



THE SERVICE GAME

Here's The Plan

We are together (three coaches plus me) for four months playing the Service Game which means coming from service, playing full-out without (not through) your individual fears and staying in action. This is where learning is integrated rather than just acquiring more information. We'll set up the game and continue to monitor it as we go and stay connected via WhatsApp.

The intention is to create/strengthen your pro self, your service, work on enrollment and be in action inviting people into conversations. The more action you take, the more you'll learn and grow (in confidence and ease) and create clients! This doesn't have to be a frenzied action but it's a slowed down practice of inviting one client at a time.

This is a team sport vs going it solo. This allows you to serve one another, help each other, fall down and get up together. Having a team has you working for the whole vs trying to figure this out on your own. We're learning together!

Each month there are 2 group calls that run for 90 minutes. Each coach gets 30 minutes to ask questions about anything related to client creation/coaching/perceived obstacles, etc. Watching other coaches being coached brings insights and inspires new action in all coaches. This call is a lot of fun and coaches bring any and all questions (including "how-to's") and we get answers.

Four 45 min 1:1 coaching sessions with me where we establish our individual service games and make agreements on how we'll serve each other, how we'll show up and what our requests are of the group.

The Details for Each 6-Month Session:

Originally, I started running the Service Game program because of the growth I experienced with my colleagues, Dave and Gary. I played this game with them for over two years. But here's a bit more about my why as well as the details of the game.

There's nothing quite like being a part of a small group and learning together. There's an intimacy, support, real-time feedback with other people who are like-minded and at similar places along their path. It truly creates an environment where all boats rise. During our time together, we slow this way down and look closely at what service really means, what dilutes our service, and then we're on the field together playing, practicing and growing. I've had clients re-join because of the progress they've made and then wanting to build on who they've become today.

And I am a part of the mix. We connect via 1:1 coaching, group calls/game film coaching (where we review real enrollment conversations, connecting emails, proposals, anything that helps) and a WhatsApp thread for the group. By playing together, who you are BEING expands and so does the service you provide others.



Interested in learning more?

Please email Melissa Ford at
melissa@melissafordcoaching.com

and we'll schedule a time to talk further about this group and whether it's a fit for you.