



What is a Mastermind Group?

I have been part of various mastermind group, and have run mastermind groups, for a number of years. They have transformed my life and my business, and I'm a successful in business and life because of my participation in mastermind groups. There is synergy of energy, commitment, and excitement that participants bring to a Mastermind Group.

The beauty of Mastermind Groups is that participants raise the bar by challenging each other to create and implement goals, brainstorm ideas, and support each other with total honesty, respect and compassion. Mastermind participants act as catalysts for growth, devil's advocates and supportive colleagues.



The concept of the Mastermind Group was formally introduced by Napoleon Hill in the early 1900's. In his timeless classic, *"Think And Grow Rich"* he wrote about the Mastermind principle as:

"The coordination of knowledge and effort of two or more people, who work toward a definite purpose, in the spirit of harmony."

He continues...

"No two minds ever come together without thereby creating a third, invisible intangible force, which may be likened to a third mind."

What happens in a mastermind group?

Mastermind groups offer a combination of brainstorming, education, peer accountability and support in a group setting to sharpen your business and personal skills. A mastermind group helps you and your mastermind group members achieve success.

Be Yourself, Add Value, Make Sales

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Participants challenge each other to set powerful goals, and more importantly, to accomplish them. The group requires commitment, confidentiality, willingness to both give and receive advice and ideas, and support each other with total honesty, respect and compassion. Mastermind group members act as catalysts for growth, devil's advocates and supportive colleagues. This is the essence and value of mastermind groups.

What Will You Get From It?

Members of a Mastermind group both give and receive many benefits:

- Answers and ideas, which come from brainstorming with the group
- Tap into the experience and skills of others
- Increased confidence that you've made the right decisions and are taking the right actions to achieve your goals
- Accountability and real progress in your business and personal life
- An instant and valuable support network
- A sense of shared endeavor - there are others out there!
- Design things to be the way you want them to be, not as you've been told they "should" be
- A boost to your everyday positive mental attitude

What a Mastermind Group is NOT

- **It's not a class.** While your group can vote to bring in guest speakers and teachers occasionally, the main focus of a mastermind group is the brainstorming and accountability support among the group members.
- **It's not group coaching.** Mastermind groups are about the MEMBERS sharing with each other, not about the Facilitator coaching individuals in a group setting. You get **everyone's** feedback, advice and support. Yes, if the Facilitator is an expert on the topic, by all means chime in. But keep the conversation balanced between all members.
- **It's not a networking group.** While you may share leads and resources with each other, it is not the main focus of the meetings. However, through your connections with other members, you will find plenty of joint venture opportunities, lead sharing, and professional networking.

Who Should Attend a Mastermind Group?

People who:

- have a similar interest (such as a group for sales professionals, sales managers, self-employed people, first-time authors, CEOs, real estate agents, or a group for people in a certain corporation or industry)
- have a similar skill and/or success level
- have the desire and inspiration to make this year extraordinary
- want a supportive team of Mastermind partners
- want to reach or exceed their goals
- are ready to let their desire to be passionate about their life and work overcome their fear of change

Results Achieved in a Mastermind Group

In a mastermind group, the agenda belongs to the group and each person's participation and commitment is key. Your mastermind partners give you feedback, help you brainstorm new possibilities, and set up accountability structures that keep you focused and on track. You create a community of supportive colleagues who brainstorm together to move the members to new heights.

You'll gain tremendous insights which improve your business and personal life. Your mastermind group is like having a objective board of directors, a success team, and a peer advisory group, all rolled into one.

Whether you find an existing mastermind group to join, or start a group of your own, you'll love what this group process can help you accomplish.