

The Five Keys to Successfully Launch Your Mastermind Group:

- 1) **Agree on the single, definite focus for your group.** For this group your focus will be on helping each other build more successful and profitable businesses. Everyone in your mastermind group must buy into that single focus.
- 2) **Ensure that everyone benefits.** If one or two people are doing all the work and not getting a proportionate amount back, it will feel unfair. Pretty soon, at one level or another, they'll simply give up. Not everyone has to benefit in the same way. Benefit is in the eye of the person getting the benefit. Regularly check in and ask your partners, "How are we doing here? Is everyone getting benefit?" What does everyone in your group want to get out of the mastermind group? Clarify the outcome everyone is looking to create.
- 3) **Foster respect within the group.** Without respect it's impossible to fully hear each other because as human beings we cannot fully separate what we hear from how we feel about who is delivering the message. It's critical for your group to work hard to always treat each other respectfully, especially when differences are being discussed and emotions may be running high. What are your expectations about the group with respect to how you treat each other? How will you handle differences? How will you handle if someone inadvertently is dominating the group or if someone is not playing full out?
- 4) **Maintain harmony.** If your group starts to turn into a gripe session, you have a committee. The moment you change from having a cooperative state and start complaining, it's no longer a mastermind group, rather it's an ordinary committee. Treasure the positive polarity of your group. You must all make a committed, conscious decision that you will work from a positive frame that you will view everything from the highest and best use. What are the things that might get in the way of maintaining harmony in your mastermind group? What can you do to avoid these pitfalls?
- 5) **Build trust.** Be impeccable with your word. That means if something didn't go right and a member didn't live up to their commitments, the conversation isn't about the excuses on why it didn't work. But, rather, the conversation is about the choices they made. If you have a partner who consistently doesn't do what they said they would do, you need to make a decision regarding that partner. Cherish your mastermind group and protect it so that trust is a benchmark tradition. Two more things regarding trust in your mastermind group. Be on time. That's an element of having and running a respectful mastermind group and means that you'll be impeccable with your word. And, secondly, maintain confidentiality. If you can't stay true to, "What's said in the mastermind group, stays in the mastermind group", it'll be hard to feel open in the mastermind group. What other "ground rules" would you like to clarify with your mastermind group up front?

Consider the following issues: Confidentiality, Missed meetings, Being on time, Members who habitually don't meet their commitments, Emailing out updates in advance of your session or posting to your private group on Maui Community site etc. Remember, the entire intent of the mastermind group is to come together to create magic.

How to Run a Mastermind Group to Guarantee Breakthrough Results:

As you start the mastermind group, commit to a trial period of 6-10 working sessions together. Most times that will mean approximately 90 days. At the end of the time, everybody gets a chance to check in to see how it works. Agree up front that at the end of 90 days, anyone can opt out or change the group. There will be no hard feelings. It means it just isn't working the way it should. We suggest that you also all agree to communicate openly as a group along the way so that there are no surprises for anyone at the end of your trial period. Set up a regular time to meet, ideally every 2 weeks. Be very clear as to the meeting time and keep it the same. If your group is big, chances are there will be times when someone won't be able to make the date. However, all members should agree that they need to make every effort to be at every meeting.

Our regular meeting date and time will be: _____

On the following tele-conference line: _____

Running Your Mastermind Meetings:

Someone needs where the Blue Hat and organize the meeting. As part of the program your Level Three Business Consultant will run the monthly session. If you choose to mastermind on your own in addition to this, make sure you choose someone to wear the Blue Hat during the session.

Base Format for You Mastermind Group Meetings:

Preparation Work Before Each Meeting:

Approximately 48 hours before your meeting email out the following updates: a quick update on how the past two week's have been for you especially noting your top commitments you've asked the group to hold you accountable on and how you did on them **and** your draft commitments for next two weeks (this may change after your mastermind session)

Generic Mastermind Session Format:

- ✓ **Red Hat check in**
- ✓ **Hot seat round:** each person gets a specific amount of time to share their hot seat question and get answers and feedback from their peers.
- ✓ **Commitments for next week:** what 2-3 commitments do you want the group to hold you accountable to over the next two weeks?
- ✓ **Red Hat check out** (optional)