

# TRANSFORMATION COACHING



*Playbook for Coaches*  
*by Dave Buck, MCC*



**CoachVille Center for Coaching Mastery**  
*We are the champions of dreams!*

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# Transformation Coaching

## Playbook for Coaches

**DRAFT**

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By Coach Dave Buck, MCC

## Welcome!

Hello there! Coach Dave here with you.

On behalf of the CoachVille Community, I welcome you to the Transformation Coaching program.

I am the co-creator – with our amazing team of coaches – of the Transformation Coaching program that you are about to learn and use with your players to guide the path of Transformation.

Each chapter of the book corresponds with a Class Session AND a coaching session that you will practice with your class partner and then do with your players.

Each chapter is a brief overview of concepts and techniques that we discuss in class and use in our coaching sessions. And there are several segments in each chapter that we don't have time to cover in class. ALSO... I recommend that you read the Player Playbook as well.

### Our BIG Dream at CoachVille...

Everyone, everywhere with the courage to play BIG for their dreams, has a Transformation Coach!

YOU are making our dream come true!! Thank YOU!

### As a Transformation Coach you are...

- **The champion of dreams**
- **The promoter of playfulness**
- **The uplifter of Human Nature Superpowers**

The true heart of coaching is practicing together to play better. So, just as a basketball coach will help you play basketball better or a violin coach will help you play violin better, as Transformation Coach you will help your players to play life better. You might be wondering: how do we practice life? We will get to that I promise. Oh, and it's AWESOME!

The **Dream** is the call to adventure... out in the social world... to create new experiences that enhance your life and the lives of others.

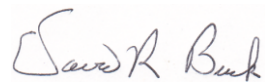
**Playfulness** will empower your players to relate for influence, create for inspiration, explore for visibility and experiment for discovery... the 4 things our Dreams need us to do.

**Human Nature Superpowers** are core abilities that we all have within us that we can express to co-create a beautiful life of Egalitarian Freedom. But they have been mostly squashed and mangled by cultures of Authoritarian Control. As you coach your players to live their Dream NOW, they will discover, unleash and develop the Superpowers of Human Nature! This will be good.



**Are you READY TO Play for your own Dreams AND create a ripple effect of good by coaching others? Are you ready to amplify the goodness of our Human Nature?** I know the answer is YES! The good news is that it happens naturally when you become a Transformation Coach.

Enjoy the adventure, we are delighted that you are with us...

A handwritten signature in black ink that reads "Dave Buck". The signature is written in a cursive, flowing style.

Coach Dave Buck and the CoachVille Community...

***We are the Champions of Dreams!***

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# The Lightning Bolt Moment

*From the Player Playbook...*



The Lightning Bolt is a symbol of transformation.

The FLASH of electricity comes out of the sky to shake things up and cause a transformation.

In the mystic symbol of the lightning bolt, it is striking a tower and the people in the tower are tossed out. SET FREE! Out of their isolation and back out into the social world of other people and new possibilities... and new challenges.

Were they held captive by some form of outside control? Or did they put themselves under control to get away from the risks of the world? We don't know. But either way, the control is gone and now they are free to play – and risk – and GROW – again.

## Scenario 1:

In real life terms this is some kind of event. Often the end of a situation: a job, a relationship, a time in a place, or a state of health... and at the exact same time, the beginning of something... your NEXT Dream.

You may be in a lightning bolt moment in your life and now you are connected to a Transformation Coach. Good!

## Scenario 2:

You are connected to a Transformation Coach and now you are going to co-create your own lightning bolt moment (Yes, we can do that). In real life terms this is some kind of choice. A choice to let go of some status quo in your life and LIVE YOUR NEXT DREAM NOW!

Whichever scenario you are in... it is good!

Sometimes we choose our next Dream.

Sometimes our next Dream chooses us!

**The Transformation:**

**From:** under control... staying safe

**To:** set free... into the social world

There is some part you YOU now that needs to be set free... back into the social world for expression, growth, risk and opportunity; so that can live your next Dream, NOW!

Together we will discover what part of YOU (or parts) is being SET FREE... and ready of not.. the other people of the world are calling for you.

Here is a BIG point about Transformation Coaching: whatever problems you were focused on before the spark... are probably no longer relevant; most likely they are not worth your attention. We leave them behind with the crumbled tower. AND it is likely that the cause of those “problems” was trying to keep your Self or something under control.

On adventure in the social world, we don't focus on problems. We focus on the peak experiences of the Dream we are playing.

The Lightning Bolt between the two faces talking represents the transformative power of coaching conversations.

FLASH... a new DREAM!

FLASH... a new possibility

FLASH... a new awareness

FLASH... a revealed desire

FLASH... a new ability

FLASH... a new becoming

FLASH... a new understanding

FLASH... the next DREAM

The Lightning Bolt – the Transformation Coach – is the messenger, the catalyst, the companion, the guide...the FLASH!

The only choice now is to play the new Dream.

Or stay under control.

FLASH!

Let's Play

# **Introduction**

The BIG Picture of Transformation Coaching

## *A Quick Note*

Hi Coach!

Before we dive into this Introduction, I have a few quick notes for you.

Note 1: If you are opening this Playbook and class is going to start in a few days, skip this Introduction and go straight to Chapter 1. Then come back and read this when you have more time.

Note 2: Not everyone is a good reader. If this is you, it is OK! You don't need to be a good reader to be a GREAT Transformation Coach.

Here is what you do:

### 1) READ the Coaching Guides!

The only thing you REALLY need to read is the Coaching Guides. These are essential to learning the techniques of Transformation Coaching. Take your time. And I highly recommend reading them out loud a bunch of times to get familiar with the phrases and questions.

The playsheets and technique sheets provide a visual guide to the flow of the conversation. With just a little practice you will be able to guide the coaching sessions using just the playsheets.

### 2) Look for the pictures

Skim through this playbook and mostly look at the models and diagrams. Maybe read a little bit of the explanations of the models.

### 3) Listen to the Player Prep Audios.

This will give you the main ideas that you need to coach your players as a guide and co-creator.

### 4) Listen to the Coaching Session Audios... a few times.

If you are not a good reader, it is highly likely that you are an amazing listener! By listening to the coaching session audios, you will absorb the experience of Transformation Coaching.

Note 3: It may look familiar

Much of this Introduction is also on our website. So if you read some of that before signing on, it may look familiar. That is good! It will make more sense the second time through.

## ***Introduction:*** ***The Purpose of Transformation Coaching in the world***

We Free Each Other... The Global Transformation Coaching Movement.

This is an intense idea that really I should ease us into later in the program.

But since it is all over our CoachVille website, we are just going to “dive into the deep end”, metaphorically speaking. We won’t bring this up with our players until halfway through the program.

By signing on to become a Transformation Coach you are participating in one of the most important global movements happening in the world today!

Together we can uplift the Human Family one person at a time:

**From:** Dehumanizing Authoritarian Control Hierarchies

**TO :** RE-Humanizing Egalitarian Co-Creation and Freedom

The movement is to free the people from the dehumanizing, traumatizing and demoralizing hierarchical control structures that are dominating life today like a bad virus.

The movement is to “RE-Humanize” the human family to be the connected, playful, feircly egalitarian, FREE co-creators we were born to be.

This is the Transformation we are all playing for.

While hierarchical controls aim to suppress Human Nature, Transformation Coaches play to unleash Human Nature. We are awesome!

I like to refer to us as “Wise Rebels with a Cause”; even though I know that is a quirky cliché.

All around the world Professional Transformation Coaches as well as Coach-Approach leaders, managers and entrepreneurs are uplifting the Human Family – one person at a time - out of the dehumanizing Industrial Age of Control and into the Connected Age of Play by unleashing the Superpowers of Human Nature: To Dream - Be FREE – Befriend - Become – Believe – Belong! (whew... that is a doozy of a sentence!)

### **Dehumanizing Hierarchical Control**

The idea that the best way – or the only way - to organize human endeavor is through top-down control hierarchies is like a bad virus that has infected the Human Family; it started a few thousand years ago but it has really spread over the past 150 years.

The way I see it:

- Schools are all about controlling the human nature of children.
- Most religions are about controlling human nature.
- Corporations are based on conquer – colonize - command – control – compliance.
- And because of all this control everywhere... even families are often focused on controlling each other.
- Most governments – even those with elections – are based on authoritarian rule; or oligarchical rule: rule by the few with wealth over the many.

It's REALLY BAD... IT's traumatizing and dehumanizing.

Why do I say dehumanizing?

Because ... we HUMANS HATE being controlled. We do. We hate it. Human Nature is egalitarian, and we are born FREE. Yet because control is the first response to trauma AND highly addictive, human systems based on control are everywhere.

What happens is, when a human is subjected to control everywhere they go, eventually they succumb to it... most do anyway – except for us rebels... they absorb it and pass it on.

In hierarchical control structures:

- Our dreams are squashed
- Our playfulness is shamed
- Our voices are silenced

Just look around at the anxiety, depression, addictions, all the supremacies (white, male, wealth, religious), the discord, the growing power of authoritarian political leaders and the pervasive mean spiritedness we see; It's EVERYWHERE. It's all caused by dehumanizing control hierarchies suppressing the goodness – the awesomeness – of Human Nature.

**Controlled people, control people.**

**Hurt people, hurt people.**

**Transformation coaching is our way out of this mess.**

Rather than trying to intervene or fix people, we can transcend the situation by uplifting people through Transformation Coaching!

***Coaching is NOT an “intervention”.***

Please never use that word again when referring to coaching.

Coaching is always a choice.

**Transformation Coaching is about freedom and co-creation!**

- Freedom to be your playful self and continue to grow and become a new version of you easily and naturally.
- Freedom to express ALL of who you are and contribute your YOUUnique value to others and enjoy the rewards.
- Freedom to pursue your own dream with a team of people who share your dream.
- Freedom to co-create belonging with people who enjoy ALL of YOU and who you are becoming and what you are contributing.

Important note: I believe that in the heart of every coach is a Transformation Coach.

Said another way: All coaching is transformation coaching.

Every person who “gets free” in this way then passes freedom on to everyone around them; co-creating a ripple effect of good.

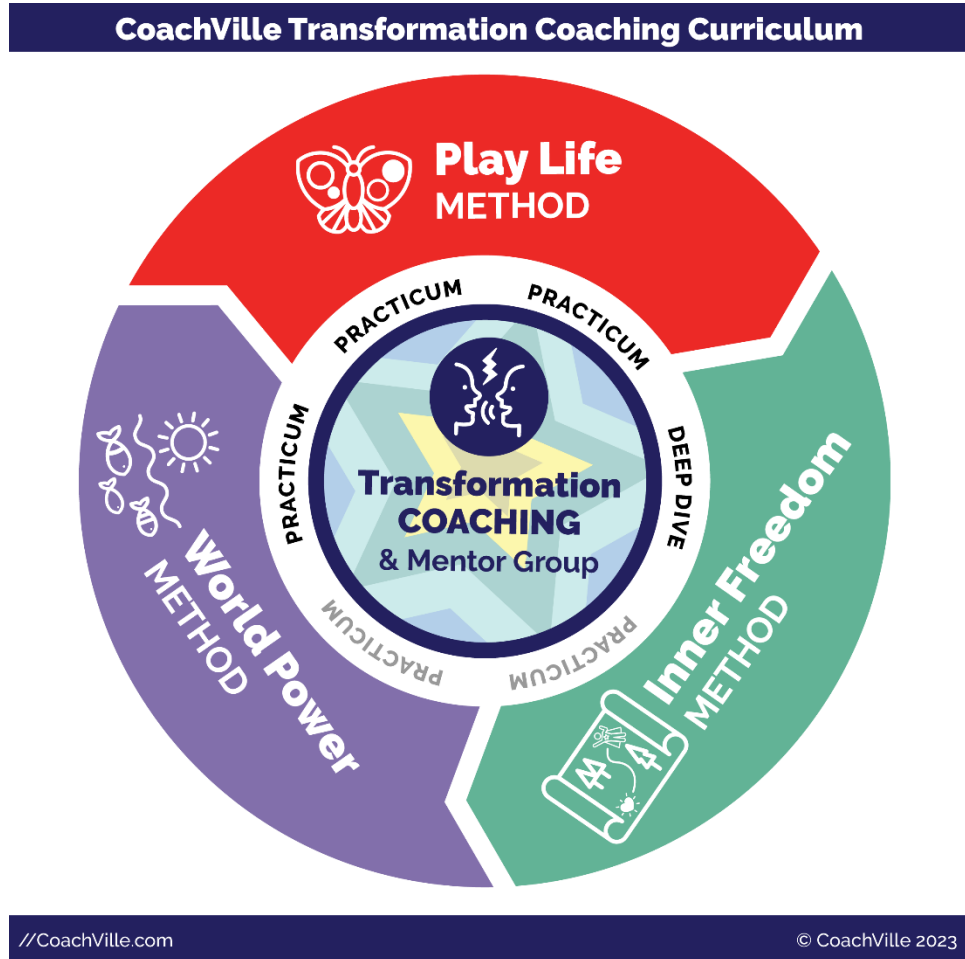
A key point here is that we don't get free by struggling alone! Freedom is social. We only get free together... we must free each other by stopping the status quo habits of Authoritarian Control and sharing the rebellious joy of Connected Play and Co-Creation.

## **Free people, FREE PEOPLE!**

I am super excited to have you on our team as a CoachVille Transformation Coach!!!

## Your CoachVille Coaching Journey Begins (or continues)

Where Transformation Coaching fits in the CoachVille Curriculum.



In the center you see the talking faces with the Lightning Bolt. This is the symbol for the Transformation Coaching program that we are doing together now. This program focuses on Transformation Coaching Techniques and Skills. It also introduces a few essential concepts like Human Nature Superpowers and Social Play.

You also see in the center the Mentor Coaching Group which focuses specifically on mastering the Coaching Superpowers from the perspective of the ICF Competencies and Certification Markers.

Next we look at the outer circle where we see the three CoachVille Coaching Methods. The coaching methods are how the coach can provide a guided coaching experience over 12 sessions. The Methods classes make use of the skills and the techniques and weave them into a broader narrative for the player.

Each Method program focusses on one of the three Human Nature Superpowers; while each includes all of them because they are always playing together.

Play Life = The Urge to Become

Inner Freedom = The Ability to Believe

World Power = The Need to Belong

Then in the little white ring in the middle you see the Coaching Practicum. This is where you demonstrate your ability to coach using the techniques and skills that we practice in class and with your players. The Coaching Practicum is one of the most unique and awesome things that happens at CoachVille. We play, coach, and learn together as a community.

You must complete this program BEFORE participating in a Practicum. However it is a great idea to observe a Practicum while you are in this program.

The Deep Dive programs take place all throughout the year and you need to complete 2 of them to meet the graduation requirements.

## *Program Overview*

The Transformation Coaching Player Program can be done as either a 10 Session series or as a 12 Session series.

For your practice players while you are in class, we will do the Exploratory PLUS 10 session series. We do this so that you can recruit, coach and celebrate with them within the 12 Weeks of class. The Exploratory Session is Session #01

AFTER you complete the program, you may want to do this program as a 12-session series with your players. This will be the Exploratory PLUS 12 Sessions In practical terms, you stretch it from 11 to 13 sessions by repeating Session #09 – More Practice – 2 more times.

Here is the quick outline:

Class #01: Exploratory Session.

Class #02: Dream Activation Technique

Class #03: Social Play (Peak Experience Technique)

Class #04: Play Better (Role Play Technique)

Class #05: Pivotal Moment Technique

Class #06: Co-Create Practice (Choose a Technique)

Class #07: Dream Refresh (Co-Create Awareness Technique)

Class #08: Play for “YES” (Role Play + Pivotal Moment)

Class #09: Social Play Series (Intentional Co-Creation Series) AKA Dream Dress Rehearsal

Class #10: More Practice (Choose a Technique)

Class #11: Celebration (and Next Dream)

Class #12: More Practice; “Everyday” Transformation Coaching

## ***Quick Overview of the Transformation Coaching Superpowers***

### **Create a ripple effect of GOOD in the World around you**

Learn the fundamentals of coaching in a lively and entertaining way.

#### **Transform Your Mindset**

**From:** Managing and attempting to control people and situations

**Into:** Co-creating with people and playing for our Dreams.

Delve into and practice 10 Coaching Superpowers and the 8 ICF Core Competencies used to score your certification recording.

Playing with these Superpowers will accelerate you into professional coaching, Coach Approach Leadership and enjoying life in a coaching culture.

Another BIG focus is to elicit the natural superpowers and playfulness of your players. Coaching Superpowers has 2 meanings:

A) The superpowers of coaching

B) The superpowers of your players that they can use to play for their dreams!

## ***Details***

### **Superpowers are your foundation for excellence**

We will cover each of the 10 Coaching Superpowers and 8 Core Competencies one at a time, in a way that makes them easy to use and remember; We will explore how these Superpowers are needed to use the Transformation Coaching Techniques.

To be a master crafts person you must know and practice the basic skills - over and over again. Using our active learning method, you will learn each skill through observation and practice. This is important because your ability to demonstrate these Superpowers is what will ultimately lead to your certification.

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

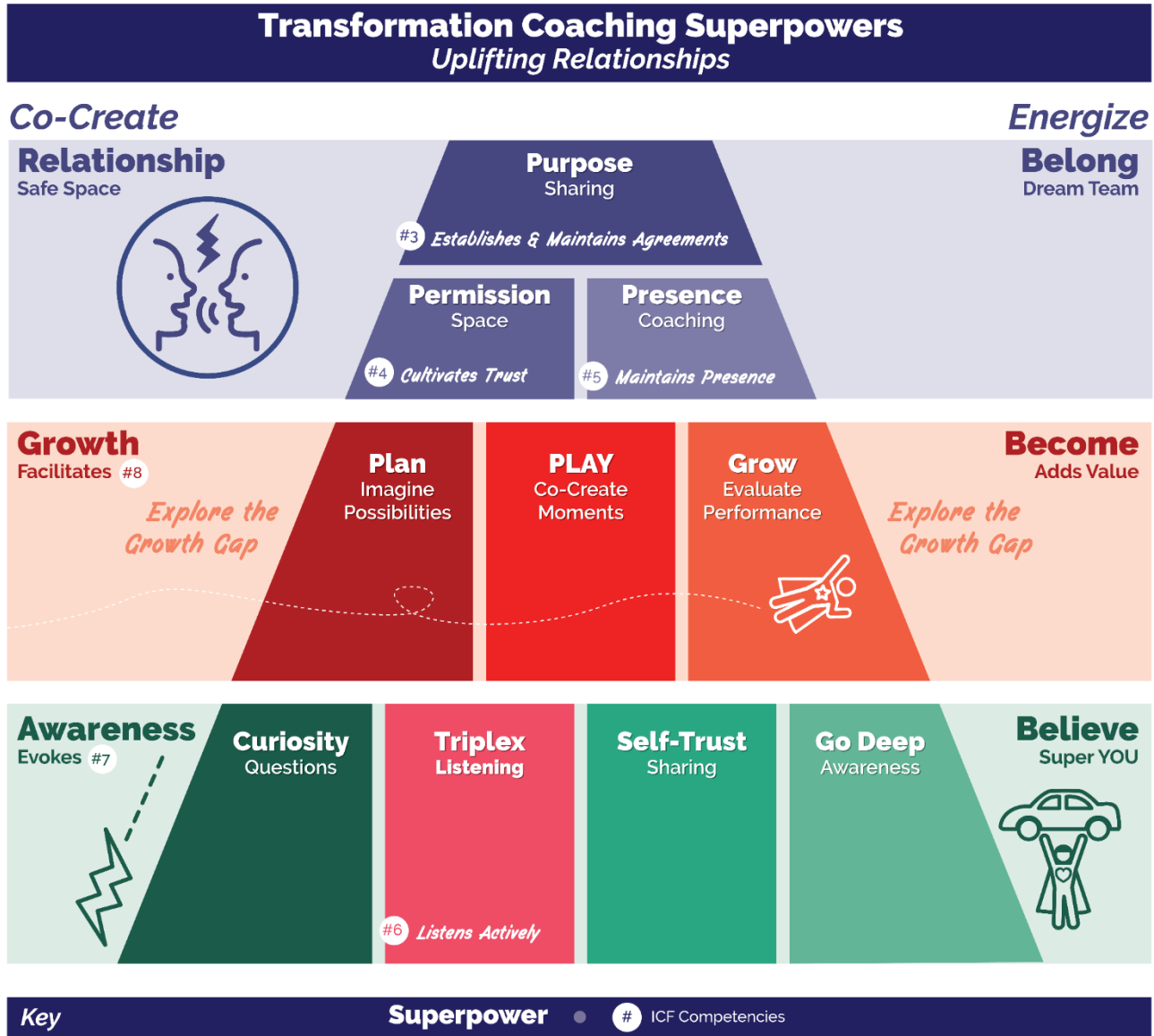
When you look at the ten core skills, they look pretty... well... basic! They are. The key is to MASTER them through the continual practice coaching.

The Spirit of Play and Play Pattern language set the Coach Approach apart from every other approach to Human Achievement. When you keep your conversations around playing big and playing better you will never be confused with another type of professional. If your aim is to become a practicing Professional Coach then it is essential for you, your players and our profession that you learn how to demonstrate these skills.

We will explore how to distinguish coach talk from patterns that you may already be familiar to you. When you are new to coaching, it is VERY easy to fall into conversational patterns that you are familiar with like friend, boss, colleague, parent (or counselor, therapist if you have done these).

{The Model is on the next page}

# Transformation Coaching Superpowers Model



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## The 10 Coaching Superpowers and 8 Coaching Competencies (ICF)

A quick point about the numbers: We have a different set of numbers than used by the ICF. In this book we will use our numbers. In the model above we show the 6 ICF Core Competency Model for 2022 (Numbers 3 – 8).

The 10 Coaching Superpowers	The 8 Core Competencies (ICF 2021)
	1) Demonstrates Ethical Practice * not used to score the certification recording

	2) Embodies Coaching Mindset <b>* a collection of “markers” from the other competencies are used to score this.</b>
1) Purpose Sharing	3) Establishes and maintains agreements
2) Permission Space (Ask For)	4) Cultivates Trust and Safety
3) Presence (Coaching)	5) Maintains Presence
4) Plan – Imagine Possibilities	(Part of #8 Facilitates Client Growth)
5) Play – Co-Create Moments	(Part of #8 Facilitates Client Growth)
6) Grow – Evaluate Performance	8) Facilitates Client Growth
7) Curiosity Questions	(Part of #7 Evokes Awareness)
8) Triplex Listening	6) Listens Actively
9) Self-trust Sharing	(Part of #7 Evokes Awareness)
10) Go deep Awareness	7) Evokes Awareness

By mastering the 10 Coaching Superpowers you will be MORE than capable of demonstrating the 6 ICF Core Competencies used for the Certification process! 1 and 2 are not used for Certification.

## Team Play for Transformation

It takes a village to live our dreams.

It takes a village to co-create transformation!

In this program we will learn about the enormous influence that culture has on you and our ability to live our Dreams and transform into the next version of ourselves.

At CoachVille we have co-created a culture for Dreams and Transformation that you can be a part of... and we invite you to share this with your players as well.

Our culture includes Coaching, Concepts and Community.

### Coaching

Coaching is proactive co-creation and guided practice. Coaching with you is the core of the experience for your player, but you don't need to do it alone!

The practice techniques that you will use with your players have some life-expanding ideas built into them.

### Concepts

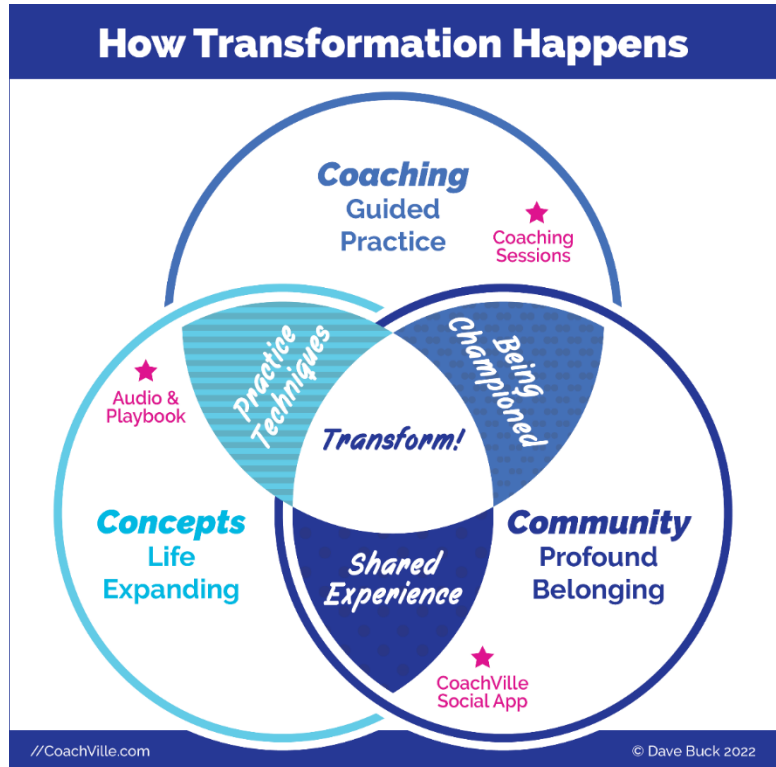
Concepts are life expanding ideas that can shift our mindset and expand our awareness. Your players have the playbook and access to the audios so you don't need to take precious time during your sessions to "teach".

When you and your players and fellow coaches and their players all share unique experiences, we build a strong bond of community.

### Community

Community is a place of profound belonging where your growth is nurtured. For this we have a CoachVille App with a group for players with an Inner Freedom Coach! Here they can access all of the resources and also connect with other amazing humans who are also participating in the Inner Freedom Program.

The community part is vital because they will feel that they are a part of something bigger. They are not the only person they know with a Transformation Coach. Experiencing a positive culture will empower them to "ripple" their experience out to other communities that they are part of!



## Access

They can access the community on CoachVille.net AND... most importantly... on the CoachVille App. The App makes it especially easy to access the audio content.

We will share with you a private link that you can use to invite your players to the private group for Transformation Coaching Players.

SEE YOU THERE!

## A few more thoughts about team play...

Life is a co-creation.

Freedom is a co-creation.

The coaching relationship is a co-creation.

At CoachVille we play with co-creation all the time. CoachVille founder Thomas Leonard was a wildly successful co-creator with a group of coaches he called his “R&D Team”. Co-Creation is part of our DNA at CoachVille... and actually for all of us!

We have taken this idea to a new level by co-creating a set of informative and compelling resources for you to share with your players. These resources will make your coaching more impactful... but they will also make you look highly credible in the eyes of your players!

There is a collection of concepts that when your player absorbs them your Coaching will be more impactful; for example, the concept of “Peak Experience”. When your player understands how to recognize a Peak Experience in their life, they will make much better use of their coaching time with you.

At the same time, it would take a bunch of time for you to explain it to them... and this would take away from the time that you can be practicing with them, observing them and listening to them, which is where the magic happens.

So, we have created a playbook and a set of audios that you can share with your players that explain all of the concepts needed for Transformation Coaching.

In the playbook and audios, I explain to the player that I will be their bonus companion while they are on the coaching adventure with you.

There is a playbook chapter and an audio that will help the player prepare for each session and make the most of their time with you.

There is also a playsheet that matches the unique flow of each session. (If you follow the coaching guide ;-)

Your players will love these resources and you will love that they come to each coaching session ready to play. SO GOOD.

Meanwhile, this will make coaching with you highly impactful. Like I said... credibility matters. It leads to advocacy and referrals.

## **The Benefit for us at CV... and the World!!**

There is a BIG benefit for us at CV with regard to your players; in addition to you being the most awesome coach they have ever had!

It happens often that people who experience transformation with a CoachVille Coach want to learn how to be a CoachVille Coach – or coach approach leader – themselves.

Free People, FREE PEOPLE!

It is our hope that with their experience of your coaching and these impactful resources that they will join us in our coach education program some day in their future. And our world changing team of “rebels with a cause” to uplift the Human Family will continue to grow!

Yeah Team!

# **Chapter #01 - The Exploratory Session**

Recruit Practice Players


# 01) Read the Coaching Guide!

**Transformation Coaching #1 (Exploratory)**      Date: \_\_\_\_\_

**SESSION FOCUS: EXPLORATORY SESSION**

**Peak experiences:**      **Self-expression:**

3. \_\_\_\_\_ 4. \_\_\_\_\_



**3-month focus:**      **Contribution:**

2. \_\_\_\_\_ 5. \_\_\_\_\_



**Growth-oriented challenges:**      **Play better:**

7. \_\_\_\_\_ 6. \_\_\_\_\_



Read the Coaching Guide for Session 01 Exploratory Session

And, if you want the full picture, [Read the Player Playbook Chapter 01](#)

## The flow of practice!

Reading the Coaching Guide for the session that we will practice in class will need to become a part of your weekly routine. So, let's just get started now.

Here is the pattern:

- 1) Read the Coaching Guide out loud a few times
- 2) Practice it in class with a class partner
- 3) Continue to “practice” by doing it for real with your players. In the Exploratory Session you are practicing with potential players.

## *02) Transformation: From Control TO Co-Create*

Each week we will focus on one transformation.

To get us started we will explore one of the biggest...

**From:** Control

**TO:** Co-Create

### **Control**

Notice areas of life where you are attempting to control OR you feel that you are “supposed” to be in control.

- Of a person
- Of a situation
- Your SELF

And notice the areas of life where you are being controlled

- By a person
- By a situation

### **Co-Create**

Notice moments when you feel the urge to co-create with another person.

Usually this will be to co-create an experience together.

And sometimes you will co-create a “thing” that you want other people to experience.

The big idea is to notice that we can – and really enjoy – co-creating experiences with others.

### **Consider...**

This is important right at the start because coaching is a co-created experience.

It is different to how most human relations are organized by our current culture.

You are not going to control your players because you are “the authority.”

YOU are not going to be controlled by your players because you are supposed “to serve” them and the “customer is always right”.

Coaching is NOT a service!

Coaching is an egalitarian relationship.

Even if you have the idea that “being of service” is a good thing, I urge you to let it go for your coaching endeavors. “Being of service” implies hierarchy.

## ***03) Practice Players and The Money***

The key to coaching success is ... PRACTICE PLAYERS

And it is essential if you are going for Certification.

It is optional if you are here for CCEU’s or personal growth.

The money conversation is included in the Exploratory Session Coaching Guide.

As far as the money goes, you have options: paid, barter, pro-bono

### **What about the money?**

We **STRONGLY** recommend that you charge a fee for coaching your practice players. It can be a small fee according to what “small fee” means to you.

But if you are not comfortable with this, then you can look for barter possibilities or you can coach them “pro bono”. The choice is truly up to you. However, we encourage you to charge because A) with all of the resources, the value is there AND B) you need paid hours for your certification. Might as well start now!

Also, we recommend making your potential players the offer this unique way. AND AGAIN... you can choose to do it a different way.

This is taken straight out of the Coaching Guide:

\*\*!\*\*\*

### **EXPLAIN THE MONEY**

**SAY:** So, in order to earn my coaching certification, I need to accumulate 450 paid coaching hours! It's a lot. While I am on my way to certification, I am offering a super affordable introductory rate of \$300 for 10 sessions. If you are good at math you know that is \$30 / session. Amazing value!

Plus, you get the playbook and prep audios and playsheets.

**\*\* and there is a community on the CoachVille App for all the players in the Transformation Coaching program which you might really enjoy.**

AND ...

You don't pay until after our 4<sup>th</sup> session. If after our 4<sup>th</sup> session you want to keep going, then the investment is \$300 – and you can pay in 3 \$100 payments each month.

If you don't want to keep going, then there is no payment, and we consider the 4 sessions pro bono and we both learned from the experience together.

**ASK:** Does this sound fair to you?

\*\*!!\*\*\*

**IMPORTANT.** If you are going to handle the money in a different way than is spelled out in the Coaching Guide, then you need to write out YOUR version. And when you get to that part, read your version instead of following the Coaching Guide.

NOTE: if you have written out your own money part, practice reading that part a bunch of times before your first exploratory session. You want the money part to feel smooth and practiced!!!

If you are an experienced coach, you can recruit paying players for this engagement or invite 3 existing players to do this with you. However, I recommend that you plan to coach 3 players specifically using the Transformation Coaching Guides rather than blending it with what you are already doing. This will help you learn the Techniques AND it will set

you up to add 12-week Transformation Coaching engagements to your business model.  
SMART!!!!

A quick note about the ICF and the certification process.

To earn your PCC Certification you need 500 coaching hours; 450 must be “paid” hours.

We use the term ”paid” a little bit loosely here.

Paid includes barter.

Paid includes getting paid \$1 per session; or getting paid with a cup of coffee.

## **IMPORTANT: Track your hours!**

Starting with your first exploratory session, make a document where you keep track of every coaching session you have including the name of the player, the date, and the length of the session.

### ***04) Session 01- Exploratory – Coaches Notes***

Follow the Coaching Guide

Practice observing your player

Even though it is “practice”, notice your energy at the “moment of choice”.

### **Quick Review of the Exploratory Session Coaching Guide**

The playsheet follows the flow of the Exploratory Session.

Also, if you send the player playbook and / or the player prep audio Soundcloud link, that will help your potential player prepare for the session which will make it easier for you.

This conversation can be a lot of fun.

In this conversation you will ask this person questions that probably no one has ever asked them before. This is on purpose! You want them to get into a creative, curious place; not feeling like it is an interview where they need to perform or know the right answers.

The numbers in the coaching guide correspond to the numbers on the playsheet.

As you are asking the questions, your role is mostly to listen; by listening deeply the other person will feel encouraged to speak from the heart and share.

With each section, you may need to encourage the person to expand upon their answer or go a little deeper. You can encourage them by asking them to “say more about that”.

If you have a curious follow-up question pop into your mind, go for it and ask. The key though: don’t go too far on a deep dive in to any topic.

The main purpose for this conversation is to spark desire and curiosity for the Transformation Coaching Experience.

If the person shares about something and you think you have a good idea to help them, this is the time to HOLD YOUR TONGUE as they say and hold back.

Your aim in this session is to be more curious and less helpful.

### **The MOMENT OF CHOICE**

When you get to the MOMENT OF CHOICE part of the session. Do a quick check in with yourself. Do you want to coach this person for 10 sessions? Unless you are getting a strong vibe that this would be a drain or a “rescue mission” for someone with a lot of problems, say “YES” and make the offer.

Fun!!!

### **Recruit 3 Players**

*This part is only required if you aim to become a CoachVille Certified Coach; OR if you want to add the Certified Transformation Coach to your existing CVPCC or ICF PCC!*

The next part is about how to recruit “practice” players to coach while you are in the class.

The best way to become a Transformation Coach – or any kind of coach – is to practice.

And while it might seem like you should just practice in class for a few weeks before attempting to coach a person outside of class... the best way learn is to start coaching people outside of class right away.

We learn by doing... and by embracing the learning process, which includes messing up and figuring it out.

Also... as you read in the Team Play for Transformation section of the Player Playbook, the resources that we provide for you to provide your players will create a great deal of value for your players in the experience.

There are four parts to this:

- 1) Introduction to recruiting practice players
- 2) **Power up**: Make your REACH OUT plan and DO IT!  
(sample messages included in this playbook)

- 3) **Game Action:** Conduct exploratory conversations with your potential players
- 4) **BIG WIN:** A potential player says: “YES!”

## Part 1: Introduction to recruiting practice players

The basic recruiting plan is to:

- 1) Identify where you will recruit your practice players.
- 2) Reach out to them and invite them to a brief exploratory conversation about coaching with you.
- 3) Send them the potential player exploratory session prep audio with Coach Dave <https://soundcloud.com/coachville/transformation-00-exploratory>
- 4) Conduct coaching exploratory conversations.
- 5) Sign up your players.

**NOTE:** Even if you reach out to someone who wants to say “Yes” before having an exploratory conversation, we recommend that you have the exploratory conversation anyway. This is good practice, and you can make sure that the relationship is set up for success.

To become a great coach, you need to coach a lot of players! Coaches are ALWAYS looking for good players. Then they set out to help them become GREAT players.

To enjoy a successful class experience we recommend that you recruit 3 “practice” players specifically for the Transformation Coaching Program.

**HINT:** If you register for class early, it is a great idea to start this process before the class officially starts!

### About the CoachVille Social Site:

Part of the CoachVille class experience is participating on the Social Site. This is where you share about your experiences in class, playing for your own dream and coaching your practice players.

## A Quick Thought about Human Nature Superpowers

There is a theme throughout this program about unleashing Human Nature Superpowers.

A Superpower is an ability that is honed and refined until it is capable of positive impact on others.

We use “unleash” to convey the awareness that most of us are only vaguely aware of our Human Nature abilities AND the ones that we are aware of are often under-developed. This is where Transformation Coaching – and the power of an outside observer – REALLY comes to light. As you guide your player to live into their dream you will encourage them to elicit the spirit of play, face challenges and explore new possibilities. During all of this YOU will be observing them so that you can bring awareness to their abilities AND guide them to develop them and express them in the world.

## **WHAT you are inviting them to do with you.**

We are moving beyond the Industrial Culture of Control into the Connected Culture of Co-creation. More and more people are waking up to a life of possibilities and yearning to play BIG unleashing their Superpowers to contribute to the lives of others in a creative and meaningful way. You have people around you who are ready to play BIG. They need a Transformation Coach to do that.

## **They need YOU to ask them to be your player.**

- You are recruiting them for a 10-week coaching engagement.
- Each week you will have a 1-1 conversation with each player.
- These conversations can be over the phone, face-to-face, zoom or via any other audio/video connection tool.
- Texting or messaging back and forth for 30 minutes will NOT match these requirements; BUT is an excellent supplement to talking together.
- 45-50 minutes is a good time frame for each session.
- We also recommend checking in with each player in between coaching conversations via email, text or whatever means both you and your player like to connect.

For each session, they will have a player playbook chapter to read, a player prep audio to listen to.

You will have a detailed Coaching Guide with questions to ask and ideas to share.

You will practice each session with your class partner in class before doing it with your practice players.

## **WHO to Recruit**

You honor someone when you offer to coach them. Think of it as the highest compliment.

Who do you know who is doing good things and seems poised to step into greatness? Who has great potential to be a difference-maker... a game-changer?

Who do you know who has the desire to play life at a higher level or live into a new Dream?

Having a Transformation Coach is a choice people make when they have a dream to play BIG, perform at a higher level or step into a new possibility.

Think of people of all ages; of all levels! Don't only think of people younger than you are; or "lower" than you are on the "ladder". Transformation Coaching is NON-HIERARCHICAL!

Do **NOT** look at your existing connections and think: who has lots of problems and "needs a coach"? Transformation Coaching is NOT an intervention for problems! This is not to say that good players don't have any problems! Of course, they do. However, while some people just seem to have problems, players have challenges that arise out of their DREAM to play BIG.

YOU do NOT need to be an expert in what the player is doing. Transformation Coaching is powerful without specific subject matter experience. **IMPORTANT Note:** When you move into high-end professional coaching the best plan is to combine Transformation Coaching techniques WITH subject matter experience.

Another thought...

Look for people who never really "fit in" to traditional structures where they needed to comply to do well. These folks could be poised for greatness in the Connected Age where curiosity, creativity and contribution are replacing command, control and compliance.

## Where to recruit

This will depend on your situation. A little later in this playbook I will share with you some sample "REACH OUT" messages that you can use.

**A)** You are a manager / leader and you have a group of employees and colleagues from which to recruit your 3 players.

Extend a personal invitation to the people you want to coach.

**IMPORTANT:** When coaching folks who work for you, you must obtain express permission from THEM to coach them AND you will need the 30-45 minutes per week of established 1-1 coaching time.

**B)** You are already coaching or providing a professional service to clients.

In this case you have client pool from which you can recruit 3 players. If you want to recruit from your existing clients, you can offer them the opportunity to coach with you using a new format for 10 weekly coaching sessions. It will be important to let them choose to engage in this new approach with you.

**C)** You are an awesome person learning Transformation Coaching.

In this case you need to recruit 3 players from your network of friends, colleagues and social connections. You may have colleagues or friends who you can reach out to personally.

Many students use Linked In, Facebook or email to find their potential players using an “opportunity post”. Also, even if you have a group of people right around you, you may want the experience of opening up to coach people who come through your social connections. Remember!!! It is PLAY. Sometimes opening up to a bigger world can really spice things up nicely.

**Important!** Your CoachVille class colleagues do NOT qualify as practice players. The idea is for you to go boldly out in your community – geographical or virtual – and recruit players!

**ALSO Important...** Recruiting players will NEED to become a natural part of your Life as a Transformation Coach. The fastest way for something to become natural... is to do it... A LOT!

## Part 2: Power Up – Make a reach out plan

To find and attract potential players you need to reach out to people.

Either people you know by messaging or calling them, or people in your social circles by posting on social media.



### Sample REACH OUT messages

**Invite someone you know:** “Hey Sally, I am participating in a Transformation Coach Education Program, and I am recruiting 3 amazing people to be my players while I am in my first course in the program. Our aim will be to Energize Your Dreams by unleashing your Human Nature Superpowers! We will have 10 weekly 45-minute coaching sessions. I think of you as someone playing big, and I would love to set up an exploratory conversation to see if this is a fit for you. It is going to be great fun and the price is super low while I am starting out. Are you interested? Let me know and I will send you the playbook and we can set up a time.”

**Example opportunity social media post:** I am taking a Transformation Coach Education Program with CoachVille. I am very excited about it! I am looking for 3 “players” for a 10-week coaching program called: Transformation Coaching. Each session will be approximately 45 minutes. This is a great opportunity if you are up to something big in your business, career or personal life that you would love to energize by unleashing your Human Nature Superpowers. If this sounds like YOU please contact me so we can set up a brief exploratory conversation. It is going to be really fun and defeniterly transformational. life-changing. I only have 3 openings so please respond quickly!

If you know someone who might love this, please pass it on to them. Thanks!

\*\*\*

Use these samples to craft something that sounds like you AND uses some of the Play Language.

Then send it out! Don't wait for perfection.

**IMPORTANT: Your aim is to get a few conversations in your calendar for the days immediately following class.**

If you are bold, you can do them before the class starts!

### Part 3: Game Action – Have exploratory conversations

In this exploratory conversation you are engaging in social play: Relate for Influence. You want them to say: “YES”!



You will practice this session in class with your partner. And then hopefully you have a few sessions lined up for the days after class.

This exploratory conversation is important because coaching should always be a mutual agreement between the coach and the player. You can only coach someone if they want to be coached by you AND you believe in the dream they are playing for.

This exercise is powerful for your life as a leader as well as a coach. The best Dreams in life are often include the game of “ASK” where you are playing for influence and a mutual “YES!”

The conversation outline will provide a simple structure for this conversation.

Remember, YOU are the coach. So:

- A) You need to guide the conversation
- B) It is mostly about asking questions and listening. You don't need to say too much!
- C) At the conclusion, YOU must choose if you want to coach this person;

If you are a “yes”, then ask them if they want to be your player; and explain how the money will work; this is spelled out in the guide.

Your aim is for them to say “YES!”;  
If you don't want to coach them, don't ask them.

**What to look for in the moment of choice.**

In the conversation outline you will do a lot of listening. As you are listening you want to check in with your intuition. This is an essential coaching skill so you should start learning it right now! Wonder to yourself: Do I have a good connection with this player?

Do I support the dream they are playing for? Will I enjoy coaching them? Or will I at least enjoy learning something by coaching them?

It is OK if you think they will be a challenge, as long as you will enjoy it in some way. It is OK if it will stretch your comfort zone or require you to look at things from a new perspective.

Avoid taking on a player if you think it will be a “rescue mission” for someone in trouble.

### The CoachVille Social Site

After each exploratory session, share about your experience on the CoachVille Social Site.

## Part 4: BIG WIN – Sign a practice player

### A potential Player Says: “YES”!

This is something to celebrate!

Yes, it’s OK to pump your fists in the air! I do it every time I sign up a new player. ;-)



Find someone in your physical space to give you a high five!

- If you have not done so already, send them the Player Playbook PDF
- Send them the Playsheet Pack PDF
- Send them your Coaching Agreement

In class we will tell you how to invite them to the Transformation Coaching Group on the CoachVille membership site (at CoachVille.net) and/or the CoachVille App on the app store for Apple or Android.

## 05) The Exploratory Session is your “Gateway to Coaching Experience”

Use this example to practice talking with potential players; eventually you will design your own ideal Gateway Experience.

Coaches are the champions of dreams!

Talking with potential players about their “Dreams” needs to become one of your favorite things in life!!! It is essential to being a coach.

Create a file in a document or spreadsheet with the people that you are connected to and add notes as you discover their Dreams.

Coaching is a relationship it is not a service. It builds and grows over time. Folks can see you as their “coach” because you talk with them about their dream even if they have never hired you for coaching. If you maintain these relationships many will eventually hire you.

This is the way to grow as a coach and eventually thrive as a professional coach if that is your Dream: grow a community of people who see YOU as the Champion of their Dreams; As I said, many WILL hire you when they are ready to live their Dream; especially if you host an affordable group coaching program, and eventually an online community of players.

## ***06) People don't know their Dreams, Peak Experiences...***

This session is designed to use language that is different than “Main Stream” goal setting or problem solving.

It is designed to be “Dream” oriented: A simple statement of desire is enough.

Even if they don't initially resonate with the language in the Exploratory, **STILL ASK!** Find a way to reach them with different words, but tie it back to the “Dream” words.

Your players have probably never been challenged nor supported to live their dreams now.

Your players have probably never been challenged not supported to seek peak experiences.

Part of the way you guide transformation is by guiding your players toward these new ways of seeing life and living life.

There is a big debate in the field of coaching about whether the coach should adapt to the player, or the player should adapt to the coach. It is probably somewhere in the middle. However, if you are coaching for transformation, then you will need to guide your player to new language and a new mindset; especially since most people are stuck in the cultural mindset of hierarchical control.

It is OK, as a coach to have **YOUR WAY** and attract the players who desire **YOUR WAY**. That is part of what it means to be a professional at something, you have **YOUR WAY**.

At CoachVille we are introducing you to **OUR WAY** and inviting you – and your players – to join us. Our way is centered around:

Living our Dreams now

Unleashing our Human Nature Superpowers; rather than controlling them.

Expressing our spirit of play; rather than controlling it.

Coaching is a relationship of Egalitarian Co-Creation; NOT a servant and NOT an authority either.

As you participate with us, you will eventually craft YOUR WAY of seeing the world and being a coach. You are welcome to include any CoachVille ways that appeal to you. But to get there, you need to fully “try them on” for a little while. That’s what we are doing together.

### ***07) Follow the GUIDE = the flow + OBSERVE your player; what to notice!***

The BIG idea of using coaching guides is so that you don’t have to try to learn everything at once. The MOST important thing in coaching is getting good at observing your player and co-creating with them. Using the coaching guides a few times allows you to focus on your player.

Using the Coaching Guides means YOU don’t have to:

- A) Structure the Session
- B) Figure out what to ask next
- C) Figure out the coaching techniques

By using the guides a few times, you will begin absorb these three essential things naturally.

AFTER using the Guides a few times with the coaching notes playsheets, you will be able to just use the playsheets because you KNOW the questions.

Over time you will mold the questions to your liking and style.

However, be careful about doing this too soon. Some words will agitate you at first only because they are so different than our cultural expectations of hierarchical control and fixing what is wrong with us.

#### **What to notice**

This is a big one, related to what I was just sharing.

Because of our cultural orientation toward control and fixing problems, you will probably first notice your players patterns of problems.

Practice looking for these things as you are coaching.

The transformation YOU are playing for is to begin to notice

- their YOUUnique awesomeness
- their opportunities to express their human nature
- their desires for peak experiences
- their growth potential

If you see something you think is a problem, or they bring up something they see as a problem, the FIRST thing to do is:

A) Reframe it as a desire

B) Find the growth opportunity this desire is presenting.

AWESOME!

## ***08) CHOOSE each player with your heart!***

Coaching is a relationship!!!

You are a guide and an adventure companion.

You will be connected with them for 3 months or longer.

Make sure you resonate with them AND their Dream.

This does not mean you “like” everything about them or see the world the way they do. It can be an awesome growth opportunity to coach a person who sees the world differently than you do.

By doing this you will find common humanity together... which is something we desperately need a lot more of in our human culture today.

As you have probably learned in your life, our hearts can be drawn to experiences for mysterious reasons. Trust it and let it play out. Usually the “reason” will make itself known.

## 09) Get *WITH* your player at an “Awareness Level”

People have vastly different levels of awareness of themselves, the social world around them and “Life”.

You will need to meet them where THEY are. (it’s not good or bad!)

This takes practice.

Something that may seem very clear to you can be very confusing for them.

Something that may seem straightforward for you can seem very complex for them.

Your mission while coaching is to maintain your perspective while seeing situations through their perspective... at the same time.

Two examples

1) You and your player are co-creating a social play plan. They have an idea about where to focus their energy. You see a different, and probably better way, to do it. You could ask permission to share your perspective and then let them choose. Or you could let it go and let them play their way and have the experience.

Either way is good. But in the beginning with a player, lean toward letting them play their way while you get to know each other.

2) As is common in the Authoritarian Control Culture you notice that the player often talks about themselves in negative judgmental language.

This is a core situation of different awareness where it is important for you to bring it up. Here you don’t want to get with them at their level. You want to inspire them to move into our coach approach awareness.

Ask permission and then share with the player what you are noticing and offer the coach approach of judgment-free awareness toward themselves AND the situations they are exploring.

Knowing the difference... that’s the part that takes practice!

## 10) Class 01 Outline

1) Welcome, Warm Up, How to Lazer Share & Safe Space Listen, Celebrate & Dream Share

**Breakout:** Share a celebration from your life from the past few weeks; Share your Dream in 30 seconds or less.

## 2) Transformation:

From: Control

TO: Co-Create

An area of life where you are attempting to control

- A person
- A situation
- You SELF
- Being controlled by a person
- By a situation?

Where you could shift to co-creating with another person or group

Maybe you are already good at this. What is your next level?

**Breakout:** How / where can you play for this transformation in your life?

## 3) Practice Players and The Money;

The key to coaching success is ... PRACTICE PLAYERS

Essential if you are going for Certification.

Optional if you are here for CCEU's or personal growth.

The money conversation is included in the Exploratory Session Coaching Guide.

You have options: paid, barter, pro-bono

I recommend you get paid AND it is your choice

**Breakout:** share your current plan for charging or NOT.

If you have time, share how / where you will find your practice players.

## 4) Practice the Exploratory Session

**Breakout:** Follow the Coaching Guide

Practice observing your player

Even though it is “practice”, notice your energy at the “moment of choice”.

## **11) Your Coaching Agreement**

Whether you are charging, bartering or coaching pro bono, you **MUST** have a signed coaching agreement with each player.

Even if you are a manager and your player is on your team in the company, you **STILL** need a signed coaching agreement.

There is an MS Word version of this agreement available in the syllabus on your program page on the CoachVille.org Student website. Use this as a starting point to make your own template.

You will use your template to make an agreement for each player.

The sections in the **GREEN HIGHLIGHT** are where you need to personalize it for **YOU** and then for any special arrangements with each player.

## **Here is the TEXT of the Agreement**

### **PLAYER / CLIENT COACHING AGREEMENT**

**Player Name**, welcome as a player / client! I look forward to being your partner in playing for your dreams! Here are a few things that honor the professional nature of our relationship.

### **DEFINITION OF COACHING RELATIONSHIP**

**1)** Coaching is focused on growth by practicing together and exploring situations for new awareness. We are not doing therapy with the focus on healing. And I am not going to give you any legal, medical, or financial advice. Often coaching can have healing side-effects, but that is not our focus.

2) We can talk about anything you want to talk about, past, present or future, AND if something comes up that seems like it requires a psychological, legal, medical or financial professional, we will agree together for you to bring those specifics to another professional.

3) As your coach I am not going to do any tasks or projects on your behalf. If we both want me to do something for you, that will be outside of this coaching agreement.

4) There are a few boundaries that our conversations cannot cross. As a coach I take an ethics oath that I am not a supremacist; meaning there is no inherent superiority or rulership of one person over another. So, we can't get into anything involving for example: white supremacy, male supremacy, religious supremacy or wealth supremacy.

5) Together, we are going to co-create clarity on the focus of our coaching together. And we will go in that general direction until you decide we should change it or expand it. Our focus is always your choice. I may suggest certain coaching techniques, but our focus within those techniques is always up to you.

## LOGISTICS

A) 1-1 COACHING CALLS: 12 scheduled conversations of 45-50 minutes each over approximately a 3-month period. We will set the dates and times for each session together.

B) Email & Text: Between coaching sessions: I am available by email and text for questions and “sharing”: news, insights, challenges, and accomplishments. I will typically reply to these communications within **a few hours**.

## FEE SCHEDULE

FEE: Our agreed upon fee is \$300– payable by **PayPal**.

You do not pay until after the completion of our 4<sup>th</sup> session. If after four sessions you do not wish to continue, we will cancel this agreement and you are not obligated to pay for the completed coaching sessions. If you choose not to continue, then we will consider our first four sessions to be a pro bono growth experience.

## LENGTH OF AGREEMENT

Our agreement is for The Exploratory Session + 10 Sessions. At the completion of this agreement, **we can mutually agree to continue coaching together.**

## CONFIDENTIALITY

Our coaching sessions are confidential. What that means is that I won't share anything about our sessions with anyone without your permission. You can share about anything that you want to. There are two exceptions:

A) There is no coach-client privilege by law in the US. So, if for some reason I receive a subpoena to testify in court about our sessions, I would have to do so.

B) If you talk about harming yourself or someone else, I would be obligated to seek assistance.

### **WHAT WE TALK ABOUT IS CONFIDENTIAL, OUR RELATIONSHIP IS NOT**

I strongly believe that our relationship should not be a secret. If and when you want, I love for the people in your world to know that you have me as your coach. And I greatly appreciate acknowledgement when you share publicly (aka on social media or in any conversation or public forum) about successes that we co-create. **IMPORTANT:** I will not share anything about our relationship publicly without your permission.

### **CHANGES**

If you need to reschedule a call, please let me know 24-hours before the session. 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.

### **The MOST IMPORTANT THING**

The most important thing is that you are ready to play life and live your dream on your own terms. I cannot play for you. I will support you and challenge you in every way that I know. When you live your dream, we both win.

Please sign and date

---

**Your Name Here**

**Player Name Here**


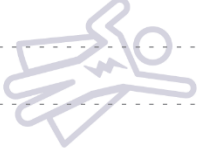







**You are ready for class #1**

Aww yeah! This is going to be good.

## **Chapter #02 - Dream Activation**

(The Dream Activation Technique)

# 01) Read the Coaching Guide

Transformation Coaching Session #2 Notes		Date:
1. WARM-UP and Dream sharing: 		
2. CELEBRATE	3. GROW	
4. (Practice) PLAN: <i>Dream Activation</i>		
5. PRACTICE		
<b>Drive to be free:</b> Self-determination & self-trust <span style="float: right;">B</span>		<b>Love to befriend:</b> Co-create & care <span style="float: right;">C</span>
		
<b>Start here</b> <span style="float: right;">A</span> Brief description:		<b>Urge to become:</b> Self-expression & spirit of play <span style="float: right;">D</span>
		
<b>Need to belong:</b> <span style="float: right;">F</span> Self-value & social safety instinct		<b>Ability to believe:</b> Self-confidence & self-preservation <span style="float: right;">E</span>
		
6. GROW (from Practice) What did you learn about playing for your dream?		What did you learn about yourself and your superpowers?
7. PLAY PLAN: What is your transformation for this week? What social actions?		
FROM:		TO:

Read the Coaching Guide for Session 02 Dream Activation

And, if you want the full picture, [Read the Player Playbook Chapter 02](#)

## 02) Transformation: from control Human Nature to Unleash Human Nature

**From:** Control / Fix Human Nature

**TO:** Unleash / Trust Human Nature

This may be a mind twister for you - this would be understandable.

We have all received SO many messages about the problems or flaws of Human Nature

Here is a quick sample of messages contrary to trusting human nature:

*To Dream ~ choose your desires*

NO - your desires are not realistic or productive; or will cause suffering

*Drive to BE FREE – choose your adventure*

NO – you must OBEY; do as you are told

*Love to BEFriend – choose your companions*

NO – you need to do your own work and don't bother anyone

*Urge to BECOME – choose your practice*

NO – your playfulness is trouble; your self-expression is too noisy.

*Ability to BELIEVE – choose your beliefs*

NO – you need to believe what WE tell you to believe

*Need to BELONG – choose your environments*

NO – you can't go and find your people you must stay in your place

**Consider...**



Almost any program created to help people from the past hundred years or so is based on the premise that we can get something under control.

For examples...

- Get your thoughts under control
- Get your desires under control
- Get your emotions under control
- Get your EGO under control

Etc.

In transformation coaching we will consider the rebellious idea that control is not the solution to these so-called problems, rather, it is the CAUSE of the problems.

## About the Human Nature Superpowers Model

There is a full page version of this model in the playsheet pack. I recommend that you print this out and put it somewhere you can see it for a while; like a poster!

One thing I want to point here is that the three superpowers at the top of the page each have the lightning bolt as the symbol: Your Dream, Drive to BE Free and Love to Befriend. These three are the main focus of the Transformation Coaching Program.

We will explore the bottom three in this program AND then each one has its own 12-week method!

Urge to Become = Play Life Method = The Butterfly

Ability to Believe = Inner Freedom Method = The Treasure Map

Need to Belong = World Power Method = The Oak Tree

### ***03) The FLOW of a coaching session***

Notice the flow in the coaching notes sheets.

There is a flow to each coaching session. As you get more familiar with this flow you will gain confidence in your ability to co-create the session with your players.

#### ***1) WARM UP and Dream Sharing***

Just like you would for an athletic or performance art practice, it is important to warm up first.

## *2) CELEBRATE*

Ask your player to share a celebration from their life. Sharing celebrations is a powerful trust building exercise... vital to Transformation Coaching.

## *3) GROW (from experiences)*

This will be brief in this session. But as we move forward sharing about growth and growth opportunities will be a vital part of each coaching session.

## *4) Practice PLAN*

In each session there will be a practice plan. Sometimes there will be a set activity or practice technique. Other times it will be open to the player's current situation.

## *5) PRACTICE*

The main focus of each coaching session is practicing together

## *6) GROW from practice*

*ASK:*

- What did you learn about yourself?
- What did you learn about your Dream?

## *7) PLAY PLAN*

*ASK:*

A) Set your intention for Transformation for the week. A way you intend to expand or express something new or become the next version of YOU

FROM: A (a word or phrase)

TO: B (a word or phrase)

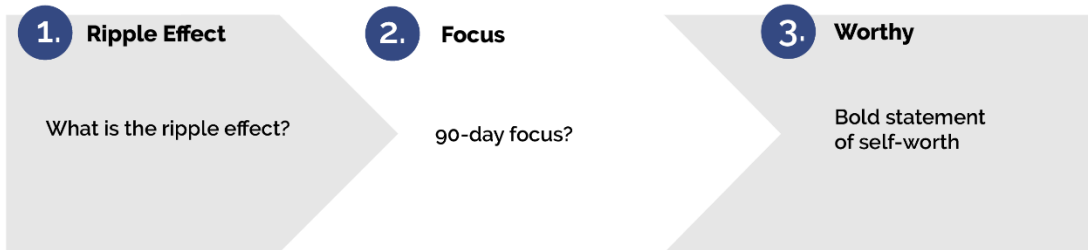
B) Share a few social actions to get started on your Dream this week.

## 04) Session 02 – Dream Activation – Coaches Notes

**Dream Activation Technique**  
**“Commence Your Human Journey”**

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### Get started



### Co-create Together

**Drive to be free:**  
Choose your adventure

Spark your sense of adventure?  
 Activate your self-determination?  
 Expand your self-trust?  
*Break free of expectations?*

A



B

**Love to befriend:**  
Choose your companions

Spark your love of companionship?  
 Opportunities to co-create with awesome people?  
 Express care / accept care?  
*Break free of do-it-yourself mindset?*



F

C

**Urge to become:**  
Choose your playful practices

Spark your self-expression?  
 Opportunities to express the spirit of play?  
 Activities you want to get better at?  
*Break free of the perfection trap mindset?*



**Need to belong:**  
Choose your environments

Spark your desire for environmental upgrades?  
 Activate and share the core you?  
 Challenge the status quo?  
*Break free of "I don't belong here" mindset?*

E



D

**Ability to believe:**  
Choose your beliefs

Spark your inner knowing?  
 Opportunities to expand your self-confidence?  
 Expand your capacity for social risk?  
*Break free of "I am not enough" mindset?*



In class, with 20 minutes as coach and 20 as the player, you won't be able to do the whole technique. When you are the coach, stay focused on the Guide and avoid deep dives and tangents. Of course, you can do these with your players when you have more time.

### Coaches Notes

Notice the Coaching Agreement section at the beginning of the coaching guide; it is based on the ICF Code of Ethics. Practice reading this to make sure you are in alignment with the principles. This is very important.

## **Reflect on the Superpowers of Human Nature**

The Dream Activation Technique follows the flow of the Human Nature Superpowers.

The description of the Human Nature Superpowers is in the Player Playbook. It is essential that you become very familiar with this model.

It is just about 100% certain that no one has ever asked your player about any of these topics. Also, they have never been presented as Superpowers! You probably don't see them this way yourself.

I recommend you invest a little time in "reflection" on each of these "Superpowers". Notice the vitality they have within you. Notice how they have driven you without you noticing them as the power behind what you were doing or trying to do.

## **Dream Activation Technique Hot Spots**

For each part there is a "twist" question to reveal mindsets or beliefs that are counter to the Superpower in some way.

These are especially important moments in the session to observe your player. This is when they will become aware that they have a lot of growth potential in these Human Nature superpowers.

### *TO DREAM*

**ASK:** What would be a bold statement that you can make to say that you are worthy of living this dream.

### *Drive to BE FREE*

**ASK:** will you need to break free of expectations to play this dream?

### *Love to BEFRIEND*

**ASK:** will you need to break free of the do-it-yourself mindset?

### *Urge to BECOME*

**ASK:** will you need to break free of the perfection trap mindset?

### *Ability to BELIEVE*

**ASK:** will you need to break free of the Industrial Age "I am not enough" mindset?

### *Need to BELONG*

*ASK*: will you need to break free of the “I don’t belong here” mindset?

## **What to OBSERVE to “Get With” your player**

A BIG part of coaching a person – especially in the first few sessions – is to observe them so that you can “Get WITH” them on the Growth Journey.

How proficient are they with their Human Nature?

How aware are they of their own growth opportunities?

As a Coach you need to master the art of getting WITH your player on their growth journey. You need to see them and their current "level" of awareness and ability.

How aware and proficient are they with their Human Nature Superpowers?

How skillful are they in the social play activities needed to play for their Dream?

You need to get a sense of this so that you can “walk WITH” them rather than walk “way ahead” of them.

**To be a good guide and practice partner with them you need to put yourself next to them and just ahead of them so that they feel capable next to you; NOT blown away by you.**

## ***05) ICF Code of Ethics***

The template coaching agreement includes language to stay in alignment with the ICF Code of Ethics; in particular the part about Egalitarian Mindset.

The Coaching Guide for Session 2 includes a verbal version of the agreement to read to your new player at the start of the session. Since session 1 is an exploratory session, session 2 is considered the first official session so this is when we review the code of ethics with our players.

The code of ethics and having a signed agreement is important, even if you are coaching pro bono!

## **06) ICF Competency #1) Demonstrates Ethical Practice**

*Definition: Understands and consistently applies coaching ethics and standards of coaching.*

- 1. Demonstrates personal integrity and honesty in interactions with clients, sponsors and relevant stakeholders*
- 2. Is sensitive to clients' identity, environment, experiences, values and beliefs*
- 3. Uses language appropriate and respectful to clients, sponsors and relevant stakeholders*
- 4. Abides by the ICF Code of Ethics and upholds the Core Values*
- 5. Maintains confidentiality with client information per stakeholder agreements and pertinent laws*
- 6. Maintains the distinctions between coaching, consulting, psychotherapy and other support professions*
- 7. Refers clients to other support professionals, as appropriate*

## **07) ICF Competency #3) Establishes and Maintains Agreements**

*Definition: Partners with the client and relevant stakeholders to create clear agreements about the coaching relationship, process, plans and goals. Establishes agreements for the overall coaching engagement as well as those for each coaching session.*

- 1. Explains what coaching is and is not and describes the process to the client and relevant stakeholders*
- 2. Reaches agreement about what is and is not appropriate in the relationship, what is and is not being offered, and the responsibilities of the client and relevant stakeholders*
- 3. Reaches agreement about the guidelines and specific parameters of the coaching relationship such as logistics, fees, scheduling, duration, termination, confidentiality and inclusion of others*
- 4. Partners with the client and relevant stakeholders to establish an overall coaching plan and goals*

## *5. Partners with the client to determine client-coach compatibility*

NOTE: there are several more elements of this Core Competency, but they are focused on the agreement for a specific coaching session. We cover these in class #6.

### ***08) Coaching Superpower #01: Shared Purpose / Dream***

All coaching begins with a shared Dream. The purpose – AKA the big “why” - is the foundation for the big dream that the player wants to play for. Because to play bigger in the world, you need a bigger purpose.

As a Coach you also need a bigger why that is the foundation of why you are coaching in the first place. When both coach and player are willing to openly share with each other what their purpose is and what they believe is possible they can find the resonance that ensures that there is a good match between coach and player.

#### ***Learning Objectives***

With the Purpose Super Power:

- You will engage in powerful, potentially life-changing, conversations.
- You will start your coaching relationships with a strong foundation.

#### ***What are the general truths about Purpose?***

1. We are all yearning to live in alignment with our purpose; our bigger why.
2. Our Bigger Why can evolve and expand as we grow.
3. When we know our Bigger Why everything feels easier because we can let go of thoughts and activities that are not in alignment with it.
4. Another way of saying “Bigger Why” is: “This is what I believe...”
5. When you interact with others in alignment of a shared purpose it creates a profound sense of belonging.
6. Finding a shared purpose with someone shows that you care about them as “a person”; more than simply “a worker” who can complete a specific task.

#### ***How to use the Purpose with your players...***

The Bigger Why is about shared purpose. So it begins with the Coach sharing their purpose. This is often how a Coach or Coach Approach Leader attracts players in the first place.

You share your purpose by stating what you believe; or what you believe is possible.

When you first start a coaching relationship you ask your player – or your potential player – “Why” questions. Examples include:

- “Why do you want to play better for this dream?”
- “Why is this important to you?”
- “Why will this make a difference in your life?”

### ***“Why” questions are tricky. Proceed with caution!***

Since “why” questions are also used when “demanding” an explanation for something, as in “Why did you do that?”, your tone is very important. When your player shares about something they want to do, you can set the stage for shared purpose by stating your intentions: “I would love to dive into your deeper purpose here. Is that OK?”. Then ask your Bigger Why questions.

(Note: This is an example of the Permission Super Power that we will explore next)

Another tricky thing about purpose is that it is not something we have been encouraged to explore or express. So the thought of it can take many people out of their comfort zone. Our “Why” does not usually come from a logical thinking place, it is more of a feeling “inner knowing” place.

This is where you can experience the power of Coach Approach Conversation. By being WITH the other person in the conversation they can explore this new territory and put into words something that was only a “feeling”. Remember: “I create as I speak”! It is powerful.

### ***Example of Shared Purpose***

Here at CoachVille we share our purpose by stating: We believe that great coaching will transform our world.

Since you are here participating with us, it is likely that you share this purpose. You are here because you believe what we believe.

As a Coach Approach Leader you will share something that you believe that will create a bond with the people that you will coach: employees, advocates and customers.

### ***A note for managers becoming Coach Approach Leaders***

You have people on your team. Some of whom are working for you for “the purpose” of doing their job and collecting a paycheck. This is your opportunity to initiate a deeper,

more personal, conversation. Most likely they will be delighted to find out that you care, but they may also be freaked out.

### ***Benefits – How does the Bigger Why make you a better coach?***

1. Shared purpose is the foundation of belonging.
2. Shared purpose creates the space for deeper conversations and bigger possibilities.
3. Shared purpose fosters loyalty.

### ***How do you know if you're getting it?***

1. You find yourself naturally exploring shared purpose with people in conversation.
2. In coaching conversations, you easily flow into explorations of the Bigger Why

### ***What are some common mistakes to avoid?***

1. Skipping this step and just jumping into the details.
2. Taking an initial statement of purpose at face value without exploring it deeper.
3. Thinking you have to fully understand their purpose before you can start coaching. You have to learn to “get the basic idea” or “get a feel for it” vs. needing to intellectually understand it.
4. Thinking that your players Bigger Why will stay the same forever.

### ***Basic Skill: Establish Coaching Agreement***

Ability to co-create the agenda for the relationship AND each conversation

- a. Ability to blend the desired outcomes of the player with your abilities and strengths as a Coach
- b. Always looks to the player first for the objectives of the session
- c. Challenges the player to play bigger without attachment
- d. Shares thoughts about what is practical or winnable without dampening the players enthusiasm
- e. Checks in with the player for the agenda of the conversation while holding true to the objectives the player has set

## **09) Class 02 Class Outline**

### **1) Welcome, Warm Up, Celebrate & Dream Share**

Who has players?

YOUR DREAM – can be a simple statement of desire!

- I want to experience more energy in my business or job.
- I want to create a closer relationship with my friends and neighbors.
- I want to be a transformation coach for a few players I enjoy.

**Breakout:** Share your Dream in 30 seconds or less; Share a celebration from the past week.

### **2) Transformation**

From: Control / Fix Human Nature

TO: Unleash / Trust Human Nature

This may be a mind twister for you - this would be understandable.

We have all received SO many messages about the problems or flaws of Human Nature.

NO - your desires are not realistic or productive; or will cause suffering

NO – you must OBEY; do as you are told

NO – you need to do your own work and don't bother anyone

NO – your playfulness is trouble; your self-expression is too noisy.

NO – you need to believe what WE tell you to believe

NO – you can't go and find your people you must stay in your place

**Breakout:** SHARE your thoughts about unleashing and trusting Human Nature

This is quite provocative.

Be gentle with each other!

Respect each other's thoughts. Safe space listening.

### 3) The FLOW of a coaching session

Notice the flow in the coaching notes sheets

There is a flow to each coaching session. As you get more familiar with this flow you will gain confidence in your ability to co-create the session with your players.

1) WARM UP and Dream Sharing

2) CELEBRATE

3) GROW (from experiences)

4) Practice PLAN

5) PRACTICE

6) GROW from coaching

7) PLAY PLAN

***Breakout:*** Share your thoughts about the value (or not) of a “little structure”.

### 4) Practice Dream Activation Session

***Breakout:*** Jump right into the Dream Activation Technique. In other words, skip the coaching agreement and warm up during your practice session in class.

Do your best to move through the sections intentionally without deep diving into any one area.