



Chris Attwood:

My name is Chris Attwood. I'm the Features Editor for *Healthy Wealthy nWise* magazine and co-author of *The Passion Test—The Effortless Path to Discovering Your Destiny*, which will be released on May 10th, so keep your eyes and ears open for that.



If you're joining us for the first time, this is the *Healthy Wealthy nWise* Passions Series. In this series, twice a month, we connect with people who have been incredibly successful at living their passions in their own lives. We talk to them about how they discovered their passions, what sort of obstacles they ran into and how they overcame them, so you can get clear on your own passions, discover your own unique gifts, begin living those and giving those in the world.

We have a wonderful guest with us, the man who is the embodiment of play, having fun, and who in fact, as you'll see later in the interview, has a major effort called *Your Winning Season*. So it's appropriate that the quote I begin with from Walter Cronkite is aligned with that idea that life is about having fun.

Walter Cronkite said: "I can't imagine a person becoming a success who doesn't give this game of life everything he's got." That is what we're about here on these Passions interviews, to help you give this game of life everything you've got.

We have the great pleasure of interviewing Dave Buck, who is the CEO of CoachVille, probably the largest association of coaches in the world. Dave took over from a man named Thomas Leonard, who was a legend in the coaching world. He passed away in 2003 and had hand picked Dave to take over as his successor.

Thomas had previously founded virtually every major coaching organization and made coaching, over and



above athletic coaching, generally something that is accessible to every one of us, and can help every person to be a success in their own lives.

Dave Buck is an MBA, a professional consultant a coach, and has been a “solopreneur” for more than 10 years. His professional coaching practice began in 1997, and he’s the founder of the Personal Grand Mastery Program for Solopreneurs. He is a man who, as you’ll see tonight, is enthusiastic, insightful, practical and a successful consultant and software trainer.

He is someone whose life is on fire all the time. I have the pleasure of knowing Dave as another member of the Transformational Leadership Council, which was created and founded by Jack Canfield of *Chicken Soup* fame, and Dave brings that joyfulness to everything he does.

In fact, he was a former adjunct MBA professor, teaching the joy of business, as well as being a soccer player, a former soccer coach at Seton Hall University, and he’s a true lover of life.

Also, I am so pleased and honored to have Ridgely Goldsborough co-hosting and conducting this interview with Dave. All of you will want to check out Ridgely’s website at www.ModestToMillions.com.

Ridgely has sometimes been called “the new Napoleon Hill” and he is embarking on a five-year program of study where he is interviewing billionaires, multi-millionaires—incredibly successful people—and bringing their knowledge to people like you and me so we can learn those skills to create any level of abundance in our lives that we choose.

Ridgely Goldsborough: I’m happy to be here.

Chris Attwood: Thank you so much. I’m going to turn the call over to you.



Ridgely Goldsborough: Thank you very much, Chris. Welcome, everybody, all over the world. What a delight to hear so many fresh, vibrant, dynamic, passionate voices calling from all corners of the globe. It is, indeed, a great pleasure to spend some time with all of you, and most especially, with our guest, Mr. Dave Buck. Thank you so much for joining us.

What an incredible, storied history you have had, “his” story, Dave’s story—from soccer player to soccer coach to MBA to consultant. Let’s just start at the beginning. Obviously, passion leading the way, the charge of Dave Buck’s life. How was that to go from soccer player to soccer coach to MBA? How did that happen?

Dave Buck: It’s a strange thing, but it’s great to be here, first of all, with this delightful group. A couple months back, I interviewed my good friend, Ivan Misner, and it’s great to be back. Not to play into the whole thing about passion, but it actually is about passion.

I was 12 years old, riding my bike around the neighborhood, and all of a sudden, I heard these people screaming. I thought, “Wow, what is that?” It was in the direction of my school, so I rode over to the school and there were some kids on a field playing a game I had never seen before.

It was soccer, and they had started a soccer league in my town. When I was young, the soccer leagues were mostly created by folks who had immigrated into the States from Europe. So all the European moms and dads had gotten together and created a soccer league.

Now, I’m pureblood American. On my mom’s side, we’ve been in America since the second crossing of the Mayflower, so we’re about as American as you can get.

Ridgely Goldsborough: The buck stops here, right?



Dave Buck:

Exactly. So we never played soccer—it was baseball, basketball and football—but for some reason, I saw soccer and I don't know what happened, but it got into me. It was the weirdest thing. I don't know why or how, but this game got into me somehow.

The moment I saw it, I said, “Wow, I want to learn how to play this game.” I asked my mom for a soccer ball for Christmas and I just started playing. Somehow, my love of that game has carried me through so many experiences. I love the game.

I've played it since I was 12. Most kids have played since they were younger, but I was kind of a late starter, but I played all through high school and I picked a college where I knew I could play. The computer science degree was an afterthought, “Whatever I can do—as long as I can play soccer, I'm going.”

My love of playing the game carried me through. Then when I was in my teens, I started coaching younger players—eight to 12-year-olds—so it was right then that my passion for the game and love of playing, the art and creativity of the game really got me going in terms of my self-expression and athleticism.

Also, I really loved coaching young guys playing the game. That was a precursor for what was to come. The other thing is that I was a quirky kid. I loved sports, but for some reason, I also loved business. I don't know why. When I was a little kid, I would read the business pages of the paper! I was a weird kid for sure, I know.

So I loved sports and I loved business. I went to college so I could play soccer, then I started doing work in the computer field. I realized that computers were a good way to earn a living, but they really weren't my love—I didn't love computers; I loved business.



I decided to go back to night school for six years to get my MBA. All the while, I was working so I could play soccer. I would go to games anywhere and join leagues all over the place. Those passions have carried through my life. Eventually, I'd moved out of the computer field and was an MBA doing consulting work.

I was always playing and coaching soccer, so the love of business and the love of this game of soccer—these two passions—really have fueled me into what I do now, which is coach.

Ridgely Goldsborough: I think perhaps people in other parts of the world understand this better than we do here in the United States, or at least in North America, and that is: You today are the CEO of the largest coaching association in the world, and soccer is the biggest sport in the world by far.

Here in this country, the United States and in North America, we don't have a real understanding of what a "fan-atic" truly is as compared to other parts of the world. I wonder if you see any correlation between the immense passion this sport has all over the world, the immense passion you now feel, and translating that into not only coaching soccer, but coaching many people as to how to be successful.

Dave Buck: It's a really good point. There's something about the game of soccer; it's a very expressive game. It's not a formatted game like football, where there are specific plays. It's like a freestyle game, so it has great athleticism and creativity. It does spark incredible passion all over the world.

It's funny, I've traveled around the world coaching and consulting and I always find a game. I could be in Mexico, London, or anywhere in the world—I will find a game to go to. I often will find games to play in in the park.

Wherever there's a park, there's soccer happening.



I'm out there playing, and then I'm going to watch games and also doing my work. It's always those things together. It is something that gets into your heart and soul.

I was thinking earlier about my passions, "What are my passions? I know I'm passionate about the game, about business." I know I'm passionate about life, exploring life fully and I think that's what led me into coaching. Probably like many people, I'm a self-help—I wouldn't say "junkie" because I don't like the word—but I'm really into the self-growth and personal development.

I've read all the books by Zig Ziglar, Jack Canfield, Earl Nightingale and all the greats. I've gone to their workshops. So I've been pursuing personal growth for many years. After a while, you get tired of just working on yourself and you want to work on some other folks.

I think that's where I got into coaching, because you can only go so far learning about your own life, but when you start coaching people and try to help them be successful, that really taps into your being in a whole different way.

You have to explore yourself even more fully when you start trying to help others because every person, you try to help play and win their game—which is what coaching is about, ultimately. Whether it's life coaching, soccer or business coaching—it doesn't matter what kind of coaching—coaching is about winning. It's about helping people or players play to win and win their game, whatever their game is.

When you start pursuing winning and playing to win, that's where you really tap into your passion because playing to win means giving yourself fully to whatever the game is, whether it's the game of having a great relationship with your spouse, the game of building a business, being a leader in your church, having an impact in your community.



Whatever your game is, giving yourself to it fully requires that you really explore yourself and work through all your thoughts, feelings and emotions—the inner game. That's where the juice is. That's where we get stuck, but that's also where the joy is.

When you start coaching and exploring the inner game of others, it reflects back to you, what's happening inside of you. What happens is you start coaching five, ten, 20, 30 people, then you start seeing yourself more and more fully. I often say that becoming a coach is the most intense and rigorous personal development program ever invented.

Ridgely Goldsborough: It's interesting that you would say that. Of course there are never any coincidences. Even if you look at the word "coincidence," it's "co-incidence," two incidents happening at the same time. To think that we would come together at Chris Attwood's invitation...and my background is so similar, it's ridiculous. It's almost astounding.

I grew up in Europe. My parents donated the soccer field for the village I lived in. My stepfather was the coach, traveled all over the place playing soccer, enjoying that, went to law school at night like you did with the MBA thing—and on and on. In fact, as you were just suggesting, moving into how rigorous it is, how to take the game to the next level, I will admit to being a self-help junkie.

I think it was Mark Victor Hansen and his book *How to Achieve Total Prosperity* that said prosperity principle number ten is "teach what you most want to learn and need to learn," which is exactly what you just suggested, that once you get into that coaching level, that's when you raise your own game to the highest level and get even more passionate about life!

In that regard, tell us how you got involved with Thomas Leonard, the founder of CoachVille, and what role passion played in developing that incredible relationship.



Dave Buck:

Thomas was a blessing in my life for sure, and he passed away just a little over three years ago. It's really an incredible story that's fueled by a passion for life. I'll give you the quick version, because this story has many nuances, but it's great.

I was doing a lot of work with Landmark Education. They do the forum and I was really active with them, and leading some of their programs. A group of us who did some programs together decided to start an investment club so we could have a reason to hang out with each other outside of doing the work at Landmark.

One day, my buddy Rocky says to me, "Dave, I know you love soccer, soccer coaching and business. I just heard about this thing called life coaching. I think you should check it out." I'm like, "What's life coaching? That sounds great."

So I went to the website for Coach University and checked it out. Within 15 days, I had paid for the full tuition, signed up and was in pursuit of becoming a professional life coach. I didn't waste any time.

I don't do things small; I kind of like to do things big, so not only did I start at Coach University, but I decided that I was going to become a natural health coach because one of my passions in life is also natural health. I've cured myself of hypoglycemia, which is a blood sugar disorder and I've learned tons about health.

I thought, "I want to help other people use natural means to become healthy and that's where I'm going to focus my coaching." I decided that if there's a university for coaching, there should be a university for health called Health University, so I decided to start Health University and make a big splash in the coaching world.

I was a little bit ahead of myself, which sometimes I



am. I started this Health University and was traveling all over the country to meet experts in different parts of natural health and get them excited and fired up to become part of Health University. The other thing about Coach University that I loved was the whole notion of teleclass learning, like we're doing right now.

I did my first teleclass in January of 1997, and I was just stunned by the opportunity to connect with people all over the world. Now people do it all the time, but back in 1997, it was quite a novelty. I thought, "I'm going to start a phone-based university for people all over the world to pursue natural health."

I started traveling the country, the US, looking for experts. I didn't know much about teaching by phone, but I was studying and learning about it rapidly, teaching my new instructors and I was having some success, but something wasn't working well. There weren't enough people signing up for my programs.

I thought I was missing something, so I went to the experts. I decided to phone up Thomas Leonard. I knew he was the owner of Coach University. I called and he didn't answer the phone, so I left him a message, "Thomas, it's Dave Buck. You don't know me, but I'm a student at Coach University. I started Health University and it's not going so well. I could really use your help. Please call me back."

He didn't call me back, but I got a bug inside of me that I'm going to reach this guy. I put a weekly reminder in my ACT Database, which is one of these personal calendar programs. Every Thursday at noon, "Call Thomas Leonard." So every Thursday at noon, this thing would pop up on my screen and I would call him.

He wouldn't answer the phone, and I'd leave him a message. This went on for about eight or nine weeks. You might even say at this point, I would be in the category of a stalker. I just kept calling the guy and he wouldn't call me back. I was talking with someone



else from Coach U one day—one of the people who helps out at the school.

I said, “I’m trying to call Thomas, he’s not calling me back. I don’t know what’s going on.” She said, “Well, I happen to know that he’s in London and I’m not supposed to give out this number, but for some reason, I feel like I’m supposed to tell you this.” Even though she almost got fired for doing this, she gave me the phone number for where he was staying in London because he was starting up Coach U in England.

I had never even phoned England before and didn’t know how to do it. I had to call the operator and ask, “How do you call England?” I called his hotel and he answers the phone! I said, “Thomas, it’s Dave Buck!” The first words he ever said to me: “Dave Buck, you have got to stop calling me.”

I said, “I’m sorry, I know I’ve been a little bit persistent,” which was an understatement, “but I’m doing this Health U and I’m having challenges and this is happening...” I started explaining the whole story. He said, “You know, Dave, you sound like a great guy, but I don’t think I can help you,” and he hung up the phone!

I did not stop—I did not let that deter me. He was teaching a class on the principles of attraction. It was a big deal in the coaching world. I decided to sign up for this class and do it, and I was a very active participant. I was answering questions and I was really into it.

One day, in the third or fourth session of the class, Thomas stopped and said, “I’m not sure where we should go with this. Dave Buck, do you have any ideas?” There were 150 people on this call and he just called on me out of the blue—he never called on people—and I said something.

At the end of the class, I hang up the phone and 10



seconds later, my phone rings, I pick it up and it's Thomas Leonard—he's calling me now! He said, "Dave Buck, you really helped me out. Thanks a lot. I was stuck and you bailed me out—that was great. I really appreciate that, thanks a lot," and he hangs up.

The next week, we're back on the class, he's talking and doing his thing, and at some point along the way, he says, "Dave Buck, did you have anything you'd like to add?" It was really bizarre, so I said something.

Ridgely Goldsborough: So he's coaching and he's training you and you're not even clear that he's doing this at this point.

Dave Buck: I didn't even know what was happening. So I hung up the phone after the class, 10 seconds later the phone rings again—it's Thomas Leonard calling me again! I pulled the phone away from my head. I'm looking at the phone like 'Is this possible?' I called this guy for months, now he's calling me.

He said, "You really helped me out, that was great," and starts asking me questions about what we should do next week, what I think about the class. From that day forward, Thomas and I spoke on the phone almost every day until the day he died.

We became best friends, we collaborated on everything. Thomas was a genius, an incredible man and truly the force behind the coaching industry. Something about he and I just clicked, we loved and supported each other, we had great synergy of talent.

He loved to create, I loved to teach. I'll never forget when we were going to do our first live event. We had all the phone stuff and we started CoachVille together and decided to have a big conference for our new coaching material called "The 15 Proficiencies" and our CoachVille coaching system which Thomas and I had collaborated on and created together.

We were going to have a big event in Las Vegas and mostly it was going to be "the Thomas show." He was



going to be up there in front of about 1,000 people, and it was a huge event. I get to Las Vegas and I was scheduled to lead a couple sessions. I'm okay in front of a room, so I was happy to do that. I got to Thomas' hotel room and we were talking.

He said, "Oh, Dave, by the way, I forgot to tell you, you're co-leading the whole event with me." I said, "What?" He said, "You know I'm not a god public speaker. I can't go up there alone. You've got to come up there with me—I need you."

I was like, "All right! If that's what you want, I'll be there." So we went up on the stage together. It was really the Thomas show and I was basically like Ed McMann and he was Johnny Carson. I just did everything conceivable to make him look good and whenever he would get stuck, I would jump in until he got it back on track.

We started leading live events together and we had incredible synergy on stage and a great appreciation for each other. I remember one of the most remarkable days of my life. Jennifer White, who was an up-and-coming star in the coaching industry, had just died at the age of 30 from a stroke. It was a terrible thing.

Ridgely Goldsborough: Oh, how unfortunate.

Dave Buck: She had just published a book and she was a real light in the world, but her time had come. She had passed away and it was big news in the coaching industry. Thomas called me that day and said, "Dave, what would happen to CoachVille if I died? Jen just died out of the blue—what happens if I would die out of the blue?"

You've got to take care of CoachVille for me if something ever happens." I said, "Of course. You can count on me, don't worry about that, but don't die on me." He said, "Don't worry, I'm not going anywhere." It was a strange day because about a year or so later,



he just died suddenly of a heart attack.

We had just led an event together. It was a beautiful event, we had a great time. He flew home, I flew home, I was talking to him on my cell phone the next day. I was going for a walk, talking to him. The universe is a remarkable thing. Thomas and I were talking on the phone and our relationship was really blossoming.

We were colleagues, but we were really loving and appreciating each other and really doing great work. We were talking on the phone and he said, “wow, Dave, I’m just loving this so much—what we’re doing together. We have such big plans for CoachVille and it’s going to be such a big force in the world.”

We just started talking about the future of coaching and the future of CoachVille. We laid out all of these plans and three hours later, he was dead.

Ridgely Goldsborough: He must have had a tremendous impact on you at that time.

Dave Buck: Yes, he sure did. I feel very grateful. I must say that living into Thomas’ shoes has been a very daunting task.

Ridgely Goldsborough: For anyone who is not familiar with CoachVille, that’s www.CoachVille.com. Please go check that out for sure. It’s something you’ll want to grab ahold of right away. Dave, perhaps you could share Thomas’ vision. When he thought about coaching and the big plans you developed together, what was that vision?

Dave Buck: It’s a really good point. As Chris mentioned earlier, Thomas is the founder of almost every major coaching organization—The International Coach Federation, Coach U (which was the first school), then CoachVille, which was the first online community for coaches.

Now we have over 85,000 coaches around the globe



as members of CoachVille. We have 25,000 who are highly active, so it's a huge organization. Thomas had two visions. One, he publicly talked about and one, he talked about a little bit, but he didn't really push it because he got a lot of push back. I'll share both of them with you.

He started the whole coaching movement and had done so much to create coaching, but he felt that there was a new way of coaching, that we needed to create a new methodology for coaching. His vision was to improve the quality of coaching worldwide. Through a new methodology, we could teach people to coach better and faster than it had ever been done before.

We have created this methodology. I've been working on it feverishly since he passed away, and we now have it nailed. We call it the "Coach Two Win" process. We use the word "two" as a play on words, meaning that both the coach and the player win when the coaching is done really well.

We invented this methodology and it's really Thomas' vision for sure. I helped him take it to where it was when he passed and I've carried it on since then and brought in many other really brilliant people to create this Coach Two Win process. The idea is to improve the quality of coaching worldwide.

Thomas' quiet vision was that everyone could be a coach. If everyone learned how to coach and was actively pursuing improving the quality of the lives of everyone around them through sharing their wisdom and experience, combining that with the skills and methods of coaching—which is really the process of helping other people win—the world would be a magical place.

I'm carrying that vision in my heart and that's part of why I'm so excited about the Coach Two Win process and the work we're doing at CoachVille in teaching people how to coach. In a while, I'll talk about the



“Your Winning Season” program, which is taking this process and using it to help people win.

Whatever your game is, we can help you win because we know how to help people win using the Coach Two Win process. Then we can help you coach that game, which is so fulfilling when you learn how to play a game and master it, whether it’s business or life, then once you reach a level of mastery, you want to teach others.

The best way to teach is to coach—to share what you’ve learned, but also to bring out the best in others at the same time. That was really his vision, that everyone could learn how to coach. I’ve been pursuing that since he passed.

Ridgely Goldsborough: That brings up such a big question. Who needs a coach? Can everyone benefit? Is it something all of us can use in our lives—whatever our field of endeavor? When you say everyone needs a coach, how would you define that?

Dave Buck: I just want to work with it a little bit, because it’s a big question. I don’t think anyone needs a coach, but I think anyone playing a game that matters to them can truly benefit by having a coach. You don’t need it. People are fine—they don’t need to be fixed. My fundamental notion about humanity is that human beings are perfect; they’re delightful, they’re joyous.

There’s nothing wrong, and you can pursue a vision of excellence and grace in something. Give your life to something that matters to you. You can do more than one. You can pursue business, community affairs, religion, anything. If you’re going to pursue it, have a vision of excellence and grace and pursue it with everything you’ve got.

If you’re willing to do that, if you’re desirous of doing that, a coach is essential because as soon as you really pursue something that matters to you, what happens is your passion is equally balanced by inner



conflict. It always works this way. Wherever your biggest passions lie, lie also your biggest challenges.

Energy is always in balance. If you've got big passions, you've got big challenges—it's just the way it works. When you've got big challenges, these challenges are not there to stop you; the challenges that come up when you pursue your passion are the challenges that are meant to be there for your growth as a human being.

Having a coach is essential to pursuing a vision because most people, when they get stuck, eventually they run out of gas and stop. But when you have a coach who's helping you to really master the craft or the game, to play the game full-out, to keep score—whatever the thing is, to have a way of knowing if you're winning or losing—if you're losing, it's okay.

Every time you lose a game, you can learn and grow from it if you have a coach to help you. I think the reason so many people don't pursue their vision is because in the past when they've tried, they've gotten stuck or have given their heart to something and lost, didn't make it and had disappointments and setbacks.

When you're alone and you have a setback, it's devastating, but when you have a coach and you have a setback, it becomes a launching pad for growth and future victory. I say, when everyone pursuing some vision of excellence and grace has a coach by their side, then every defeat becomes the launching pad of victory.

Every victory becomes an opportunity for true celebration. That's how life was meant to be lived. You're not supposed to win everything, but when you play to win, you get to experience the thrill of victory and the agony of defeat. Most of us know that our most powerful growth experiences came from times in our lives when things didn't go well, when we lost, had a defeat or setback.



Those are some of the most cherished growth opportunities of our lives, but if you're alone, it just becomes a time of darkness. If you have a coach, it becomes a time of growth. That's what makes life so beautiful.

Ridgely Goldsborough: It's so fabulous that you would mention this, and I couldn't possibly agree more. I had a chance to spend some time with three-time Olympian Ruben Gonzalez about a week and a half ago.

Dave Buck: I love Ruben!

Ridgely Goldsborough: He's a great guy, right?

Dave Buck: He is a great guy.

Ridgely Goldsborough: He was just sharing his experience of taking up the luge at age 21, living in Houston, Texas—flatland of the United States—and how every time they're bolting down this sheet of solid ice at 80 miles an hour, with a force of six Gs pulling on their bodies all over the place, they would get to the bottom absolutely ready to quit.

Every single time he was ready to quit every time he got off that little sleigh, that he basically described as lying on a piece of soap with no brakes, at 80 miles an hour! He said they were trained—the first thing they did when they were ready to quit—was to walk over to the walkie-talkie and call the coach.

The coach was the person who immediately said, "You did this, you didn't do this, you did that," and put them right back on track. Obviously, we're talking about a gentleman who went to the Olympics three times, with huge aspirations, as you suggested, and I couldn't agree with you more.

The world is such a delightful, wonderful, joyous, amazing place full of incredible beings, and if your intent is to go to the Olympics of life, a coach can play



such a powerful role. In that regard, how do you, when you're coaching, help people identify what they're passionate about and then get aligned with that purpose and passion, to help them make their dreams come true?

Dave Buck:

I love Ruben also, and I have to say that I think, in many ways, life is like going down 80 miles an hour on a piece of soap on ice! In a way, life is like that—moving, fast, happening, visceral.

Before I get to your question, I have to say that I was invited to an early preview of a new movie coming out this summer based on the book *Way of the Peaceful Warrior* by Dan Millman and it's fabulous, one of my all-time favorites.

Ridgely Goldsborough:

Mine too.

Dave Buck:

They made a movie out of it.

Ridgely Goldsborough:

That's great. I didn't know that.

Dave Buck:

Yes. Nick Nolte plays Socrates and he's magical—oh, he's so good! The movie is brilliant, I can't wait for it to come out. Just as a little plug, I'm so excited because this is a little thing that shows that coaching is actually happening and is becoming an industry to be reckoned with.

The PR team of the movie called me and asked if I would be willing to show a super-sneak preview of the film at our national annual conference in Chicago in May. They want coaches to see this film to help create buzz around the world. That is exciting to me! If you can come to Chicago for our annual conference, and all the information is on our website, you'll get to see *Peaceful Warrior* before anybody else.

Ridgely Goldsborough:

Wow!

Dave Buck:

That is really exciting. The film is beautiful and it's



perfect, all about seeking what's in your heart and living life fully, playing to win—not just going through the motions—with what really matters to you. Playing to win, in a way, that also is where you're living in the moment, pursuing your vision of excellence and grace.

Ridgely Goldsborough: It's amazing because it is Socrates who, in fact, was a great coach himself to Plato, who ended up being the voice behind most of the writings coming from Socrates. Plato wrote them down. It's pretty amazing stuff. Nick Nolte strikes me as a guy who's lived his life at about 80 miles an hour.

Dave Buck: Yes, indeed. It is so true, and he plays the part brilliantly. I mentioned the movie because, first of all, I'm excited about them wanting us to show it at the conference, and we are showing it, which is going to be really exciting. Also, the whole idea is: what is in your heart? What are you here to do?

There's a caveat—as a coach, a lot of people I've coached really get hung up on this life purpose idea. "I don't know what my life purpose is." You don't have to know. You don't have to have a life purpose, you just need to have a "now" purpose. I think this is important because a lot of people get stuck because they don't "know what their life purpose is."

If you just know what your purpose is now and you live for it, that is enough. I talk with people and basically use the language of coaching. In my language of coaching, a coach is here to help you play to win the game you want to play. I ask people what their game is. "What is your game? What are you trying to do right now? What means something to you now?"

Maybe it's getting a better job, pursuing a business opportunity, becoming a leader in your church or community, running for office, or having a better relationship with your spouse. Whatever is meaningful for you now, that's where we start. Then



we talk about, “That is your game. Why are you playing this game? What does winning look like?”

If you know why you’re playing a game, why does this mean something to you now? It doesn’t have to be from the past. It doesn’t mean you’re going to play this game for the rest of your life; just think about now—what matters now. Then, you understand it’s a game, play it like a game which means to have fun.

Pursue it with an eye toward mastery, but have fun. What does winning look like? What are your strengths, characteristics talents? What assets do we bring to the table to help you win? What are the skills of the game? What are the practices. What do you need to get better at, each day, in order to play this game better?

Then you pursue the practice. That’s one of the things that makes life so fulfilling is when you are pursuing mastery of something—anything. Pursue your vision of excellence and grace in something that matters, and then learn the skills. As a coach, I have a particular methodology that I use to help people pursue mastery of something.

It starts with desire—you have to have desire or passion. Then you have to know the theory behind this thing. If it’s business, you have to read up on business. If it’s relationships, you have to read up on relationships. If it’s coaching, you have to learn a little bit about coaching. Then you have to learn the method—how do you do it? What is the method behind this thing you want to do?

I think a lot of times, people try to do something without studying about the theory and learning a method. They just jump in and when they don’t do well, they wonder why. With anything you’re going to pursue mastery of and pursue a vision of excellence, you’ve got to pay the price and put your time and energy into it.



You have to learn a method. Then you continue to seek information and experiences of learning. Ultimately, it's about practice and performance. So it's desire, theory, method, information or observation. It's good to observe others who are doing it.

Go watch other people, whether it's relationship, business or whatever—go observe. Humans learn best by observing others, so observe, practice and perform. As a coach, I help my players set up opportunities to go through all of those steps, to pursue whatever their game is.

Ridgely Goldsborough: If we go back to the beginning, when you were talking about desire, it's such a powerful word and I'm a big "word" guy. As a writer, I'm always looking at words and the origin of words. The word "desire" is de-sire or des-ire. Talking about that balance you were talking about earlier—great obstacles are going to portend great good.

Anytime you want to take on a big job, you've got to know that there are going to be some big challenges. How do you help the person who says they have the desire, and probably there is some dark side fueling a piece of that, at least if there's enough burning... Like Ruben says, "Let me find the sport where there's the most broken bones because most people will quit faster than I will." How do you help that person take that desire and overcome the fear to get them in motion?

Dave Buck: Getting to the heart of coaching is the inner game. The inner game is the game, which is about your thoughts, feelings and emotions, or what I would call patterns of energy. When you're coaching someone, you have to know that there's a price to be paid for every victory. That's just the reality of playing to win.

There's something you'll have to give up, there's something you will have to do—a price to be paid. When you talk about the inner game, as a coach, you have to help the individual find the things that are



blocking them. They may have thoughts that are not consistent with what they're trying to do. They may have feelings, energies within them.

They may be either conscious or subconscious blocks. There are all kinds of things that get in the way. A coach has to have tools and techniques to help identify those things within their client, the player, to release them. As soon as you release these blocks, that becomes the fuel to actually pursue your desire.

Depending on the size of the desire, you will always have blocks that are the same size. That, you can take to the bank—that's a fact. What people don't realize is that most people think, "I have so much passion. Why am I getting stuck? It should be easy." There's a lot of stuff out there about "effortless" this and "effortless" that. Effortlessness is bull crap.

Ridgely Goldsborough: How do you really feel about that, Dave?

Dave Buck: I'm just telling you right now—there ain't no such thing as effortless! Anything of value takes effort. It doesn't have to be painful necessarily, but there is effort. You have to put your energy into it and you have to be willing to explore these thoughts, energies and feelings from the past that get in the way.

You need to have a way of releasing them, letting them go, so you can actually achieve the desire. When you do, that's what gives achievement its meaning—when you've had to overcome obstacles to get there.

Ridgely Goldsborough: As you're coaching coaches, how do you help them embrace and get over the gobbledygook, because I could not possibly be more on the same page—you just don't get something for nothing in this world. But the laws of the universe don't work that way. There's a universality, a cause and effect, and if the desired result or victory is great, then we know that the desired opposition is also going to be equally great.



Even in victory is the cause for the next defeat, as in defeat is the learning that becomes the cause for the next victory. Now you're teaching teachers of teachers. How do you get them to embrace this fundamental issue that winning is an inside-out job, and yes, you're going to have to pay, so you may as well embrace the notion?

Dave Buck:

I train lots of coaches. There are many answers to your question. I'll share many things and just lay a couple things out on the table. When I work with new coaches, I always say that beginner coaches solve problems, intermediate coaches collaborate with the player or client to solve problems, and masterful coaches cause problems.

You want to get to the point of mastery because the masterful coach will cause problems for their players, they'll challenge them, they will seek to inspire them to pursue bigger and bigger gains, which will cause them to go inward and find deeper and deeper places within themselves to continue to grow.

When I work with coaches, I teach them a five-step Coach Two Win coaching process which helps them as coaches to learn about how to help the player identify the game they're playing, why they're playing this game. That's the first step: clarify, focus.

The second step is what I call personalized learning and planning, which is where you help the player to study the skills of the game, the strategies, to learn the techniques and pursue whatever needs to be learned to be successful in this game. I teach the coaches how to do this.

Teaching in this way is a real art form because you have to know when to share your wisdom, but also when to draw out the wisdom of your player, because we all have this inherent wisdom we can tap into. A coach has to both share their wisdom effectively, but also draw out the wisdom of the player.



Then you work into the third step of the coaching process, which is the part we've been talking about—expand awareness. This is where, as a coach, you have to have the tools to work the inner game, which is to find the conscious and subconscious blocks; the thoughts, feelings and energies of the past that get in the way of taking the action that is needed.

Often, the coach has to have a way to help the player find the perfection of the moment. This is what the inner game is all about. It's always about seeing the perfection of the moment. Another way of saying that is from Napoleon Hill in his great book. He said that the thing that sets apart the most successful people in the world is that they always found the opportunity in any challenge.

Any struggle could be seen to have the seed of some great gift. That's what the most successful people in the world have always done, but sometimes it's so hard to see. When you're in the midst of a struggle or a dark time, it's really hard to sit and think, "Okay, now how is this serving me?" How is this the perfect thing I need right now to reach my desire? As a coach, you have to be persistent in helping your players find that perfection.

Ridgely Goldsborough: Even when we look at the biographies of every great person, athlete, achievement, you always find the same trajectory or sequence, which is 'I have a dream, I'm going to encounter big obstacles, and only after overcoming them will I ever find that huge victory I'm looking for.' Ergo, if I break that down, it would make sense that I should embrace the obstacles because those are the very things that are going to get me to that great victory.

Dave Buck: Yes, exactly.

Ridgely Goldsborough: How do you help the people you coach and the people who are coaching to allow the ones receiving the coaching understand and measure their personal



victories?

Dave Buck:

I wanted to add to the piece I was talking about before and then I'll answer that, because it's a very good question. As a coach, there's a five-step process. I didn't want to leave us in step three. I also want to say that with this inner game piece, I have a collaborator named Lise Janelle.

She's a great friend of mine and she is a master of the inner game. She and I have been working together for a few years and she has helped with this part of our coaching process. She has an incredible program called the "Extreme Freedom" program. I just wanted to mention this. Her techniques and skills around finding perfection have really perfected our coaching model, so I had to give her credit for that.

Once you work the inner game, then you have to work the outer game. We call this environmental design, and this is where, after you find what's happening inside of you, you need to work on the world around you, because the world around you needs to become a reflection of who you're becoming on the inside.

Most people don't do this part. They think if they just do the inside stuff and they change, then everything is just supposed to get better. But it takes a long time for the outside world to become a reflection of what's inside of you. It does happen, but it takes a long time. I teach my coaches to help their players create an environment that is a reflection of what they're learning on the inside.

Design the world around you so it "brings your game to life." Most people have had the experience where they go to some workshop and have this great inner experience and then you think that when you go home, it's going to be different. What happens? It's never different.

In fact, usually within a week or two it's like you never



even went to the workshop. This happens 98% of the time, and the reason is because the world around you right now is a reflection of the old you. We always adapt very quickly to the environment. So you go to this new workshop environment, have a big experience all this inner stuff and you think, "Oh, I've changed!"

Really, you haven't changed that much; you've just adapted to a new environment of the workshop. Then when you go home, what happens? You adapt to the environment of your home and office, which was a reflection of the old you, and you're your old self again.

So in order to make sustainable change, you have to redesign the world around you quickly to reflect the changes you're making on the inside. Make changes in your relationships, hang out with different people, make changes in your home, your office, anything to reflect the new you. It's a very creative process and we teach coaches how to do this.

This is what makes coaching such a powerful, sustainable process, because you're changing not only the inside of the person, but also the world around them. Finally, the part you just mentioned is called "evaluate progress." This is where you look at the game you're playing and find out if you're winning or losing based on how you set the game up in the beginning.

In life, business or executive coaching, the game is not already defined. The players make up the game and decide what game they want to play and what winning looks like. But you still have to evaluate progress and say, "Okay, are we winning or losing?" If we're winning, let's celebrate! Let's have some fun, let's make sure we enjoy the victory and our progress.

That's what so few people do. We're so caught up in achievement and the pressures of our lives, we don't take the time to celebrate. We teach our coaches to



evaluate progress. If you win, celebrate!

Ridgely Goldsborough: It's like the soccer players.

Dave Buck: Exactly. When you score a goal in a soccer game, you go nuts! It's part of the fun! If you score a goal in your business, go nuts!

Ridgely Goldsborough: It's interesting how we have a hard time, especially in North America—I'm sure you've heard a million times, overseas announcers, when they score a goal, they go crazy, "Goal! Goooooooooaaal G-g-g-g-Goal!"

Dave Buck: They go wild!

Ridgely Goldsborough: They sound like a bunch of lunatics jumping around inside the studio.

Dave Buck: Yes, and here, we go, "Oh, goal." At least in baseball, they go a little bit crazy for a homerun too.

Ridgely Goldsborough: That's right, they do.

Dave Buck: It's a question of where you put your energy. It's like, let's celebrate, folks! In order to celebrate, you have to define the game up front. I think this is why people don't celebrate. They have fuzzy objectives, overly ambitious expectations for themselves. I think this is one of the biggest problems in our culture today.

Because of the technology and also the self-help revolution, we've gotten this idea that we should be able to accomplish these amazing things, which we can, but our expectations have gotten so high, we never meet them. We have people who are doing incredible things with their lives, but inside, they feel like they're falling behind.

This is why coaches have to be skillful at doing what I call "design a winnable game." This is a game that's a challenge, but it's winnable. Most people are playing un-winnable games.



Ridgely Goldsborough: David, it doesn't surprise me anymore, yet in such a loving, incredible fashion, I am constantly in awe and wonder at the way we come together as human beings. This very morning, I'm working on our next prosperity course and here are the word that came out from somewhere:

"The study of prosperity consciousness involves a continuous balance between the inner game, how we keep ourselves clear, motivated and on target, and the outer game—how we execute the activities in the physical world that deliver the results we desire. Both aspects become essential to any enduring enterprise. If we can't manage our inner game, we go off track by definition. If we can't manage our outer game, we will never take sufficient action to get the flywheel to start spinning. We must master both."

That's this morning's writing. If you could, give us two or three action steps that we can take this week to begin applying the principles you've given to us so freely.

Dave Buck: I think the most important thing is to know your game. What game are you playing right now? Then think of it as a game. So if it's a game, what is winning? How do you win this game? Have a definite understanding, a definition of what winning looks like for your game.

So first, what game are you playing? Second, what does winning look like? Third, really look and ask yourself, "Am I playing to win?" What would that mean? What would I be doing differently if I was really playing to win? Most people are just going through the motions or playing not to lose.

If you are playing to win, then you have a whole different outlook on life. You will find a coach. That's the truth. The way you know if you're playing to win is if you have a coach. That's the barometer and it may sound self-serving, but I mean it.



Ridgely Goldsborough: I echo the sentiment. I have a coach for everything—a physical coach, speaking coach, voice coach and the life coach for me is a mentor.

Dave Buck: Yes, if you are playing to win, you will have a coach because the coach is there to help you win. This is one of the problems we have in our culture. It's a beautiful thing, but it's also a challenge. The beautiful thing is we're self-motivated, can-do, we say, "Yes, I can do it and I can do it myself." But the way the world is today, you can't do it alone.

You have a big vision, you have a desire to do something with your life that is very meaningful and you can't do it alone. You need people on your team. There are two pieces of that. You need a coach, first of all. Then, if you're going to build a team around you where you're doing your best work and they're doing their best work and it's all serving some big vision together, then you also need to learn how to coach because coaching is bringing out the best in your players.

So this goes back to Thomas' original vision that everyone can be a coach, and my vision is that everyone has a coach. Put the two together—if everyone has a coach and everyone learns how to coach—not everyone needs to be a professional coach; that's only for a few.

It's like not everyone is a chiropractor or a doctor—not everyone is a professional coach—but the skills of coaching and the process and method, anyone can learn and use, if you're a manager, leader or anything like that. The idea is to know your game, find what winning looks like and then play to win.

Ridgely Goldsborough: I love that. Again, the website is www.CoachVille.com and what an incredible event coming up in May as well, which is also on that website. *Healthy Wealthy nWise* is a strong proponent and believer in the power of intention to manifest outcomes that we desire.



So that we all can support you, what is the most important project that you're working on today, and what intention would you like all of us at *Healthy Wealthy nWise* to hold for you?

Dave Buck:

First, I want to mention a few other websites. They're great resources. The site that has a lot of the content I've been talking about today is www.YourWinningSeason.com. Lise Janelle's site is www.GetAVibrantLife.com. She does the inner-game stuff that I was talking about.

My intention, the vision I'm living toward is very simple: Everyone, everywhere has a coach by 2010.

Ridgely Goldsborough:

That's big. We will hold that with you, powerfully, to make that manifest in our physical world. Before we wrap, if you could, Dave Buck, one single idea that you'd like to leave us with, what would that be?

Dave Buck:

Live your game and play to win it.

Ridgely Goldsborough:

I love that. Internalize that and even jot down to stick on your mirror to look at every day while you're brushing your teeth. Dave, thank you so much for sharing of yourself, your vision, your knowledge and wisdom and also your tremendous passion for life.

There's not a person who's not going to catch the infection of the Dave Buck passion for life, the amazing things you're doing all over the world. I want to thank you on behalf of *Healthy Wealthy nWise* and everyone out there. Thanks for sharing your life with all of us. With that, we'll turn things back to our host, Mr. Chris Attwood.

Dave Buck:

Thank you so much. You were great.

Chris Attwood:

Ridgely, you were great. For those of you who want to learn more about Ridgely's prosperity community, be sure to visit www.ModestToMillions.com. You were an amazing interviewer with an amazing guest. Dave, thank you for your vision.



Dave Buck: My pleasure.

Chris Attwood: It's such a delight to hear you, with such clarity, express what it takes to create success. I love the title of the course you used to teach, "The Joy of Business." Joy is really at the basis of it, isn't it?

Dave Buck: Yes.

Chris Attwood: You express that in everything you do. I want to encourage everyone to check out your websites at www.CoachVille.com, www.YourWinningSeason.com and Lise's site, www.GetAVibrantLife.com. Wonderful resources. Dave, thank you again for being our guest.

Please join us again on May 2nd, when we will be interviewing Immaculee Ilibagiza, who survived the Rwanda holocaust for hiding out in a bathroom for 90 days. She went through an incredible transformational experience, as you might imagine.

Dr. Wayne Dyer, whom many of you heard interviewed in January, will be conducting that interview because he is in such awe of Immaculee and what she has gone through. In fact, he urged us to interview Immaculee, whose latest book *Left to Tell—Discovering God Amidst the Holocaust* is now on the *New York Times* best-seller list.

On May 16th, we'll be here with Bill Harris of Centerpointe Research Institute, interviewing James Ray, who calls himself a practical mystic. He's a self-made millionaire. James is also a member of the Transformational Leadership Council, along with Dave and myself.

He has incredible stories of his spiritual quests as well as his business quests as he went to the Amazon jungle, studying under Shamans, going to Egypt and spending time in the caves in which Moses dwelt when he went to the top of Mount Sinai—amazing stories. That will be an incredible interview.



**World-Renowned Business Coach
Dave Buck**

We look forward to being with you all then. Thank you all for your commitment to living your passions, to giving your gifts to the world. Good night.