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