



## Mastermind Guidelines

### **Definition of mastermind**

Meeting of the minds (and hearts), a think tank, a safe, smart and focused platform to share resources, points of view, contacts, ideas, best practices, opinions, etc. With like-minded and like-hearted people.

Every successful person has masterminds!

Originated by Napoleon Hill, author of "Think and Grow Rich", 2 centuries ago.

### **Instructions for the group**

1. Everyone gets a turn in the "hot seat" of approximately 3-5 minutes. Here's how the timing will work:
  - a. Introduce who you are, where you are from and what you do, including a recent win/success/victory, or the answer to a pre-determined question (every hot seater can answers the same question), i.e. "what are you great at?". The question should be one that increases awareness of the valuable skills, experience and resources of the group (30 sec max)
  - b. Explain the issue/problem/challenge/question you want feedback on. (1 min max)
  - c. Dialogue: Clarifying questions and feedback (2-4 min)
  - d. Make an action and accountability commitment (15 sec max)
  - e. Type feedback in the chat to all/"hot seat" participant and write down insights for yourself ("Giver's Gain") on your own computer or notepad (throughout the 3-5 minutes)
2. TIP 1: Be Brief. Any time spent explaining is time not available for receiving feedback (mastermind). Allow the clarity to come from clarifying questions and feedback
3. TIP 2: There are 2 responses to feedback – 1: "Thank You" and 2: "Tell Me More". Any time spent debating is time lost for other feedback. Do not share your reasons why you think something won't work, or explanations that you have already tried it – simply say "Thank You"!
4. TIP 3: You can have someone take notes for you and audio record your session, (there are apps for that!), so that you can focus on being fully present in the mastermind with your group.
5. Everything is 100% confidentiality and free of judgement
6. Give & Play at 100%, as it comes back to you 1 Million fold and more
7. Stay focused (turn off other distractions), punctual, on time, ready
8. Every1's idea is valid and can trigger a gold mine



***Coach/Facilitator/Presenter:***

*We are about to break up into groups of people... in your group you will have the opportunity to get access to entirely new ideas, insights and contacts. You will be getting feedback from your group on whatever issue or situation you choose to share.*

**To “Hot-Seaters” on choosing your issue to ask the group for feedback on:**

What would be a breakthrough for you?

Where are you stuck?

What is the best strategy/plan/approach/method for your priority and most important goal/intention/objective/vision?

What is the next step to accomplishing your desire? The objective has to be specific, significant, sizeable, and accomplishable (not big, i.e. global hunger, world peace...). Trust your instincts. It’s OK to explain your current situation and admit you are not sure what to ask for. Insights can and will come out in the mastermind feedback from the group.

**Instructions to Feedback Givers:**

1. Be Brief – give everyone a chance to contribute. If there is a longer conversation to have, arrange a time with the Coach and/or Hot Seater to do that.
2. Everyone participates. Your idea/question/feedback is valuable!
3. Use 3X5 cards/business cards/digital notes/calendar to write down info/contact names to give to Coach/Hot-Seater and/or write in the chat (as a reminder to them to act, or if there is a longer conversation to have).

**<<NOW BREAK UP INTO GROUPS>>**

SELECTION OF GROUPS: In case there many participants. If you want an intimate MM for paying participants, a good number is ~ 20 participants. If it’s free, 40+ is OK. It’s best breaking participants up into groups randomly, with the explanation of trusting the process, and knowing that the perfect people will be in your group (any time spent “figuring out the best way” to assemble the groups is time that can be put to much better use). Also know that the groups will “cross pollinate” during the other parts of future mastermind (encourage this!) as they talk amongst themselves... “Oh, you need to know Eli from my group...”

Count off 1-3? Alphabetical order?

**GROUP PROCESS:**



Coach: Welcome your group and introduce yourself (ETR)

Explain how the order of hot-seaters will go. Go around the room in order? Or raise hand or...

### **Coach/Facilitator Guidelines and Roles:**

Keep the conversation moving, no debate/excuses from presenters, don't get stuck on one point of view.

Keep the conversation solution focused vs. problem focused.

Keep the group on time; give reminders (chat, interrupt/timer) of each person's remaining time.

Finish each hot seater's turn with "what is your next action?"

Facilitate energy breaks among hot-seaters...declaration, applause, music, etc.

If you have quiet people (not participating), approach them individually in the chat(not in front of the group) and remind them that their opinions/ideas are valuable and encourage them to speak up. It is not necessary that everyone contribute to every conversation, but everybody has something to contribute to SOME conversations.

If you have individuals dominating the conversation, approach them individually (not in front of the group) and thank them for their contribution and ask them to also please leave room for others to contribute.

### **Examples of questions the Hot-Seater can introduce himself/herself with, or to ask the group for feedback?**

- What skill or subject mastery am I selling right now?
- What is my Unique Ability?
- What is 1 new resume/CV bullet I want to add by the end of the year?
- How can I be a higher contribution to my company? Clients? Colleagues?

### **Business Questions**



(“Being an entrepreneur is tough, because often there's no one telling us what to do.

Until we've got [our first product](#), [defined our avatar](#), or built up a list of clients,

there's both everything to do and nothing to do, all at the same time”)

- What is my end-game for the business?
- How do I measure my success besides profit?
- If I had the cure to cancer in my hand right now, how would I market it?
- Who is my “tribe”? How would I describe or name my ideal customer?
- What would happen to my income and business if I had jury duty (or had to take a leave) for 1 month? Or 3 months? 6 months? 1 year?
- What problem do I really solve?
- What business am I really in?
- If you're building your business, what's the #1 question on your mind right now?
- What's working, what needs improvement?

### **Finance Questions**

<http://masterminds.org/40-powerful-mastermind-group-questions-ideas/>

- How do we develop a long-term plan for our business?
- How do I position myself to attract my next client?
- How do I grow my business beyond myself and what I can physically do?
- How do I get more referrals and get better testimonials?
- How can I use social media as a marketing tool?
- What can I do to set myself apart from other people in my industry?
- How do I keep my email list warm? What should I send them?

[Schedule the next MM](#)

### **References**

[www.thesuccessalliance.com/what-is-a-mastermind-group/](http://www.thesuccessalliance.com/what-is-a-mastermind-group/)

<http://masterminds.org/40-powerful-mastermind-group-questions-ideas/>



<https://it.pinterest.com/pin/39969515418077020/?!p=true>

**Mastermind** groups offer a combination of masterminding, peer brainstorming, accountability and support in a group setting to create the success you want.

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.