

TRANSFORMATION COACHING



Playbook for Coaches
by Dave Buck, MCC



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

Transformation Coaching

Playbook for Coaches

DRAFT

Last Update: 2022-10-03

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.

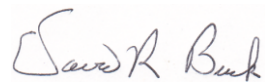
Playfulness will empower your players to relate for influence, create for inspiration, explore for visibility and experiment for discovery... the 4 things our Dreams need us to do.

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 Greater Purpose of Transformation Coaching in the world

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

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

Into : 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, feirclly 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!

- 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!!!

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

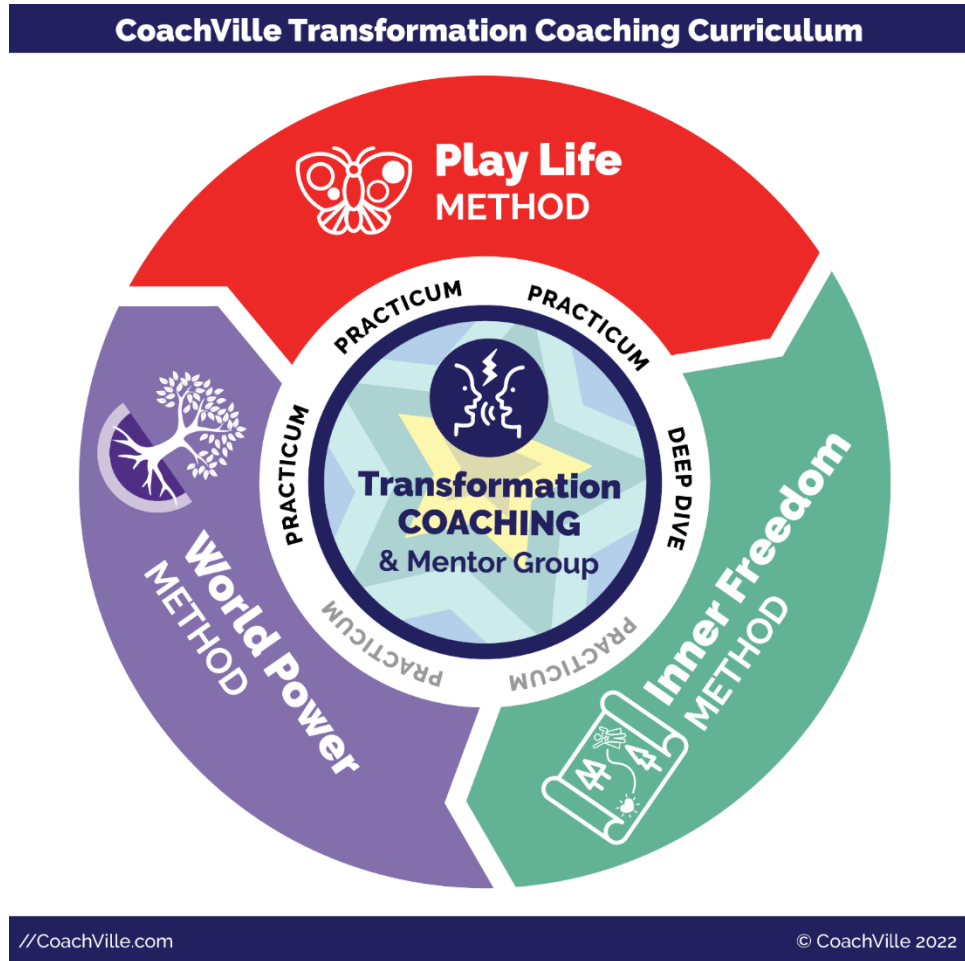
Class #10: More Practice (Choose a Technique)

Class #11: Celebration (and Next Dream)

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

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.

Quick Overview of the Transformation Coaching Superpowers

Create a ripple effect of GOOD in the World

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

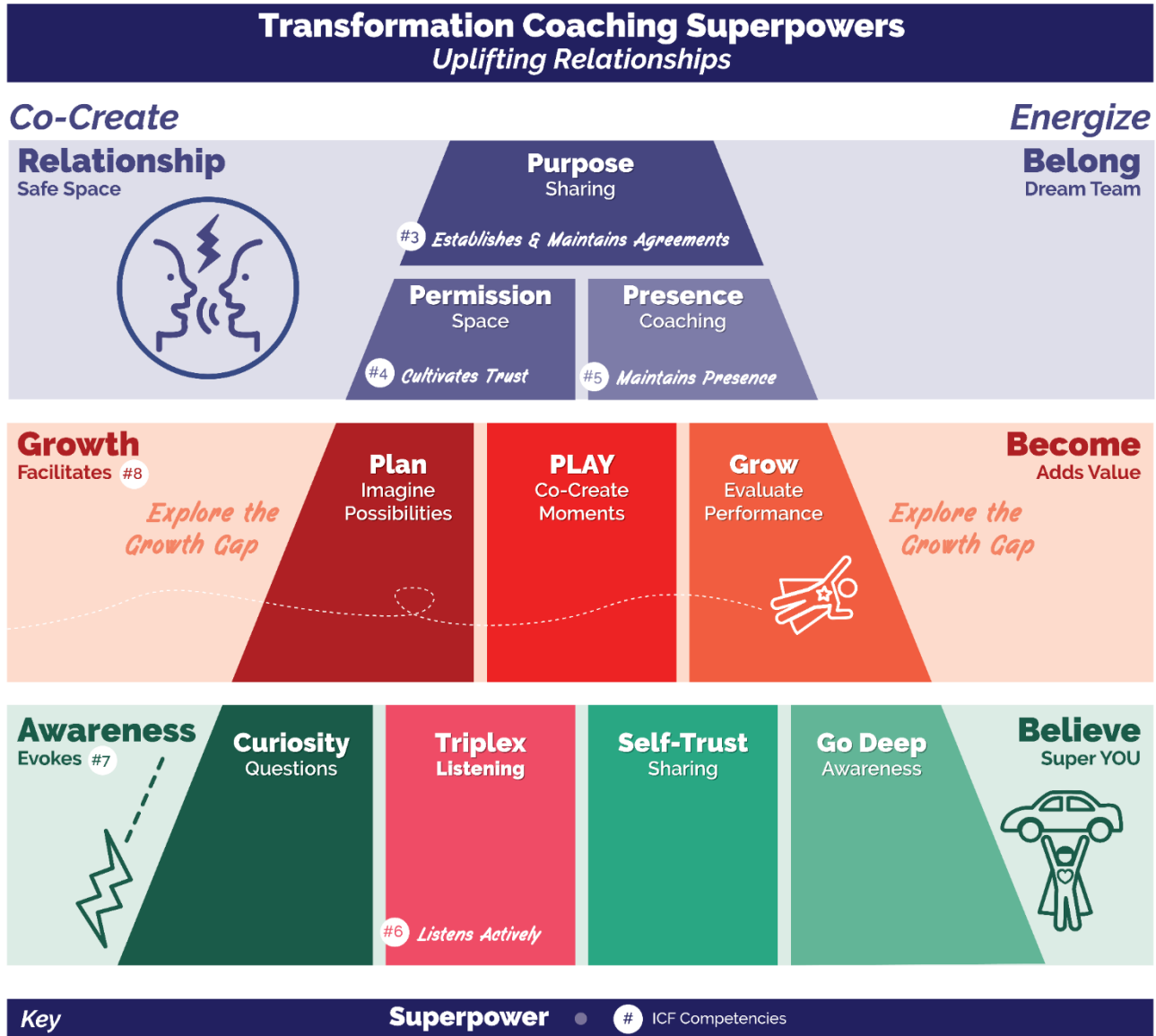
When you look at the ten core skills, they look pretty... well... basic! They are. The key is to MASTER them through the continual practice coaching.

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 * not used to score the certification recording
1) Purpose - Share your BIG Dream	3) Establishes and maintains agreements
2) Permission (Ask For): Control ->Influence -> Vulnerable	4) Cultivates Trust and Safety
3) Presence with Judgment-free Awareness	5) Maintains Presence
4) Plan – Imagine Possibilities	(Part of #8 Facilitates Client Growth)
5) Play – Co-Create	(Part of #8 Facilitates Client Growth)
6) Grow – Evaluate Performance	8) Facilitates Client Growth
7) Curiosity – Exercise wonder	(Part of #7 Evokes Awareness)
8) Triplex Listening – Saying : Not saying : Energy	6) Listens Actively
9) Self-trust – Feel it ... Say it	(Part of #7 Evokes Awareness)
10) Go deep – Look beneath the surface	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.

Chapter #01 - The Exploratory Session

Recruit Practice Players

01 Quick Review of Essential Ideas

Read the Player Playbook Chapter 01

Chapter #01 will prepare you for Class #01

1) 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?

2) 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

3) Practice Coaching in Class

Follow the Coaching Guide

Practice observing your player

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

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

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

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

5) 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.

6) 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 takes out the need to

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

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.

7) CHOOSE each player with your heart!

Coaching is a relationship!!! An adventure companion.

You will be connected with them for 3 months.

Make sure you resonate with them **AND** their Dream.

8) 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!)

01 Class 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.

4) Practice the Exploratory Session

Follow the Coaching Guide

Practice observing your player

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

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... this is not the best way learn.

We learn by doing... and by embracing the learning process.

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) **Practice:** Read the Coaching Guide for the Exploratory Session.
- 3) **Power up:** Make your REACH OUT plan and DO IT!
(sample messages included in this playbook)

- 4) **Game Action:** Conduct exploratory conversations with your potential players
- 5) **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 game card and badges:

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

In all CoachVille classes, you earn points toward your Transformation Coaching Badge through coaching activities and conversations. You earn points toward the Method Badges – Like the Play Life Badge for example – by applying the concepts in your own life.

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.

What about the money?

We STRONGLY recommend that you charge a small fee for coaching your practice players.

But if you are not comfortable with this 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 4th session. If after our 4th 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.

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!!!!

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: Practice the Exploratory Coaching Guide

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 class with a class partner
- 3) Continue to “practice” by doing it for real with your players.

In this case you are practicing with potential players.

NOTE: if you have written out your own money part, practice reading that part as well.

Quick Review of the Exploratory Session Coaching Guide

On the right is a mini version of the playsheet that you can use to take notes during the Exploratory Session. It follows the flow of the 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 is to not 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 BITE 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

The playsheet is titled "Transformation Coaching Exploratory Session" and includes a "Date:" field. The session focus is "EXPLORATORY SESSION". It is divided into seven numbered sections:

- 3.** Peak experiences: (Illustrated with a person jumping)
- 4.** Self-expression: (Illustrated with a butterfly)
- 2.** 3-month focus: (Illustrated with a lightning bolt)
- 1.** Your Dream: (Central circle with a mountain icon)
- 5.** Contribution: (Illustrated with a tree)
- 7.** Growth-oriented challenges: (Illustrated with a plant in a pot)
- 6.** Play better: (Illustrated with a person playing a game)

A dashed line path connects the icons for sections 3, 2, 1, 5, 7, and 6.

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!!!

Part 3: 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 class!

After you send out a few messages, update your gamecard on CoachVille.org

Part 4: 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 a 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 Game Card

After each exploratory session, update your gamecard in the **GAME ACTION** section.

After you share about the exploratory conversation in the GAME ACTION tab, a BIG WIN item will pop onto your game card.

Part 5: 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!

The CoachVille Game Card

WHEN one of your potential players says: “Yes”, click through to the BIG WIN tab on the game card and share about that as well.

- 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.

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 4th 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 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)

02 Quick review of essential ideas

Read the Player Playbook Chapter 02

Chapter #02 will prepare you for Class #02

1) 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

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

2) 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.

3) 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 also includes a verbal version of the agreement.

This is important, even if you are coaching pro bono!

4) 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*

5) 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*

6) Coaching Superpower: Shared Purpose

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.

7) Dream Activation Technique Hot Spots

Notice the Coaching Agreement section at the beginning of the coaching guide; it is based on the ICF Code of Ethics.

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

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

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?

8) Dream Activation, What to OBSERVE

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?

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

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

Notice the Coaching Agreement section at the beginning of the coaching guide; it is based on the ICF Code of Ethics.

Notice the Human Nature Superpowers.

Chapter #03 – Social Play

(The Peak Experience Technique)

03 Quick review of essential ideas

Read the Player Playbook Chapter 03

Chapter #03 will prepare you for Class #03

1) Transformation

From Complete Tasks

TO: Social Play

- Relate for Influence
- Create for Inspiration
- Explore for Visibility
- Experiment for Discovery

The social play model is detailed in the Player Playbook.

The KEY here is to get VERY familiar with the categories of Social Play. Find ways to do each of the 4 in your own life in your own Dream every week. Use the Play Plan Playsheet and keep this in front of you.

2) Peak Experience Technique

Transformation:

From: Information / “how to”

TO: EMBODY

The Peak Experience Technique is a way to practice any social play activity using imagination and body awareness.

The technique has three sections that follow the Plan – Practice – Grow flow.

Part 1: Plan out the social play sequence with the player. Starting with what they want to do and how they WANT to feel. Then what they intend for the other person to feel and then do.

Part 2: Practice the sequence using imagination and body awareness. The player preferably has eyes closed while the coach guides the player through picturing the sequence of social actions while noticing sensations in their body. The deeper power of the technique occurs when the player imagines and feels what they intend for the other person to feel and do in the experience. We call this “pushing the energy”.

Part 3: Grow is accomplished by debriefing what the player experienced during the imagination of the sequence. Specifically what thoughts came into awareness? What body sensations did they notice? What desires did they notice?

3) Transformation Technique

Plan-Practice-Grow: practice plan – guided practice – grow from practice

Plan-Play-Grow: play plan – social play – grow from social play

This is the FLOW of coaching!

This experience is explained in detail in the Player Playbook so that your player can become a powerful co-creator with you.

The key for you as a coach is to embrace your role in each of the steps of the process.

Plan, or Practice Plan. This is what you will do in the coaching session. In the early stages of the coaching relationship YOU will provide a basic plan for each session. This is outlined in the coaching guides. Over time, your player will elevate to the place where they are guiding the practice plan.

Practice. Guided practice IS the core of the coaching experience. The purpose of this program is for you to learn a collection of techniques to practice social play. The BIG point here is that we can't practice social play by ourselves!!! Because it's social, it requires another person!

Grow from practice. This where the coach and player debrief on the experience of practice together to highlight new awareness, new abilities and growth opportunities.

Plan, Play Plan. This is your players plan for social play in the social world. It can also include new approaches or ways to express reclaimed Human Nature or YOUUnique Superpowers.

PLAY. This is social play in the social world in pursuit of desired peak experiences. This is really what it is all about!

Grow from play. This typically happens at the beginning of each coaching session. This is where the player and coach talk through the various experiences in the social world looking for feedback and growth experiences and opportunities.

4) RACECAR from Transformation Technique

R = Results (what do desire will happen the social world)

A = Actions (the social play action)

C = Challenge (the gap between the action and the result)

E = Evaluation (the “feedback” from the world while you play)

CAR => Challenge, Action, Result = Facing challenges improves the your ability to take actions with leads to better results.

The BIG key is to separate the Result, Action, Challenge and Evaluation.

When you separate these Coaching becomes possible. You Coach to Play Better.

It means you get better results from the actions. You get better at facing challenges. You get better at evaluating the feedback from the social world.

In the Industrial Culture you just complete tasks.

The action and the result are the same. The result is I completed the action.

A challenge means you are doing it wrong

Evaluation / Feedback does not matter unless you do it wrong.

5) ICF Competency #8 – Facilitates Growth

Definition: Partners with the client to transform learning and insight into action. Promotes client autonomy in the coaching process.

- 1. Works with the client to integrate new awareness, insight or learning into their worldview and behaviors*
- 2. Partners with the client to design goals, actions and accountability measures that integrate and expand new learning*
- 3. Acknowledges and supports client autonomy in the design of goals, actions and methods of accountability*
- 4. Supports the client in identifying potential results or learning from identified action steps*
- 5. Invites the client to consider how to move forward, including resources, support and potential barriers*
- 6. Partners with the client to summarize learning and insight within or between sessions*
- 7. Celebrates the client’s progress and successes*
- 8. Partners with the client to close the session*

6) Coaching Superpower: Plan

Plan is the first part of the Transformation Technique: Plan – Play – Grow.

There are two layers of planning in a coaching situation:

- 1) Coaching Plan – What will you do together in the coaching session?
- 2) Play Plan – What will the player do out in the world?

Planning is the first step in the pursuit of intentional Growth.

In the context of playing a for a Dream we begin with what the player wants to do to co-create peak experiences and live their Dream NOW. What actions, results and experiences are they free to choose right now? Then we gradually introduce the player to new ideas and to imagine bigger possibilities.

As a Coach you also need to become an observer of your own planning, remaining open and flexible. There is a fine balancing act here to be done. On one side you must honor and respect your players' current way of planning: they can only choose what they are currently free to choose. At the same time, you must model being open and curious to new playful actions so that greater and greater fields of possibility become available to them.

Here we rely on the Permission Superpower as a foundation. Always ask permission before you encourage your player to consider a new play plan.

7) Coaching Superpower: Play / Practice

Play is the middle part of the Transformation Technique: Plan – Play – Grow.

Practice is a form of play, but in the context of coaching, practice is what the coach and player do together. Play is the player out in the social world.

PLAY consists of social actions that will create the players desired results and experiences in the social world. The purpose of social play is self-expression for the player while adding value to other people in some way. Sounds like fun right?

We start with the premise that there are MANY possible ways to create the desired results from social play. This is VERY different than the Industrial Mindset which dictated that there is one correct way to do everything. Your purpose as a Coach is to guide your player through the creative process to find the best way for them based on their current abilities and preferences.

03 Class Outline

1) Welcome, Warm Up, Celebrate & Dream Share

Breakout: Share your Dream AND Celebrate something; Especially share about coaching experiences.

2) Transformation

From Complete Tasks

TO: Social Play

Quick review of Social Play model

- Relate for Influence
- Create for Inspiration
- Explore for Visibility
- Experiment for Discovery

Breakout: Which of the 3 do you most want to play better & why?

3) Peak Experience Technique

Quick review of the model

Transformation:

From: Information / “how to”

TO: EMBODY

Breakout: Why is EMBODY important for social play?

4) Practice Coaching with Social Play and the Peak Experience Technique

Skip to part 4 in the coaching guide.

Choose 1 of the 3 Social Play Categories to explore

Then do the Peak Experience Technique

Chapter #04 – Play Better

(The Role Play Technique)

04 Quick review of essential ideas

Read the Player Playbook Chapter 04

Chapter #04 will prepare you for Class #04

1) Co-Create Awareness from Challenges

Transformation

From Task Oriented. (you must be doing it wrong)

TO: Growth oriented (embrace the challenges)

Transformation

From Task Oriented. (you must be doing it wrong)

TO: Growth oriented (embrace the challenges)

Growth Orientation is when you proactively – almost eagerly – embrace the challenges that you experience.

Challenges are what make playing for a Dream play! Without challenges there is no play.

What is a challenge?

What are the benefits of challenges?

What is the benefit of seeing a situation as a challenge?

Outer challenges – You want to gain influence, inspiration, visibility: you desire = SKILL, Practice, Approach

Inner challenges – Energy Alignment = Become, Beliefs; Blocked Superpowers

Exploring challenges and ENJOYING challenges is a BIG part of every coaching session.

The key is to embrace the challenge and guide your player to see the growth opportunities RATHER than perceive the challenge as a problem that must be addressed or fixed.

The BIG question to explore is: What is this challenges showing you or asking you to become? Based on this challenge, what social play actions do we need to practice?

2) Role Play Technique

The Role Play technique is an AWESOME way to practice any Relate for Influence Social Play situation.

The Player Playbook contains a detailed list of real life situations that are ideal for Role Play.

The Tennis Coaching metaphor is very useful for understanding Role Play. As the coach, you play AND observe at the same time AND adjust the challenge you create for the player.

A BIG insight into Human Nature is that as children we Role Play ALL THE TIME; attempting to play out what we see the bigger people doing. The ah-ha moment here is that we can use Role Play to BECOME the next version of ourselves by expressing parts of ourselves that we want to practice to gain confidence.

The key for you as the coach is to embrace your players level of ability and awareness and PLAY with them. Don't jump in too quickly to "correct" something you think they are doing "wrong"; or could do better. There will be times when you want to offer a suggestion about a way to approach a situation. Do it with a sense of fun; an experiment to try a different approach.

While role playing – AKA practicing "Relate for Influence" situations - use your wisdom and experience to co-create awesome practice experiences. You can also make suggestions about different approaches that they can practice with you.

THIS is how you use your expertise; by co-creating very realistic practice situations because you KNOW what they are doing.

In Transformation Coaching, you rarely use your expertise to tell your player information.

You also use your experience to observe and spot beliefs, desires, YOUUniqueValue and self-expression opportunities

3) Co-Create awareness Model

As coaches, co-creating awareness is something that we do all the time.

This is because it is the first step of the basic 2-step human growth process:

- 1) Become aware of a new possibility
- 2) Engage in a new action based on this awareness.

Voila! Growth.

That's the simple version. 😊

Another thing to know is that we have a Co-create Awareness Model AND a Co-create awareness Technique. The Technique version is more elaborate and can be done with a specific purpose.

The purpose of the Model is to provide some guidance for you because, as I said, this is what we are doing all of the time.

The model is explained to the player in the player Playbook because we want them to know about this as well.

Also, the model draws upon essential Coaching Skills (AKA superpowers): Curious Questions, Triplex Listening, Self-Trust Sharing, and Deep Awareness. We will explore this in various ways throughout this program.

On the model you also see two elements: “I create as I speak” and “Safe Space”. Both are essential to Transformation Coaching.

“I Create As I Speak” means to speak from the heart, to speak from intuition or inner knowing and to speak with intention. This is different than speaking from facts or knowing the right answer.

“Safe Space” means that the player feels that they are not being judged based on what they express. They are safe to experiment and express new ideas or new aspects of themselves.

There are MANY things to co-create awareness of, but a few in particular are important: Beliefs, Desires, Fears, YOUnique Value, Values (what is important), Recurring Patterns of situations. As a coach a big part of your purpose is to notice these things and find ways to express them to your player.

This is powerful for the player because every stage of growth, or “next level”, will include becoming aware of things within us and around us that we have not seen before.

Another phrase used to describe this phenomenon is “blind spots”. I am not a fan of this language problems because it infers that we were missing something somehow; perhaps even foolishly or willfully. My experience is that most of the time, its just growth happening naturally over time.

4) ICF Competency #6: Listens Actively

Definition: Focuses on what the client is and is not saying to fully understand what is being communicated in the context of the client systems and to support client self-expression.

- 1. Considers the client’s context, identity, environment, experiences, values and beliefs to enhance understanding of what the client is communicating*
- 2. Reflects or summarizes what the client communicated to ensure clarity and understanding*
- 3. Recognizes and inquires when there is more to what the client is communicating*
- 4. Notices, acknowledges and explores the client’s emotions, energy shifts, non-verbal cues or other behaviors*

5. *Integrates the client's words, tone of voice and body language to determine the full meaning of what is being communicated*

6. *Notices trends in the client's behaviors and emotions across sessions to discern themes and patterns*

5) Coaching Superpower: Grow

GROW. In the play framework this means helping our player acquire and build capabilities rather than accumulate information and right answers. You do this by evaluating what happened when they played in the social world AND what happened while you practicing together. You are the objective pair of eyes to help them learn from everything that happened, and everything that didn't happen! Sounds like fun right?

In every experience of playing for results **in the social world** there are so many things to learn from. A BIG key here is that we are guiding the player to CREATE their best way to create the results in the world; we are NOT trying to get them to get the right answer; in play there are no right answers, there are opportunities to LEARN and pursue personal mastery.

6) Coaching Superpower: Triplex Listening

As you notice from the Coaching Guides, as a coach you will ask a lot of questions. Well, after you ask a question, your player will start talking so you will have to start listening.

Listening like a coach may be quite different than how you have ever listened before. Industrial listening was listening for facts, information and problems; and while the other person is talking, you are trying to "solve the problem" and figure out how to respond.

Triplex "Coaching" listening is different. When you are listening you are aiming to "see" the situation through the players' eyes and through your experience and intuition at the same time.

Triplex Listening is the Superpower that requires the most practice to do well. Triplex listening means you take in what your player is saying; you also take in what they are NOT saying; and you take in the energy underneath what they are saying.

Triplex listening leads to knowing what to say – either an observation to share or a deeper question to ask.

7) YOUUnique Superpowers for Relating for Influence

We all have unique abilities for Relating for Influence; it is a fundamental human activity after all! AND always remember that in the Industrial Control Culture we often experience critique or shame for being our unique selves.

As a coach you want to be on the lookout for your players unique abilities or unique style for relating for influence and then encourage them to practice using that unique ability.

Also, sometimes your player will have a Relating ability that they want to develop into a Superpower level. This is also fun!

Some people have amazing abilities BUT they may not know they have them OR are actively hiding them. We will get more into the “hiding them” part when we explore the Pivotal Moment Technique.

For your reference, here is language for a few Relating Abilities that you can use to spark your imagination – and vocabulary – when coaching a player.

- Emotional Balance
- Support Shared Interests
- Attentive Focus
- Espouse Ideas
- Adaptable Magnetism
- Debate Opinions
- Approach with Sensitivity
- Take Charge Naturally
- Inventive Thinking
- Innocent Trust
- Play with Tenacity
- Natural Influence
- Resolve Crisis
- Dynamic Activist
- Breakthrough Perceptions
- Wise Rebel
- Initiate Experience
- Ambition to Advance
- Tell Meaningful Stories

- Joyous Vitality
- Penetrate Barriers

04 Class Outline

1) Welcome, Warm Up, Celebrate & Dream Share

Breakout: Share your Dream and then celebrate something from your Dream; specially share about coaching OR Social Play

2) Co-Create Awareness from Challenges

Transformation

From Task Oriented. (you must be doing it wrong)
TO: Growth oriented (embrace the challenges)

Growth Orientation is when you embrace challenges.

What is the benefit of seeing a situation as a challenge?

Breakout: Share an example of a growth-oriented challenge that is part of you playing your Dream today.

3) Role Play Technique

The Tennis Metaphor of coaching

Play AND observe at the same time AND adjust the challenge you create for the player.

Breakout: Describe a Relate for Influence social play situation

4) Practice Coaching

Breakout: Skip to Step 4. Practice the Role Play Technique; and then practice co-creating ways to play better for one of the three other areas of Social Play.

Chapter #05 – Pivotal Moments

(The Pivotal Moment Technique)

05 Quick review of essential ideas

Read the Player Playbook Chapter 05

Chapter #05 will prepare you for Class #05

1) Transformation

From mental awareness (thinking)
TO Body Awareness (feeling)

Note: Candace Pert: “Your body is your non-conscious mind”
– Book Title: Molecules of Emotion

Most personal coaching is focused on tasks, problems and mental thinking.
Transformation Coaching is focused on practicing and feeling. Feeling is body awareness;
with some thinking spritzed in! 😊

Our non-conscious minds – where our beliefs, desires, fears, and inner knowing live –
determine most of what we do and what happens when we do it. We make thousands of
choices every day and only a few of these are conscious choices. These are important of
course, but the multitude of non-conscious choices are SUPER important.

When I heard Candace Pert say: “Our bodies are our non-conscious mind”, in the movie
“What the Bleep Do We Know”, I had an instant awareness that this was a huge missing
piece to the personal coaching puzzle. This knowing has become a core theme of
Transformation Coaching.

2) How to notice pivotal moments

This is something you need to get really, REALLY good at doing. AND the more you notice
them in your own play the better you will be at noticing them with your players.

Also... this is a super valuable level of awareness that you can pass on to your players.

There are several ways to notice pivotal moment that are shared with the players in the
player playbook. But again, knowing them and SEEING them are two different things.

Quick examples of pivotal moments:

- You want to do it, but you don't do it.
- You think of doing it, but then “get distracted” and do something else.
- You have to FORCE yourself to do it.
- You FEEL something in your body (DREAD) when you think about it or attempt to do it

- You do the action BUT your intended result does NOT happen (explore the energy)

This is from the Player Playbook:

There are three SUPER common experiences that can reveal a Pivotal Moment

- 1) You have the urge or plan to do something but then you resist doing it.
- 2) After resisting for a period of time, you eventually power through the resistance and force yourself to do it. This is honorable... AND... it is worth exploring as a pivotal moment so that you can do it without expending so much energy the next time.
- 3) You are taking an action but you are not getting the results that you expect or desire. Remember we don't have control, but we do have influence. You can practice these moments to reveal ways to expand your influence and improve your results.

There are many possible scenarios for a pivotal moment of choice:

- Talking to someone at a network event ~ should I share my dream? Or just say that I work at the bank.
- Thinking of sharing something on FB Live ~ should I just Go Live and share my idea? Or wait until it is perfectly planned some day in the future.
- Thinking of making a follow up call to someone you met ~ should I pick up the phone and invite them for coffee? Or wait until I have everything together perfectly.
- I have this time on my calendar to write a blog post/article/chapter ~ should I sit down and write something right now? Or should I wait until I feel inspired; Or wait until my office is perfectly organized?

What are pivotal moments?

The PULL! (between self-confidence and self-preservation)

These are phrased to sound a little but funny. But in truth we need to honor that these moments are more provocative than they appear on the surface because fear and social risk are involved.

It is also good to be aware of the 7 Social Fears that are also described in the Player Playbook. As a Transformation Coach, you will become a "expert" in FEAR.

- Fear of Rejection
- Fear of Disappointment
- Fear of Trouble
- Fear of Mistakes

- Fear of Judgment
- Fear of Failure
- Fear that I am NOT ENOUGH (the Biggie)

!

The thing I want to encourage you to do is take the time to notice these experiences in your life and be prepared to share them as examples for your players.

3) Pivotal Moment Technique

The Pivotal Moment Technique is the “go to” technique to PRACTICE a situation or social action any time your player is experiencing resistance to an action that they intend to do. This happens A LOT!

Or when they do a Social Play Action but don’t have the desired result or experience; this often means that the “energy” is blocked. We can use this technique to “unblock” the energy flow.

It is also awesome anytime they want to preplay a social play action where they anticipate some fear or resistance. This also happens A LOT!

It is similar to the Peak Experience Technique using imagination and body awareness, but goes a little deeper.

Also, it is the core of the Inner Freedom Method; in the Method we go even deeper into the experiences of fear and resistance.

This Technique is a great way to introduce your player to the illuminating empowerment of Body Awareness.

The detailed steps of the technique are described in the Player Playbook.

Step 1: Preplay / Replay the Pivotal Moment (often attempting to control an action or result)

Step 2: Review Reactive thoughts with Judgment-Free Awareness

Step 3: Feel the energy in the body (Transform from resisting the feelings to allowing them)

Allow for Memories to pop up

Step 4: Scan for Body Beliefs; typically self-preservation beliefs; beliefs that the action is a social risk; or that the player should stay “safe”.

Step 5: Explore the Superpower Potential; Most social fears are “preserving” a Human Nature Superpower or YOUUnique ability.

Step 6: Make the mind the ally of the Dream; What does the Dream want the player to do?

Step 7: Preplay the Pivotal Moment (Co-create with the Dreams intention to add value to the situation)

This Pivotal Moment Technique facilitates three significant transformations:

A) Step 1 to Step 7: From Control TO: Co-create

B) Step 2 to Step 6: From React TO: Respond

C) Step 3: From Resist the feeling TO: Allow the feeling.

The KEY point that I want to share with you from the coach perspective is the power of GUIDING this experience. There are similar techniques in the field of “self-help” where the person is supposed to do these activities by themselves.

The Pivotal Moment Technique is powerful precisely because it is NOT a self-help experience. It is a co-created experience. As the coach you provide the presence, the “safe space” and the opportunity for reflection through speaking while the player is going through the steps.

Your judgment-free presence makes all the difference in the experience.

4) Why PRACTICE body awareness with your players

Body awareness is the path to inner knowing and deep wisdom.

Many of the Transformation Coaching Techniques involve body awareness, so this is something you need to get comfortable with.

Practice noticing your own body sensations in social situations.

Most of the time, the body sensations we notice in social situations will be from the waist up along the “chakra energy” line: root, core (gut), solar plexus, heart, throat, between the eyes, top of the head. In basic body awareness, we don’t attempt to derive meaning from the location of the energy; we just practice noticing, allowing, feeling and then noticing thoughts or “memories” that pop into our conscious mind.

Understand that feeling energy in the body is an essential human skill AND most of us have no one in our lives who modelled this for us. And many of us were shamed for

noticing our body sensations or attempting to use them as an inner guide for our choices. SO, it will be strange for people to do this at first.

YOU, will need to be their model for the power and value of body awareness.

5) Obey and the 5 CO's of authoritarian culture

The BIG idea is that the culture of Authoritarian Control is so ubiquitous and normalized that we don't really notice it. BUT, it is dehumanizing and traumatizing to our Human Nature of Egalitarian Freedom. This provocative little chart will help you notice experiences of Control in your life and the lives of your players.

This is in the player playbook as well:

This chart reveals the 5 CO's of the Industrial Culture compared to the 5 BE's of the Coaching culture. The point of the chart is to become aware of the aspects of Industrial Culture and how they suppress Human Nature. Also, these experiences of Control are the main cause of resistance and "blocks" to expressing our Human Nature in Social Play.

LESS	MORE
Authoritarian Culture	Coaching Culture
Dehumanizing Authoritarian Control & Hierarchies	RE-Humanizing Egalitarian Freedom & Co-creation
OBEY Authority Follow the rules / instructions	<i>PLAY for your Dream</i> Choose your Desire ~ Self-Love ~ Self-Worth
CONQUER I/we own you now	<i>Drive to BE free</i> Choose adventure ~ Self-trust ~ Self-determination
COLONIZE You do things My/Our way now	<i>Love to Befriend</i> Choose your companions ~ Co-create ~ Care (give and receive)
COMMAND Do what I tell you to do	<i>Urge to Become</i> Choose your playful practice ~ Self-expression ~ Spirit of play
CONTROL Do it the way I tell you to do it	<i>Ability to Believe</i> Choose your beliefs and desires ~ Self-Confidence ~ Self-Preservation

COMPLIANCE Do it right or you are IN TROUBLE	<i>Need to BELong</i> Choose your environments ~ Self-Value ~ Social Safety Instinct
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This may sound harsh, but most families, schools and corporate enterprises are Authoritarian Cultures.

Our purpose as Transformation Coaches is to “shine the light of freedom” and uplift Coaching Cultures wherever we can.

6) Trauma Awareness

An important idea in Transformation Coaching is to get comfortable revealing and exploring what we call “Little t” trauma experiences.

“Little t” Trauma is any experience that is normalized control in our Industrial Control Culture.

“BIG T” Trauma is any experience of physical, sexual, or emotional abuse.

Basically, “Little t” trauma is everywhere every day, because the Industrial Culture has strayed shockingly far from what feels good to our Human Nature. We are born free. So ANY form of authoritarian control will be dehumanizing / traumatizing.

A few quick examples:

- As an infant being put in a cage/crib and left to cry; to learn how to be alone.
- As a toddler following curiosity and exploring the environment being picked up and put in a cage/pen, so you don’t get hurt.
- As a child getting “in trouble” or shamed for doing something or expressing yourself in a way that seemed natural to you OR that you observed the big people doing.
- As a child being taken to school and then getting in trouble for playing with the other children when you are supposed to be quiet and obey the teacher.
- As a young person your Dad gets a new job and you move to a new town and you lose connection with all of your friends.
- As an adult when someone you care about needs your attention, but you can not care for them because you have to go to work; being torn between Human desire/need and Industrial demands.

A “BIG T” trauma may come up for a player during a coaching session – especially during a body awareness experience. Here is what you need to know:

- First you need to know that these are experiences are **EXTREMELY COMMON** in our Industrial Culture. Controlled people, control people. Often hurt people, hurt people. So, they **WILL** come up.
- You need to be able to acknowledge what your player shared with you. Something like: “Yes, I hear you and feel you, I am sorry that happened to you”. And then move on the next step of whatever you are doing without dwelling on it or making it a big deal.
- There is **NO** expectation in a coaching session that you will dwell into a past **BIG T** trauma in an attempt to “heal it” or fix it.
- You can ask the player if they have had an opportunity to explore this **BIG T** Trauma with a “Trauma” professional; a licensed therapist or counselor. And recommend that they do so if it seems appropriate.
- If you have the ability to guide a player in an inquiry of a **BIG T** trauma experience, **AND** you are willing to do so, you can offer to explore it outside of the coaching session. It is possible that they have never had the opportunity to just share about the experience with another person. That is absolutely your choice.

The key here is that these experiences are **SO** common that we can’t pretend that they don’t exist or try to keep coaching in some kind of bubble. Be aware and be present.

As a Human Being you are 100% capable of discussing traumatic experiences with a fellow Human. Just being present and embracing that an experience happened, without dwelling in it, can be freeing for the player.

7) OBSERVE... Language of control...

Remember that we live in a culture of Control. So, language of control and experiences of control have been normalized. But as coaches, we can notice these language patterns and use them to illuminate Beliefs, Desires, Value (Human Nature Superpowers) and more.

You will develop an ear for phrases and the energy of control.

A few examples.

- I am a procrastinator. In other words, I **SHOULD** be able to control myself better.
- I need more discipline. In other words, I **SHOULD** put myself under control.
- I have self-sabotage. In other words, I **SHOULD** be able to override my self-preservation instincts.
- You gotta do what you gotta do. In other words, I feel I have to ignore my Human Nature to participate in the Industrial World.

8) ICF Competency #7 Evokes Awareness

Definition: Facilitates client insight and learning by using tools and techniques such as powerful questioning, silence, metaphor or analogy.

- 1. Considers client experience when deciding what might be most useful*
- 2. Challenges the client as a way to evoke awareness or insight*
- 3. Asks questions about the client, such as their way of thinking, values, needs, wants and beliefs*
- 4. Asks questions that help the client explore beyond current thinking*
- 5. Invites the client to share more about their experience in the moment*
- 6. Notices what is working to enhance client progress*
- 7. Adjusts the coaching approach in response to the client's needs*
- 8. Helps the client identify factors that influence current and future patterns of behavior, thinking or emotion*
- 9. Invites the client to generate ideas about how they can move forward and what they are willing or able to do*
- 10. Supports the client in reframing perspectives*
- 11. Shares observations, insights and feelings, without attachment, that have the potential to create new learning for the client*

7) Coaching Superpower: Self-Trust

Self-Trust is essential for the Coaching Technique: Co-Create Awareness.

As a coach you will invest a lot of time listening to your player. As you listen, “things to share” will pop into your awareness. Self-Trust is about feeling what you need to say and then trusting yourself to say it; Feel it... Say it. Some of the things you will want to share will be deeper than a typical conversation.

Remember that while you are in the coaching zone you are looking at “the Dream” through your players’ eyes and your own experience at the same time. As you look at the Dream with them there will be many things that you want to share to help them gain awareness and co-create their desired experiences.

There are so many things to share: Observations, Feedback, How-to Suggestions, Experience, Inklings and Patterns. The first challenge is to trust that what you see and want to share is valuable. The second challenge is that often there are several things you want to share, and you have to trust yourself to choose which will serve your player best in the moment. Remember that what you share needs to align with “Getting WITH Them” at their level of awareness or experience... or just ahead of them. This is coaching!

Here we rely on the Permission Coaching Superpower as a foundation. It is always wise to establish permission before you share something that is “popping up” for you during a coaching conversation. Examples:

“Something is coming up for me, can I share it with you?”

“I think I am noticing a belief here, can I put it on the table?”

05 Class Outline

1) Welcome, Warm Up, Celebrate & Dream Share

Breakout: Share your Dream and something you would love to celebrate; Especially share about coaching OR peak experiences of play

2) Transformation

From mental awareness (thinking)
TO Body Awareness (feeling)

Note: Candace Pert: “Your body is your non-conscious mind” – Molecules of Emotion

Breakout: What does this quote mean to you?
What are your experiences with body awareness or inner knowing?

3) Pivotal Moment Technique

Examples of pivotal moments:

- You want to do it, but you don’t do it.
- You think of doing it, but then “get distracted” and do something else.
- You have to FORCE yourself to do it.
- You FEEL something in your body (DREAD) when you think about it or attempt to do it
- Procrastination... is a pivotal moment
- You do the action BUT your intended result does NOT happen (explore the energy)

Breakout: Name a few pivotal moments in your Dream right now.

Pick one you will explore with your coach today.

4) Coaching Practice – Pivotal Moment Technique

Breakout: Skip to part 4 and dive right into the Pivotal Moment.

Don't worry about picking the most important one.

Any one will be good to practice with.

Chapter #06 - Co-Create Practice
(The Transformation Coaching Technique)
PLUS
(Choose a Technique)

06 Quick review of essential ideas

Read the Player Playbook Chapter 06

Chapter #06 will prepare you for Class #06

1) Transformation Coaching Technique

We have gone over the Plan – Play – Grow sequence a few times AND it is embedded into the coaching guides and the coaching techniques... so basically, we are doing it all the time! AWESOME.

In session 06, Co-create Practice, you will have an opportunity with your player to experiment with a session where you choose together how to approach the session.

- Choose the growth opportunity and
- Choose the technique to play with.

In this section I want to connect the dots between what we have been practicing together and the ICF Core Competencies that we are covered in the Playbook. The structure and techniques that we use set you up for success in your Coaching Practicum and Competency Assessment Recording.

Transformation Coaching	ICF Core Competencies
Grow from Play	#8.6 Partners with the client to summarize insight within or between sessions
Practice Plan	#3 Coaching Agreement for the Session
Celebrate together and Dream Share Co-create a Safe Space to Practice.	# 4 Cultivates Trust and Safety
Practice Together using Transformation Coaching Techniques;	#5 Maintains Presence #6 Listens Actively #7 Evokes Awareness #8.1 Facilitates Growth (8.1 Integrate awareness into worldview and behavior)
Grow from Practice	#8 Facilitates Growth: 8. 4, 8.6, 8.7
Play Plan for Social Play (in the world)	#8 Facilitates Growth: 8.2, 8.3, 8.8

2) Transformation Coaching

From: Control and Problems
(address & resolve)

TO: Co-create and Practice
(grow & play)

This is a SUPER important transformation for you to understand as a Transformation Coach. Here we need to transcend the ICF understanding of Coaching which is fully immersed in the Industrial Control Culture and Mindset.

ICF Core Competency 3.7 is the focus here. This is BIG because this essentially defines WHAT we are doing together in a coaching session.

Here is a chart to highlight we can transform the field of coaching by changing THREE WORDS: Client, Address and Resolve... Become: Player, Co-create and Practice.

The world is a school / job	The world is a playground
<p>Industrial Culture Coaching</p> <p>Expert Authority: Sequence of video with checklists and Q&A about how to fix what is wrong with you or solve your problems; The expert is ABOVE the client.</p> <p>Humanism: (ICF) Coaches only ask questions so clients can solve their own problems. The coach suppresses their human nature to serve the client; (is BELOW the client)</p>	<p>Transformation Coaching Culture</p> <ol style="list-style-type: none"> 1. A profound personal relationship 2. Where the coach guides the self-determined player 3. In pursuit of playing better for their Dreams 4. To become the next version of themselves 5. Through proactive co-creation 6. And guided practice
<p>3.7) <i>Partners with the client to define what the client believes they need to address or resolve to achieve what they want to accomplish in the session.</i></p> <p>Address = get under control Resolve = solve the problem</p>	<p><i>Partners with the PLAYER to define what the PLAYER believes they need to CO-CREATE or PRACTICE to achieve what they want to accomplish in the session</i></p>

3) Co-creation in Coaching

You have seen these ideas before. Let's put them in the context of intentional co-creation:

- Co-Create Trust and Safety by Celebrating and Dream Sharing
- Co-Create Awareness by exploring actions, challenges, results and feedback experiences from playing in the social world.
- Co-Create the Practice Plan by choosing how to use the technique for the Session
Then as you progress together you co-create by choosing which techniques to use.

- Co-Create the Practice Experience. This is also Guided Practice which we will get to next
- Sometimes... Co-create new approaches or strategies for situations.
- Co-Create Growth from Practice by debriefing what each learned from the experience.
- Co-Create the next Play Plan for out in the Social World!
- All along... Co-creating the next version of the player! They are becoming their next version of abilities and self-expression by coaching with you!

Whew! You are becoming an awesome co-creator!!!

4) Guided Practice

Guided Practice is SOOO important because this is where the deep growth happens for the player by experimenting and embodying new experiences.

This is the purpose of the Transformation Coaching Techniques: Peak Experience, Role Play and Pivotal Moment.

Here is a quick chart of social play and a few situations and how to practice them.

Social Play / Situation	Transformation Coaching Technique
Explore for Visibility	Peak Experience or Pivotal Moment
Relate for Influence	Role Play
Create for Inspiration	Peak Experience or Pivotal Moment
Experiment for Discover	Peak Experience
Experiencing “the PULL” between self-confidence and self-preservation	Pivotal Moment

4) ICF Core competency #3 Establishes and Maintains Agreements (parts 6-10)

- Partners with the client to identify or reconfirm what they want to accomplish in the session*
- Partners with the client to define what the client believes they need to address or resolve to achieve what they want to accomplish in the session*

8. *Partners with the client to define or reconfirm measures of success for what the client wants to accomplish in the coaching engagement or individual session*
9. *Partners with the client to manage the time and focus of the session*
10. *Continues coaching in the direction of the client's desired outcome unless the client indicates otherwise*

In CoachVille Language

3.6 = What growth opportunity do you want to explore together?

3.7 = What social play action do you want to Practice?
OR What experience do you desire... let's co-create a play plan?

3.8 = What do you want to do better by the end of this session?
How will this contribute to you living your Dream now?

3.9 = Use the Plan – Play – Grow structure to co-create practice in the allotted time.

3.10 = Continues with the coaching plan unless something comes up that is more important to the player; if so, confirm the new direction and continue practicing.

Agreement for the Session is KEY!

When you are coaching in a practicum OR for your certification recording, co-creating a strong agreement for the Session is the KEY to success.

In this Transformation Coaching Class we practice this a few times: Classes 6, 10 and 12.

In the other sessions, the Agreement for the session, or as we would call it the Practice Plan, is set in the Coaching Guide.

We do this because in the early stages of coaching a player, THEY don't know how to co-create the practice plan with you. So we need to give them a variety of experiences to raise them up to the level of co-creator.

Then, AFTER you complete the series of 11 Sessions (including the Exploratory), if you continue to coach this player you will get lots of practice co-creating a strong agreement with them at the start of each session.

Here are the questions that will help you do that:

1. What is the growth opportunity you want to explore?
2. How does it play into your Dream NOW?

3. What do we want to co-create or practice together?
Which technique would you like to use to practice?
4. What do you imagine doing better by the end of our session?

06 Class Outline

CLASS OUTLINE

1) Welcome, Warm Up, Celebrate & Dream Share

Breakout: Share your Dream and something you would love to celebrate; Especially share about coaching OR peak experiences of play

2) Transformation

From: Control and Problems
(address & resolve)

TO: Co-create and Practice
(grow & play)

Breakout: share what this transformation means for you and how you “play your day”?

3) What is guided practice?

What does it mean to you?

Breakout: Name a few social play actions you would LOVE to practice with someone who could guide you to play better

4) Coaching Practice = Co-create practice

Quick review of situation / technique

- Relate = Role Play
- Create / Explore = Peak Experience
- PULL = Pivotal Moment
- “Situation” / challenge = co-create awareness

- FEEDBACK = co-create awareness

Breakout: Skip to step #4. Choose a growth opportunity to explore and a technique to practice with; co-create the session together.