

# *Guide to Masterminding*

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## **Introduction**

This guide will teach you how to mastermind. Please read it carefully. It will serve as a useful reference tool during your mastermind calls. The concept of the mastermind is based on the principle that when two or more minds blend their innate thinking power, there is created a third, exponentially more powerful mind. The mastermind connects the members to the power of each other and to the infinite intelligence of the universe. It is the difference between shining a flashlight on challenges or opportunities, or a spotlight on those challenges and opportunities.

## **Background**

The concept of thinking together has been around for a long time. A classic example of group thinking is the Native American tribal council. These councils provided a forum in which members of the tribe could exchange views and ideas on issues facing the tribe. The premise of group thinking is that "none of us is as smart as all of us." The idea to put a name on group thinking is generally attributed to Napoleon Hill. The idea was presented to the public in 1937 with the publication of his classic book, *"Think and Grow Rich."* Chapter 10 is entitled "Power of the mastermind" and sets forth Hill's theory behind the mastermind concept. It is strongly suggested you obtain and read a copy of *Think & Grow Rich*.

## **Purpose**

The purpose of the mastermind call is to help you breathe life into Business and personal development. The call is the bridge between your current reality and your vision. Based on your goals, you should create your 120-day action frame, which is then shared with the other members of the mastermind group. The action frame is your map and guide for the next four months, and the document from which members can coach, support, and hold each other accountable.

The mastermind call provides an opportunity for you to develop and enhance the skills of Leadership and Conditioning. Leadership skills are essential to wealth creation and involve leading both yourself and your team; conditioning skills involve mastering your psychology and beliefs around money and wealth, and your ability to create and retain both. The mastermind call will also provide you with an opportunity to develop coaching skills, and to improve your ability to influence others into positive action. You can work on your coaching skills during the call by asking powerful what, when and how questions.

## The Rules Governing Masterminding

These rules govern masterminding. Their purpose is to establish a framework for the mastermind call, and to insure that each call achieves its purpose. They should be honored in both spirit and fact.

1. Be committed to the mastermind process and to your group -acknowledge that you are 100% responsible for the results you create.
2. Be present for the calls-physically, mentally & spiritually.
3. Be prepared for the call.
4. Be of service to your members -go the extra mile.
5. Be enthusiastic and excited.
6. Be imaginative and visionary.
7. Be respectful -be on time or give prior notice if unavailable.
8. Be clear on your goals -have a plan.
9. Be open to feedback and different points of view.
10. Be honest, trustworthy and come from a place of integrity -information shared on the call is confidential unless otherwise agreed upon.

## Format

The following is a suggested format for holding your mastermind calls.

1. Each group is responsible for establishing their own regulations and guidelines. You should agree at the outset on the rules that will govern the call. For example, you may want to have rules for missed or late calls. You could establish rules for resolving conflict within the call. You can determine how the group will communicate between calls, and how members prepare prior to each call. The number and scope of rules is up to your group.
2. One suggestion for helping to hold the energy of the call is to visualize your group sitting in chairs around a circular table with each person in a particular chair. When that person is not on the call, you will be aware of their absence and notice a shift in the energy. Every member is important and has something to contribute.
3. Show up for the call on time or have the courtesy and respect to inform your mastermind members that you will be unavailable.
4. You should each prepare and send to your mastermind group your 120 day written action frame. The action frame is the document by which you can both support and hold your members accountable. By providing each member with your action frame, the members will have a written guide setting forth what it is you want to create over the next 120 days. Members should have each other's action frames in front of them for reference during the call.

5. Have a moderator for each call. This responsibility should rotate weekly. You should also develop a plan for recording the commitments and weekly action steps members declare for the following week. This can be done by having a scribe take notes during the call and then emailing them to everyone. Alternatively, each member can be responsible for keeping track of what he or she will accomplish in the coming week, and email the group with this information prior to the call. The point here is to have a written record of wins, wants, needs and revenue producing activities to which mastermind members can refer during the call.
6. You should have a timekeeper for the call. Time limits should be established for each member's segment of the call. In this regard, keep in mind that concise is effective. A possible allocation of the call time is as follows: 2 minutes to check in and read the Mastermind Principles and Covenant; 1 minute each person to go over wins; 7 ½ minutes each person to discuss challenges & opportunities; balance as needed for the group or a particular member.
7. The moderator starts the call by taking role, and reading the mastermind Principles and Covenant. Each member then shares wins from the past week. Next, each member states what they did or did not accomplish of the action steps they committed to on the last call (no stories), and then states what they will do by the next call.
8. The true power of the mastermind call is in masterminding, or brainstorming on member issues. This is where a member can say why they did not or were unable to complete an action step, or what support they need in moving forward. The way brainstorming works is for a member to present a challenge with which they are having difficulty. The other members begin to quickly toss out ideas without comment or judgment. The member with the challenge takes down all of the ideas for later use. At the end of the session, the group can discuss the ideas, schedule further discussion for a future time, or take other appropriate action.
9. Do not over commit to action steps for any given week. This is a journey, not a race.
10. It is appropriate and encouraged that individual members be in touch off the scheduled mastermind call. Off call contact will help members develop closer relationships and make the mastermind experience more meaningful.

All mastermind calls are scheduled for an hour. As noted, however, the group sets its own rules, including the length of the call. The calls will be educational as members learn what other members are doing. If the members are open and respectful of one another, what is created during the calls will be formidable. You should exchange short biographies to accelerate the "getting to know you" process that leads to trust and confidence in the group. You may want to include in your biography your vision for you life.

Finally, and perhaps most importantly, the action steps you commit to on the mastermind call each week will help maintain the tension in the gap between your current reality and your vision. Keep some "edginess" in the calls. The calls should not be a rehash of a "to do" list. Being uncomfortable in not completing a declared action step is both empowering and motivating

## **Self-Help**

We know from experience in the real world that on occasion mastermind members or groups can get stuck, breakdown, or become dysfunctional. There is no reason for this to be anything other than a brief interruption in the mastermind process. If you or your group finds yourself having trouble, the following steps should get you back on track:

- A. Ask yourself "Why did I join Newways to begin with?"
- B. Take ownership of the fact you are 100% responsible for the results you create in your business, including your experience in your mastermind groups. This means you give up blaming, complaining, stories and excuses.
- C. Refer to mastermind Rule 4-Ask yourself "How can I be of service to my group?" You will find that the more you give the more you will receive. It is an abundant universe.
- D. Ask yourself "am I creating energy that attracts or distracts from the group?"
- E. Spend a call masterminding and brainstorming on how you can improve your mastermind calls.

The purpose of this self-help section is to emphasize that the mastermind group can and will assist you in creating maximum value. The call is only one hour out of the week. If you take ownership of the Rules for masterminding and apply them to your group, you will be successful.

## **Conclusion**

It cannot be emphasized enough that the mastermind calls are essential to the success of everyone individually as well as to your Mastermind team as a whole. Each of you is responsible to make sure the calls are meaningful, and that the calls produce the results you desire. By following the rules and adhering to the mastermind call format, you will create maximum results from your mastermind experience.