The Magic of the MasterMind

How to Ignite the Power of People to Create Extraordinary Results
A Personal Note from the MasterMind

Regarding INTEGRITY, Copyright and Your Usage of These Materials

We have a vision that this e-book will help thousands, if not millions, of people in the coming years. We are inspired to help as many people as possible experience the life transforming benefits that a MasterMind can bring.

We anticipate that you will experience immediate benefits in your life and business as you implement the ideas and tools in this e-book, and you and your team will reap tremendous rewards as you develop your own powerful MasterMind.

It is in good faith and a sincere desire to support you that we share these resources. In doing so, we hope that you will keep in mind the amount of time, effort and expense it has taken to create these materials and all the other resources we offer.

We ask that you do not share or pass on your copy of this e-book to anyone else. You have the right to use these materials and tools for your personal use ONLY. If you believe others would benefit from this information as well, please direct them to the website where you purchased your copy.


Keep in mind that the key to any successful MasterMind is the integrity of each of the individuals, and in that spirit, we appreciate your sensitivity to this issue.

Thank you for your interest in The Magic of the MasterMind. We look forward to supporting you and your team on the path to success!

The Cloud 9 MasterMind
The Magic of the MasterMind
How to Ignite the Power of People
to Create Extraordinary Results

MasterMinding 101 – An Introduction

Meet your Mentors! ................................................................. 8
   The Cloud 9 MasterMind

What You Need to Know ....................................................... 10
   What is a MasterMind, and how can you ignite the power of people?

What’s In It for Me? ............................................................... 11
   Specific benefits of forming your own MasterMind

Meet the Father of the MasterMind: Napoleon Hill ............... 16
   What does his research into successful people mean to you?

What is the “Third Mind”? ..................................................... 17
   Accessing the magic of group intuition

How to Design and Create a Powerful MasterMind Group

Who to include / Identifying a good fit ................................. 19
   The integrity component
   What about the size of the group?

Mission Statement ............................................................... 25
   Getting focused and declaring group intentions
Logistics: The *When, Where and How of your Meetings* ……… 26
Deciding on the frequency, duration and location of meetings

**Time Commitments** .......................................................... 26
How long will your group work together?

**A Basic Agenda** ............................................................ 27
Check-ins, setting priorities, and requests

**Your MasterMind Toolkit**

**How to Decide Who to Include in Your MasterMind** ………… 31

**Get into Action – Prepare the Invitation** ............................. 32

**Create an Inspiring Mission Statement** ............................. 35

**Craft Your Confidentiality Agreement** ............................... 37

**Meeting Prep Sheet** ...................................................... 38

**Topics to Explore** .......................................................... 39

**Agreements and Standards** ............................................. 41

**Maximize the Magic: Managing the MasterMind**

**Making the most of each meeting** .................................... 44
Prepare yourself

**Roles** ............................................................................. 44
Facilitator, Timekeeper, Logistics, Notes, Events and more
Handling the Tough Situations ............................................. 46
  Finding balance
  Knowing when/how to uninvite someone
  What to do when you’re not satisfied

When Things Get Stagnant .................................................. 49
  Breathe new life into a tired group

Secrets of Successful MasterMinding .................................... 51
  Tips on making it work

The Do’s and Don’ts ............................................................ 52
  Take our advice, pay attention to these!

The Element of Personal Responsibility ............................... 54

MasterMind Resources ....................................................... 55

Finding an Established Group ............................................. 56

Alternative MasterMind Models .......................................... 57

About the Creators of this e-Book ....................................... 58
MasterMinding 101:
An Introduction

“It was a warm July morning in Whistler, British Columbia, when the nine of us first sat down together. But we were far from strangers. Over the past six months, we had held regular MasterMinding meetings over the phone, linking our way across North America each week.

Now that we were together for several days, on retreat in the midst of breathtaking natural beauty, we decided to get some real work done. We took care to establish a respectful and safe space amongst us, then plunged in. The agreement was that we would each share our business plans, complete with goals and dreams, results and numbers. It felt like my business was getting naked – I distinctly remember thinking, “how will I look?” I was the rookie.

So I shared the best – and the worst – of my business and myself with eight other people, many of whom I’d never met before. I laid out my master plan: a relatively simplistic model of coaching, plus the development of additional streams of income through speaking engagements and a royalty or passive income. At the time, I had 15 clients and wanted to build up to 25, as well as become the premiere coach of a specific industry.

As I presented my plan and accomplishments, I was celebrated for achieving so much in the short time I had been in business. Those moments built a surprising amount of confidence for me, fueling my courage to make the changes that progress would soon require.

Then the group shifted into brainstorming. They started asking questions, probing to find the answers I couldn’t see for myself. In half an hour, they identified a number of ways to accelerate my business, things I had never considered. They offered ideas on how to increase my revenue and honor my goals and passions. They opened my eyes on how to create something special with my business. To put it lightly, I was blown away... and thrilled to be working with these people!

That single experience of being in the “Hot Seat” radically changed the course my business would follow. But my lessons were just beginning.

Still dazed from my turn in the spotlight, we shifted our focus to the next MasterMinder. Jim’s goal was to coach a million people. Just hearing the mindset of someone who was working on such a large goal changed me at a fundamental level: my belief in what’s possible in my own life, and what would constitute a worthy goal for me. Suddenly my target of 25 clients looked REALLY different.

Over the course of that retreat, I heard the ins and outs of eight other highly successful businesses, eight other strategies and perspectives on the business of coaching. And I walked away with a very different plan for my own.”

~ Kevin MacDonald
Are you ready to take your business or life to the next level? Is it time to kick it up a notch, to turn your vision of what’s possible into your reality? Are you looking for shortcuts to your success?

When you’re ready to take quantum leaps, it’s time to MasterMind!

Ambitious people have big dreams. You’ve probably created a certain amount of success in your business or personal life, and still you know so much more is possible.

But how do you get there? Lots of people have great ideas, but who has time to try them all? Figuring out how to move ahead quickly can be time consuming, expensive and exasperating. The good news is, you don’t have to do it alone.

If you are like many successful business owners, professionals or entrepreneurs, chances are you suffer from the “Lone Ranger” mentality. It can be our default mode – it’s just the way most of us do things. But getting to the next level usually requires us to do things a little differently.

What if you built your own team of advisors?

If you started collaborating with a group of sharp, successful people – people who were totally in your corner and focusing the best of their energy, resources and expertise on helping you create what you really want – how much further could you go? Think about it: what could you accomplish in the next few years if you had a powerful support team behind you?

The world’s most successful people rely on MasterMind groups.

Thomas Edison, possibly the world’s greatest inventor, had many MasterMind partners, but the most famous was Henry Ford. When Edison’s New Jersey laboratory burned to the ground, Ford arrived the next morning, handed Edison a check for $750,000 and told him, "Start building again."

Jack Canfield and Mark Victor Hansen combined, activated and accentuated each other’s talent to create the phenomenally successful Chicken Soup for the Soul series, which has sold more than 80 million books worldwide. Neither person could have done it without the other.

Great achievers know the exponential value you find in collaborating on a regular basis with a carefully selected team of peers. The encouragement, insights,
strategies and connections of other people inspire and motivate you to achieve so much more – so much faster!

**That’s what this book is going to help you create!** In a very short period of time, you’ll have a detailed strategy to assemble and maximize the magic of your own MasterMind group!

And here’s an added bonus... you’re getting the insider’s perspective!

This book was created by an actual MasterMind group, an independent team of top life and business coaches. And who better to guide you than the innovative thinkers who MasterMind with entrepreneurs and business people every day! If there was ever a group who knew how to ignite the power of people to create extraordinary results, this is the one.
It was the winter of 2001 when our group was first conceived. A conversation between two coaches soon became a network of nine, and the **Cloud 9 MasterMind** was born. It’s been three years since we started MasterMinding, and each member still says the same thing: “Being part of this MasterMind is the best business decision I ever made!”

Our members are based in Canada and the United States. We are all six-figure coaches with well-established practices, and are among the top 1% of coaches in the world, ranked by income.

We meet for an hour-long conference call three times a month, and are committed to challenging and supporting each other to achieve... well, whatever it is that we really want!

When we started our group, we had no idea just how powerful an experience this was going to be.
In our three years together, each person has revolutionized his or her business. For example:

- Sonia has streamlined and re-structured her business in such a way that she now works fewer hours, earns more income AND coaches more clients in less time!
- Teresia leveraged her time and increased her bottom line by shifting from a business model of 25 private clients to six clients and two additional profit centers.
- Kevin MacDonald’s target market grew from 40 miles around his house to all of North America! And he has added retreats in Thailand to his coaching practice.
- Andrew has exploded to a whole new level. He recently incorporated his business, hired two staff members, and more than tripled his revenues and income.

Profits are up. Stress and strain are down. Niches were identified and developed. New programs were conceived, created and promoted nationwide (and even internationally!). Technological shortcuts have streamlined each person’s operations, and our common pool of resources is worth a fortune to each of us.

But perhaps the most powerful element is the personal connection between our members.

Our retreats have been an amazingly powerful component of our group’s progress. We come together once or twice a year in cool and exciting locations – like a gorgeous chalet in Whistler Ski Village, Canada... or the oceanfront beach house in San Diego... or that great cabin in Winterpark, Colorado – to tweak our business plans, brainstorm fresh ideas, identify new sources of profit, and define plans to make our personal lives outrageous, fulfilling and meaningful.

Spending several days together intensifies the magic, and our most memorable moments have come out of our retreats. With time and intention, we created a family of like-minded, like-hearted people with a bond unlike any other group we’ve ever experienced. It’s truly incredible! And we want that same experience for you, too.

We’ve put a lot of time and energy into figuring out what works, what doesn’t, and how to keep the magic flowing. We’ve even included a MasterMinding Toolkit full of resources and forms to get you up and running in no time. Let us be the voice of experience, and we’ll show you the key steps to launching and leveraging your own successful MasterMind group.
What You Need to Know

about igniting the power of people

In the simplest terms, a MasterMind is two or more people coming together with a common purpose and the desire to support each other with ideas, encouragement, insights and resources in a non-competitive environment.

People come together as a MasterMind for all sorts of reasons – business growth, personal growth, working on a specific project, emotional support, motivation, a sense of community – and they are often surprised to find way more than what they originally came looking for.

**The Bottom Line:** MasterMinds work with the basic understanding that one plus one adds up to far more than two.

MasterMinding is based on the intention to contribute to the other members of your group, as well as to receive support from them. There is a special kind of magic, a powerful group synergy, that comes forth when people work together to support each other. The results can be truly astonishing.

**MasterMinding is also about getting clear and taking ACTION.** People who participate in MasterMinds focus in on their goals and identify the best steps to take towards achieving them. MasterMinding with other skilled, like-minded people can dramatically shorten your learning curve. And it’s far easier – and a lot more fun! – to go after bigger goals when you have the company and support of other ambitious people.

**What could your own highly skilled team of advisors do for your life?** What kind of changes could you make with a committed support team? Are you ready to find out?
Specific Benefits

of MasterMinding

*If you always think what you’ve always thought, you’ll always get what you’ve always got.*

If you start interacting with a MasterMind group on a regular basis, you can’t help but start to think differently. The discussions and stimulation that occur when people MasterMind can inspire high levels of energy, excitement and passion amongst its members. The “space” of a MasterMind allows new ideas and solutions to arise effortlessly.

Even if your MasterMind is designed for business purposes, you may find your personal life and relationships start improving too. When you begin to explore what’s possible and how you limit yourself in one area, the process often carries across other dimensions of your life. It’s quite possible that this investment in your professional success will jump-start your marriage, health, friendships, family relationships, and your understanding of other people in ways you never expected.

Working with a high-functioning team of people can be a life-changing experience. Here’s what you can look forward to:

**Professional Support:**

A MasterMind group can help you develop business skills, give you insights and feedback on your projects and ideas, and stimulate you to think and do things you haven’t considered before.

♦ You will have a group of similar professionals willing to support (and critique) your vision, people who believe in you and your ability to manifest your dreams.

♦ You will get clear on the specifics of your business plans, projects and how to get where you want to be with less work, time and effort.

♦ Your team will point out where you’re aiming too low and encourage you to reach higher. You’ll be amazed at the ways your courage and self-image grow with some support behind you.
♦ You’ll save time, energy and money by learning the shortcuts of new systems, approaches and technology to streamline your business and increase your profits.

♦ Need to grow your business? Retain more clients? Explore innovative marketing? Tap into the research and experience of people in the same boat, people who want to see you soar.

♦ MasterMind groups are great sources of reliable vendors, and for building your referral stream. Members often forward leads for business if a particular client or prospect needs services that are outside of their area of expertise.

♦ There is also the added benefit of accountability that comes when you share your dreams, goals and aspirations with a group of people. There is nothing like a public commitment to help people stay in action and on track!

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**Behold the Magic: A MasterMind Success Story**

Shortly after he bought the franchising rights to RE/MAX of Indiana, John Assaraf created a MasterMind group with seven other owners of regional RE/MAX offices. Knowing they were all more experienced, he figured they could shorten his learning curve, and together they could each become more efficient. They met together three or four times a year for several days, dissecting and rebuilding each other’s businesses, one department at a time.

Once they stopped duplicating costs and effort, their operations became more efficient and vibrant, and profits went up – way up!

In their five years of MasterMinding, each member saw their business grow by over a BILLION dollars in sales.

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Emotional Support:

Ambitious people need – and deserve – a lot of support. This is especially true of self-employed people and entrepreneurs who tend to work mostly alone.

All big projects and business ventures are emotional journeys, with dramatic highs and lows. Most successful people recognize the value of a safe place to be vulnerable, share your wildest ideas, your haunting fears and your proudest victories.

Have you ever noticed how just putting an issue on the table takes the emotional charge off it and often gives you more clarity? A safe place to fully express yourself and share the challenges in your life and business can reduce your stress and eliminate the internal dialogue that would otherwise distract you.

Over time, MasterMind groups develop an intimacy and level of trust that will generate even more momentum amongst its members. You’ll encourage each other to take bigger, bolder steps towards your dreams – to go after bigger projects, bigger arenas, better clients. As you get to know each other, you’ll take more risks with each other.

By communicating with respectful honesty and building the trust that allows people to be authentic with each other, you open the door to quantum leaps on your path. When you are willing to share the more private or vulnerable aspects of yourself, the group gets to know the “real you,” which puts them in a position where they’re able to give critical support and feedback that can make a major difference in your happiness and success. The personal growth and benefits that occur because of this can’t be overstated.

Behold the Magic: A MasterMind Success Story

Nan was on a MasterMinding call when she received word that her husband Paul was in the emergency room – he was having a heart attack! Since they knew about it from the start, the group responded with a strong, yet respectful, show of support. During the time of immediate crisis, one member of the group checked in with Nan regularly, then reported back to everyone else. People reached out as individuals as well, and that well of support proved crucial to Nan when the situation took a dramatic turn for the worse three weeks later: a second heart attack. As her family moved through a torturously scary time, Nan had a constant source of comfort and clarity to draw on, and the strength of the group made an incredible difference to her.
Clarity:

We all know how important it is to be clear on where you’re going and what you’re doing to get there. It’s the difference between real progress and wasted time.

Your fellow MasterMinders can evaluate how you’re investing your time and energy, and make an excellent sounding board as you explore new ideas for your business or personal projects. A fresh perspective – or ten! – will reveal things you never considered.

Your team will be quick to point out your blind spots, remind you of your priorities, and save you time, effort and money by highlighting the most efficient path. Your MasterMind partners can help you to identify opportunities and pitfalls that you may not recognize on your own, and help you create a clearer and more effective plan of action.

Behold the Magic: A MasterMind Success Story

For her first six years as a coach, Teresia was intensely focused on growing her business and doing everything she could to provide the best coaching for her clients. As she headed off to Denver, Colorado, for a MasterMind retreat, she felt she had “professionally arrived” – she had accomplished all her initial goals for being self employed.

Newly engaged, Teresia was embarking on the most significant MasterMind of her life: a marriage. Yet her powerful drive to achieve was still directing most of her energy into her business. It was at the retreat that her MasterMind group helped her reconnect with what was most important to her at this point in her life – personal fulfillment.

By the time she left Denver, she carried with her an internal commitment to put her personal life first. Her intimate relationships really were her top priority, and she decided it was time her actions reflected that.

It was an uncomfortable shift to make, one that required a new level of trust in the business she had created. Yes, it was solid. Yes, the foundation she had built could support the ongoing growth of the business… but letting go and shifting her priorities felt like a leap of faith.

By publicly declaring that her personal life was now her priority, Teresia accelerated the process of reorienting her life. Somehow, just saying it out loud, and having eight other people that believed in her, who reflected her authentic self and would hold that vision for her, made it easier to do. It was as if her new reality was created in the moment she declared it, and all she had to do was step into it.
Distinctions

A MasterMind IS NOT...

♦ a place to constantly lean on others, or expect them to solve your problems.

♦ a place to whine, complain or go on incessantly about your “sad story” or challenges.

♦ a therapy group or chat session.

A MasterMind IS...

♦ a place to bring challenges and ask for support, but to do so in a constructive, solution-oriented way.

♦ a commitment to share the best of yourself, your experience, wisdom and skills.

♦ a source of encouragement, stimulation and constructive feedback.

MasterMinds are ultimately about contributing to the success of others in the process of finding your own solutions, taking action and moving closer to your goals and dreams.

What’s the difference between networking and a MasterMind group?

Networking groups are an opportunity to initiate business relationships, and share leads and contacts among members. Although sharing resources and contacts may be a feature of a MasterMind group, it’s only a small part. While networking is about exploring possibilities, MasterMinding is about creating results!

MasterMinders are more deeply involved with each other, and are often working within a commitment of some sort. They may decide to work together towards a common goal, to learn skills and share resources, or to complete a project of common interest. People come to a MasterMind to learn, grow, and support others – and receive critical support themselves.
Meet the Father of the MasterMind

Napoleon Hill

One of the most innovative thinkers and effective businessmen of the last century, Napoleon Hill formally introduced the MasterMind concept in his timeless book *Think and Grow Rich*. In 1908, he was commissioned by Andrew Carnegie (then the richest man in the world) to interview over 500 of the most successful people alive. His goal: identify the common elements of their success.

It took him 29 years to complete his task, and in 1937 he finally published the results of his work. *Think and Grow Rich* outlined the “13 Principles” that his research identified as common to every successful person.

One of those principles was the MasterMind group, which he defined as, "The coordination of knowledge and effort of two or more people, who work toward a definite purpose, in the spirit of harmony." Hill demonstrated that no successful person achieves great things alone. Every achiever is surrounded by people who help them, advise them, criticize them, encourage them, motivate them, inspire them and push them to be better than they could ever be on their own.

He outlined the four central benefits of a MasterMind group:

1. Borrow and use the education, experience, influence and capital of other people.
2. Accomplish in one year more than you could in a lifetime without the group.
3. Draw upon spiritual forces within you.
4. Absolute protection against failure, if the purpose is beneficial to all whom you influence.

Perhaps the most intriguing part of Hill’s research into MasterMinds was on what he called the “third mind.” What on earth was he talking about?

It’s the magic of the MasterMind!
What is the “Third Mind” that Occurs in MasterMinds?

MasterMinds inspire people to access and bring out the best, truest parts of themselves and their experience to share for the benefit of everyone. The synergy you create within a MasterMind discussion leads to new ideas and ways of thinking.

When a group reaches a certain level of coherence and unity, it starts to experience a remarkable shift. Something that feels like a group intuition develops and takes on a life of its own.

♦ Some describe it as an intelligence that is beyond themselves – an exponential intellect that can never be achieved by an individual on their own.

♦ Collective intentions create an environment that allows the members to receive information and ideas beyond what they would normally discover on their own.

♦ A unique creativity seems to swirl between people, carrying everyone with it, and it’s not uncommon for people in the group to simultaneously have the same idea. Instead of operating as individual personalities, people start thinking together, playing off each other and building a group synergy with a capacity that far exceeds that of the individual people involved.

“The atmosphere in the room felt like a river... It was almost as if when someone would speak, something would become illuminated, something would be revealed, and that would open up something else to be revealed.”

– Beth Jandernoa

♦ Your ability to communicate seems stronger, and the depth of your listening is enhanced once this “third mind” kicks in. You can hear what’s being said behind the words, and get to the crux of an issue in a fraction of the time it usually takes.

“When groups get really good at this, it can lead to very fast decision making, because you’re drawing on intuition, as opposed to a linear process of rationality and discursive logic.”

– Robert Kenny

As it turns out, it’s the space between us that inspires magical moments.
If you’re thinking this is hocus-pocus, airy-fairy stuff, think again. It’s a very real phenomenon, and several organizations are working to figure out how to harness it. The Co-Intelligence Institute and the Collective Wisdom Initiative have been working on it for years. Groups of soldiers, athletes, rescue crews, dance troupes and musicians have been reporting experiences of such synergy for eons. The “third mind” is as old as the tribe itself.

“It was an almost indescribable feeling... I guess we could call it the collective, but that doesn’t do it justice. It was palpable... I could feel its energy and I could feel a commitment to it – a kind of love for it... One person described it as glue. He said, “it’s what joins us together – a larger whole that we always knew was there, but never really appreciated.” And this “being” had a momentum of its own, so I didn’t need to take responsibility for making something happen. It was happening by itself.”

– Emmet Miller, M.D.  

To understand the “third mind”, consider this: Developmental psychology teaches that our minds only develop in relation with other minds. Isolation stunts our development, allowing us to access only fragments of our emotional and intellectual capacity. A growing body of scientific research suggests that our minds are not locked in our brains at all, that they are fields of energy that constantly interact with one another.

“I’m noticing a new way of working together, where our interest in what’s possible – from the most creative to the most practical – comes deeply alive, and our flow of ideas is like a dance, where we are paying attention to one another, taking in the thinking and research that each individual has done prior to the meeting, and responding in such a way that we really come together.... We’re somehow able to bring forward ideas we have without being attached to them, and without our identity being wrapped up in them. It is as if this creative mind just swoops down on us, and the more we pay attention to each other and keep open the space between us, something else happens.”

– Laura Hartzell  

Once you’ve experienced the “third mind” phenomenon, you’ll be as excited as we are about where it can take you. If you want to explore the best parts of yourself, and find out what you’re really capable of... MasterMind!

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1 "Come Together: The Mystery of Collective Intelligence” by Craig Hamilton  
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How to Design and Create

a Powerful MasterMind Group

Since a MasterMind group represents a commitment to yourself and other people, an investment of time and energy, its important to lay a strong foundation to ensure that you get the most out of your efforts.

These early stages of development are critical to the group's future success. You'll be creating a framework for how you will interact and support each other, decide on the format of your group, and develop a model that everyone will be comfortable with.

Taking the time upfront to ask specific questions about “who, what, when, where, why and how” is a crucial step in creating a MasterMind that will meet and exceed all that it was created to do.

When building your group, remember that a MasterMind is a flexible creation. Following are guidelines to consider as you feel out what is going to work best for your particular group.

How to determine who is a good fit for your group:

Who you bring into your MasterMind will be a huge component of the group’s success. A MasterMind is a conscious community, so remember to choose quality over quantity. In other words, take the time to find people who have a lot to offer each other, and don’t be afraid to be choosy!

When considering who to include, start with your purpose. Look for people who aspire to the same level of achievement – or higher! – and are willing to explore new ways of conducting their life and business.

Consider what personal qualities and characteristics would be important in your group’s members. For example, a great sense of humor, strong integrity, high standards, a commitment to results, effective communication skills, and self confidence are all qualities that have helped our MasterMind group work well together.
Also, depending on the needs of your group, you may want to consider including people with diverse points of view, career backgrounds, ways of operating and levels of experience. You want to find people who have enough in common with each other to work well together, yet different enough to stimulate great discussions and infuse the group with new ways of thinking. The key is to assemble people who are mutually stimulating.

When Sonia and Teresia were considering who to invite to their new MasterMind group, they identified a short list of other professional coaches who they felt could work well together, and would have a lot to contribute to each other. The initial purpose of the group was to MasterMind strategies to leverage their businesses, create passive income and increase the bottom line. So with this in mind, they used the following criteria to select their MasterMind partners:

- Similar levels of business success, income and personal ambition
- Huge commitments to their own personal growth and spiritual practice
- Great senses of humor
- Good communicators with high levels of honesty and integrity
- Similar business models, but diverse niches to avoid competition
- Team players – people who would naturally want to contribute and champion the success of the other members
- Innovators – people who were on the cutting edge, exploring new ways of doing business and living life
- People who possessed a wealth of personal and business experience and who would benefit by sharing such wisdom with other, similar individuals
- Coaches who were making a minimum of 6 figures
- People they respected and wanted to learn from
- Colleagues who were wanting to build a business model beyond 1:1 coaching
- Only people they REALLY liked.

There were so many people they could have invited, but only seven fit these
criteria really well. After identifying these people, Sonia and Teresia sent everyone a short e-mail, inviting them to attend a trial conference call. It was time to explore the idea of MasterMinding, and how they could support and learn from each other.

The response was instant, favorable and unanimous! Everyone on the call felt an immediate connection and sensed the value of spending time with each other. There were plenty of logical reasons for them to work together, but in the end, they each made the commitment to the group because “it just felt right.” And the Cloud 9 MasterMind was born!

One of the main reasons the group has worked so well and had so much success is because of WHO is involved in it. They spent a fair amount of time up front getting very clear on the qualities, skills and experience they were looking for in MasterMind partners.

And by inviting ONLY those coaches they felt were a really good fit (and later deciding to keep the group limited to the original nine members) they have deepened that level of connection they initially felt and their relationships with each other have become even more intimate and productive.

When considering who to invite to your MasterMind group, look for people who:

♦ you want to emulate
♦ inspire and attract you
♦ you feel a natural rapport or easy chemistry with
♦ you respect and would like to get to know better
♦ already possesses the qualities, skills or characteristics you want to develop in yourself.

Another important point to consider is the skill set of potential new members. While it can be tempting to include someone who is a known super-star, or a newbie friend who wants to progress quickly, people at significantly different places in their personal or business success may not
fit well or be able to contribute to each other’s success. If someone is way ahead or way behind the rest of the members, they will likely leave the group before long.

To assess potential members, it may be helpful to create a list of questions, a written guideline to help you in evaluating whether someone will be a fit for the group. You’ll find ideas for building your list of questions in the MasterMind Toolkit.

**Discuss how you will handle the issue of new members coming on board in the future.**

- Does your group even want to consider new members once it is established?
- How will you decide if someone is a good fit for the group?
- Will you hold a vote to decide if they are admitted or not? If so, does admission require a unanimous vote?
- Will they go through a trial period to see how they fit?

Deciding some of these factors upfront can save you time and energy, and avoid hurt feelings down the road when members want to invite new people to participate in a group that is already established.

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**How Integrity Can Make or Break a MasterMind Group**

**Successful MasterMinds are built on trust, honesty, authenticity, vulnerability and the willingness to risk with each other.** Even one member with questionable integrity will compromise the entire group, diminishing the shared trust and therefore the level of risk or vulnerability people are willing to explore with each other.

**In considering the integrity of group members, first take a look at your own.** Each person’s understanding of that word is highly personal, but you might ask these questions to learn more about your own integrity:

- Is the person you are on the inside the same person that people know and experience from the outside?
♦ Do you “walk your talk”?

♦ Do you project an authentic sense of yourself to others, or do you feel you have to “be someone” or project a façade of some sort?

♦ Do you keep and follow through with your agreements?

♦ Do people typically experience you as an honest person?

♦ Does “doing the right thing” and caring about the welfare of others come easily to you?

Once you’ve thoroughly explored your own standards of integrity, you’re ready to consider other people’s integrity with a sense of compassion, and the understanding that we are not perfect. We all harbor places where we’re out of integrity.

And that’s ok – building and practicing a strong sense of integrity is a work in progress. However, if you are having serious doubts about the integrity of a potential member of your group, think twice before including them in your MasterMind.

How do you know if someone is out of integrity?

♦ Be aware of people who seem to be always looking to get something, to be fulfilling their own agenda instead of being sensitive to the needs of other members of the group.

♦ If you feel manipulated, on edge, or find yourself hesitating to share with the other members, take a look at why. If you don’t want to listen to someone or you just don’t believe them when they talk, there is a reason.

♦ If someone repeatedly drains the energy and vitality of the group, instead of holding or adding to it, consider whether or not they really are a fit.

Now, that said, remember this: we are all human, and the occasional challenge or disagreement can arise even amongst MasterMinders who maintain a high level of integrity and honesty with each other.
Sometimes people’s feelings get hurt or misunderstandings occur. Be willing to cut each other some slack and address any problems immediately. As long as members are not intentionally hurtful or taking advantage of others, issues can be quickly resolved.

Most problems between people are not about integrity; they’re about events, issues or chemistry. Watch for trends, not just isolated incidents, to alert you to any major integrity issues with certain members.

As long as members keep their commitment to the group in mind, and are willing to be honest about any challenges or disagreements that may arise, most issues will be resolved with minimal effort and disruption.

### Size – Does it Really Matter?

What is the ideal size of a MasterMind group? That can depend on many factors, including the group’s overall purpose.

- Many find that large groups (over about 10 people) have a harder time developing intimacy and maintaining efficiency.

- Some people prefer groups of 4-6 people so that the members get to know each other more intimately and have a lot of “air time” at their meetings to focus on their needs. Smaller groups are also easier to coordinate.

- Larger groups offer a deeper pool of resources, experience and personality types to draw on, making them well suited to broader objectives, socializing and networking.

- Large groups often break down into mini-groups to brainstorm or make decisions, then reconvene to compare notes.

- If your group includes busy and successful people, it is common for some of them miss meetings from time to time. Remember that a smaller group may struggle if one or two members are not able to attend a meetings on a regular basis.

We suggest you start with the very best contacts and partners you have. You can always add more members later if necessary.
People with a Purpose: Your Mission Statement

“When you discover your mission, you will feel its demand. It will fill you with enthusiasm and a burning desire to get to work on it.”
- W. Clement Stone

Many MasterMind groups find it very helpful to craft an inspiring mission statement that you can all get behind. Your mission statement is the group’s foundation, the solid ground of your MasterMind’s structure.

♦ It’s the what and why of the group, zeroing in on the group’s direction, focus and intentions for itself.

♦ What is this group for? Who will it serve? What do you hope it will do for everyone?

♦ Is there a commitment to a timeline or specific outcome?

♦ Do you share a group vision?

Some groups re-read their mission statement periodically to stay on track, get inspired, or to help refocus when difficult or distracting things come up – as they inevitably will.

The Cloud 9 MasterMind reads our mission statement at the beginning of each meeting to get us inspired, in the zone, and remind us of what we are trying to accomplish together.

Our purpose as a MasterMind group is to interact and collaborate with like-minded coaches in a non-competitive environment. We agree to support each other and share our ideas and resources to grow ourselves and our businesses, and to increase the quality of the support we give to our clients.

Our intention is to share the best of ourselves and our experience, to inspire and challenge each other, and to create an honest and supportive environment. By aligning ourselves as a group we will synergistically increase the quality of our own lives and the lives of those with whom we are privileged to work.

Need some more direction? Refer to the MasterMind Toolkit for a worksheet to get you started.
Logistics: The *When, Where* and *How* of your Meetings

There are several formats to consider when putting your group together. Here are some questions to ask:

♦ **In Person or Virtual meetings?** Will your group meet in person, or conduct meetings through a conference call? (Refer to the [Resources page of the MasterMinding Toolkit for information on arranging free conference calls.]) If your MasterMind tends to work over the phone, does the group want to plan periodic get-togethers or annual retreats?

♦ **If groups will meet in person, where?** Will you always meet in the same place, or rotate venues? Who will handle the logistics of meetings (i.e., reserving space, coordinating snacks, communicating directions, etc.)?

♦ **How often will you meet?** We recommend that you establish a regular schedule for your group; collaborating on a consistent basis creates momentum. Ask yourself, and each other: how much time will it take to meet your objectives for each meeting, to adequately cover issues without stagnating or getting off track? Is each person willing to regularly commit that amount of time in their schedule?

♦ **For how long?** The duration of meetings can be determined by a number of factors, but more frequent meetings are usually shorter than occasional meetings. A group that only meets once every month or two might gather for two to four hours, while a weekly meeting may run an hour. Some groups meet only a few times a year, but set aside a day or more to focus.

The Initial Commitment… and Beyond

How long will your group work together? Groups that have met for a decade or longer are not uncommon… but who would commit to a decade up front? No one! Unless your group is working towards a specific endpoint (like a project deadline), it is a good idea to discuss an initial time commitment.
This commitment lets people relax in a way, and creates group cohesion—it holds the group in place while members work through the early bumps in the road to becoming a well-developed MasterMind.

Start with a short, realistic commitment, such as three or six months. This allows people to be more comfortable, and evaluate how the group is working for them before re-committing for a longer time period.

If people know they are committing for a specific amount of time, they are often willing to give more of themselves—be more energized and willing to extend themselves—because they aren’t worried about getting drained in the long run. It’s easy to say, *hey I’ll give it six months and see where it goes*. But people may start to hesitate when the agreement is an open-ended commitment—it feels too big.

After the agreed upon time commitment is up, it’s important for the members to formally evaluate the situation to determine how the group is working. It gives people a chance to say, *I need more of this and less of that*. Or, *I’ve given it a chance and I can see this isn’t a fit for me, so I’m going to opt-out*.

One quick and effective idea: Take a quick poll every so often (maybe quarterly, for instance) on how well the group is working out. Have people vote with a thumbs-up, thumbs to the side, or thumbs-down to indicate how they are feeling about the group.

What initial trial period and commitment feels right to you? After that passes, how often would you like to re-evaluate the way things are going?

### A Basic Agenda for Your Meetings

A simple framework for the meetings keeps everyone focused and moving forward. A few guideposts along the way make for a much more efficient and effective meeting. Based on our experiences, here are some ideas for building your agenda:

#### 1. Personal and Professional Check-Ins

Consider opening MasterMind sessions with a check-in, a chance for each person to briefly share what is going on with them, on a personal and/or
professional level. This helps people get to know each other better, as well as stay informed on recent developments.

In our group, we do our check-ins by sharing (on a scale of 1-10, to keep it brief) how we are feeling – mentally, emotionally and/or physically.

We share significant things that have happened since the last meeting, and if we have any “burning desires” for the call (situations or areas of our business we would like to discuss and get some help with), we express that to the other members as we are checking in.

We are all natural talkers, so we strive to keep our check-ins brief. We give each other one to two minutes to share what’s going on and to ask for specific support.

We also installed a “timekeeper” in our group who helps us all stay on track and keep things moving along.

Larger groups may prefer the roundtable-style of checking in: they just open the floor for check-ins and/or burning desires. People with needs or contributions speak up, and the meeting’s agenda grows from what people come forward with. In a situation like this, you can’t be shy! If you need help, you’ve got to speak up and let the others know about it.

2. How to Decide What Topics to Explore

Once people have checked in and voiced their “burning desires” or topics they would like to discuss, quickly decide as a group what to handle in this meeting. Often there will be more issues on the table than there is time to address them, so be sure to prioritize.

In the Cloud 9 MasterMind, we try to be sensitive to the needs of each person in the group. If we have a lot of requests or “burning desires” on the table, we check with each other to see who really needs the time that week, and who would be willing to wait. Sometimes people are under a time crunch or are dealing with something really big and need help now! If a topic gets moved to next week, we make a note so it’s not forgotten.

Try to get your check-ins done as quickly and timely as possible so you leave the bulk of the meeting to tackle the topics and issues at hand. For more ideas to discuss, refer to the Toolkit.
3. How To Wrap Up Your Meetings

On the tail end of the meeting, consider asking if there are any special requests amongst the members of the group. Perhaps someone needs additional support and would appreciate a phone call in a few days? Maybe a few people need to meet outside of the group to explore something further. This part of the agenda is not for in-depth discussion... it’s for one or two sentences that point to what needs attention.

This is also a great time to spend a moment or two on plans or intentions for the next meeting.

In some of our “planned” or topic-based meetings, one of us comes to the meeting with new research or expertise in a certain area (such as technology systems to manage our businesses, how to market on the Internet, how to package and create products or ways to save money on taxes, etc.).

Often the topic that one person found interesting was valuable to all of us, in one way or another. We have helped each other go through several fast learning curves in this manner.

The agenda of your meetings is created by the active participation of its members. If you all speak up, contribute and participate in discussions, the most important topics or needs become obvious.

Once you figure out what works for your particular group, aim to keep your agenda relatively consistent, yet flexible – a structure that serves, not dominates.

* * *

Now that you have the information and understanding you need to get started, it’s time to move into action! Use the following MasterMind Toolkit to launch your group and start reaping the rewards of collaborative thinking.
Your MasterMind Toolkit

A Step-by-Step Guide to Launching Your Own Powerful MasterMind Group
STEP ONE:

Decide Who to Invite to Your MasterMind

How can you decide who will be a great fit for your MasterMind group? Now is the time to start going through your own personal Rolodex to consider who you would like to invite.

You may also ask the first few potential members of your group to look at their own rolodexes as well, if you don’t have enough people to contact from your own network.

Only you and the other members can decide on what qualities, skills or expertise will make someone a compatible member of your group, but here are some important questions for you to consider:

♦ Does this person have the time to commit to regular meetings?

♦ Can they honor the initial time commitment you have all agreed to? Do you expect that they will show up to meetings on time and ready to brainstorm?

♦ Are they someone who would naturally contribute to the group, as well as seek out support for their own projects? What can we offer them, and what can they offer the group?

♦ Is this someone you would trust and enjoy collaborating with? Do they seem to have a high degree of integrity and honesty?

♦ What skills, expertise or contributions can you see this person bringing to the MasterMind sessions?

♦ Is this person at a compatible level of business and personal experience with the other members of the group? Any potential conflicts to consider?

♦ Does their personality seem compatible with current members?
STEP TWO:

Get Into Action!

Now that you have a list of people to invite to your MasterMind, it’s time to create a compelling offer and invite them to be part of your group.

Below are some important questions to answer before contacting your list of new members. These will help you articulate exactly what you are offering to your members and the benefits they can receive by being a part of this group.

1. Who will be involved in the group (what kinds of people, names, etc.)? How many members do you plan to have?

2. What is the exact purpose of this Mastermind group? What will it’s primary function be?

3. Why are you putting it together? What benefits do you expect to get from it and what benefits do you see others getting from it?

4. When and where will it take place?

5. How often will the group meet? How long will the initial time commitment be?

6. What’s the first step to getting involved? (Do they want to come to an initial first meeting or conference call to try it out?)

Craft a Compelling Invitation:

By answering the above questions as specifically as possible, you’ll have the makings of a compelling invitation to extend to potential new members.

In the words of the Godfather – “Make them an offer they can’t refuse.”
If you can clearly articulate the purpose of your group, and the benefits people will get by participating in it, you will have more success in capturing the interest of the people you would like to include.

When Teresia and Sonia first invited other coaches to participate in the Cloud 9 Mastermind, they prepared by first answering the questions above, and then crafted an e-mail invitation that went something like this:

---

Hello there Six-Figure Coaches!

We are contacting you because we have a very exciting project in the works, and want to invite you to be a part of it!

We are considering putting together a MasterMind group of professional coaches who are making six figures or more in the coaching industry. We expect our group to have 8-10 members in total.

The purpose of this MasterMind is to create an environment where we can brainstorm new ideas that can benefit all of us in several ways. Here is just a short list of benefits we foresee for the members of this group:

♦ Learn new ways to increase your sales and make your business more profitable
♦ Learn how to leverage your business so you can take more time off and enjoy a higher quality lifestyle
♦ Discuss and experiment with ways to increase the quality of service you can offer your clients and customers
♦ Brainstorm new marketing ideas to increase your customer base
♦ Look at how technology and new systems can streamline your business and make it more effortless
♦ Collaborate on problems and shorten the learning curve in new areas of business development.

As self-employed people we have all done very well on our own, and we are wondering what additional magic could happen in our businesses and personal lives by collaborating and getting support from other successful people. What do you think is possible for you with this kind of support?

Continued…
We expect that we will all grow and benefit tremendously from participating in this group, not just in our businesses but also on a personal level. We expect what we learn from each other will positively impact all areas of our lives.

We plan to hold our MasterMind sessions 3 times per month, on Mondays at 11 AM Pacific time (2 p.m. Eastern time). For our convenience, these will take place on a phone bridge and we will brainstorm for approximately 60 minutes per meeting.

Initially, we would like all those who are interested to make an initial commitment to the group for a minimum of six months. At that time, we can evaluate how it’s working for everyone and how we all want to continue.

Are you interested? If so, we would like to invite you to an initial conference call on next Monday at 11 AM Pacific Time. Please RSVP to confirm your interest.

Whether you plan to invite people to your group through an e-mail or a phone call (or both), you can use the above questions and model to help you craft an invitation that will get their interest and clearly outline what you are trying to achieve by creating your MasterMind group. We hope they see the value and take you up on it!

If not, move on and invite others. It won’t be long before you have your own great board of advisors in place.
STEP THREE:

Create an Inspiring Mission Statement

“Great minds have purposes, others have wishes.”
~Washington Irving

Once you have firm commitments from your MasterMind partners and are ready to proceed, you may want to take time in your first session or two and craft an inspiring Mission Statement.

Mission or Purpose Statements will clearly spell out the main intentions you all have in MasterMinding together. By writing this down on paper, you are already on your way to manifesting these results together.

To help you craft your own Mission Statement, we offer ours as an example:

**Mission Statement for Cloud 9 MasterMind**

Our purpose as a MasterMind group is to interact and collaborate with like-minded coaches in a non-competitive environment. We agree to support each other and share our ideas and resources to grow ourselves and our businesses, and to increase the quality of the support we give to our clients.

Our intention is to share the best of ourselves and our experience, to inspire and challenge each other, and to create an honest and supportive environment. By aligning ourselves as a group, we will synergistically increase the quality of our own lives and the lives of those with whom we are privileged to work.

<table>
<thead>
<tr>
<th>The Basic Formula of a Mission Statement</th>
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<tr>
<td>We are a group of_________ coming together with the intent to</td>
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<tr>
<td>in an environment of ________________________________ .</td>
</tr>
<tr>
<td>We agree to ________________________________</td>
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<tr>
<td>in order to achieve ________________________________ .</td>
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</tbody>
</table>
Once you have the basic elements, you can tweak it so it becomes inspiring, specific, and speaks to your own group’s goals and objectives.

Be sure everyone has a copy of your Mission Statement. You can also use the questions below to help each member get focused on their own, individual intentions.

**Personal Intentions for the MasterMind Group**

♦ What is your desired outcome in participating in the MasterMind?

♦ What top three business goals would you like to achieve with the support of this group?

♦ What top three personal goals would you like to achieve?

♦ How would you like to contribute to the group? What personal experience, talents, skills or insights could you share with the others?

♦ What specific support could you use from the group? How will you be sure to create that?

Consider sharing your above goals with each other, and refer to them periodically.

This process encourages people to get clear on what they really want, to stay focused, and be personally responsible for exactly how they participate in the group. As you refer back to your Mission Statement over time, these intentions will keep you focused and on track.
STEP FOUR:

Craft Your Confidentiality Agreement

Whether you want to create a formal, written agreement or merely discuss this point and agree verbally, we encourage you to all decide how you want to handle the issue of confidentiality in your MasterMind group. It’s important to be clear on how the group will treat and respect any sensitive business or personal information that is shared in the MasterMind sessions.

If your group decides to create a formal confidentiality agreement, be sure everyone signs it and has their own copy.

Not sure where to start? Here are a few examples of some common agreements MasterMinds may adopt regarding confidentiality:

♦ We don’t talk about other MasterMind members unless they’re present.

♦ We hold the assumption that any information that is shared in our MasterMind meetings is free to be repeated, EXCEPT when someone expressly asks that something not be repeated.

-- OR --

♦ Any information that is shared in the sessions stays between the group members.

♦ All things professional are open for discussion beyond the confines of the group, while all things personal are to remain confidential.

♦ Stories can be repeated as long as identities are kept confidential.

♦ We agree not to compete with each other directly for business. If anyone shares information within the group that could create a business opportunity for any other member(s), we agree not to pursue that opportunity without first getting permission from the member that shared the information.

What standards do you feel are important for the Confidentiality Agreement of your group?
STEP FIVE:

Use a Meeting Prep Sheet

To keep your meetings focused and effective

Date of Meeting: ____________________

♦ Wins I want to share with the group

  Business:

  Personal:

♦ Other things I want to share:

♦ My current priorities are:

♦ My biggest current challenge is:

♦ The support I need is:

♦ My main outcome for today’s session is:
Topics to Explore With Your MasterMind

Now that you have started your meetings, what are you going to discuss? Below is a list of topics to get you started:

**Business Brainstorming:**

- Marketing – what are new and better ways to find customers?
- Customer Service – what changes can you make to improve customer service and the quality of your services overall?
- Profitability – what changes need to occur (billing, service fees, expenses, overhead) to make your business more profitable?
- Creating a Life Beyond Your Business – what changes need to occur to have more time off and enjoy an ideal lifestyle?
- Branding – how can you stand out and create a unique identity in the marketplace?
- Technology – how can you harness the latest systems to run your business, manage your priorities and free up your time?
- World-Class Support – How can you set up support and delegate aspects of your business?
- Multiple Revenue Streams – What other profit centers exist in your business? How can you create passive revenue (through products, licensing, partnerships, royalties, etc.)
- Products – How to leverage what you do well and create re-sellable products.
- Database Management – new ways to manage contact with your clients and customers.
- Industry Trends – what’s new in your industry and how do you want to stay ahead of the curve and above the competition?
- Success Stories – examining the business models, strategies and success stories of other leaders in your industry.
♦ Outsourcing – what outside vendors can add to the profitability and productivity of your business? How can you find and hire them?
♦ Time Management – how can you re-structure your time and priorities to be more profitable and work less?
♦ How to do more of what you love to do... less of what you don’t.

**Personal Life Brainstorming:**
♦ Balance – how to have a successful business without giving up your life
♦ Ideal Lifestyle – what does it look like? How can you start living it now?
♦ Family – what can you do to strengthen this area of your life?
♦ Transitions and Times of Crisis – what support do you need? What meaning are you giving this?
♦ Wins and Celebrations – what are you excited to share?
♦ Personal Growth – how are you learning and growing personally?
♦ Fun and Adventure – ways to live an outrageous, fulfilling, passionate life
♦ Time Management – making the most of what you have
♦ Life Priorities – getting clear and staying on track
♦ Resources to accelerate your personal development
Agreements and Standards

To Bring Out the Best in Your MasterMind

Agreements - Laying the Ground Rules

Once your group is established, what standards do you want to adopt in working with each other? How do you want to interact? It’s one of the trickier parts of building a group, but also one of the most crucial.

Determining the agreements and intentions for the group is a process of setting the dynamic, or establishing the tone. It is a work in progress, revisited often as things come up. But lay some of the groundwork up front, so you have something to stand on and build from.

Where to start? Here are some agreements to consider:

♦ **Balance of personal issues and professional needs** – YOU are the most important piece of your business! If your personal life requires attention, you can be sure that will also affect your business success. Try to strike a balance that works for the group as a whole.

♦ **People before agenda** – Honor the people and the process, not just the progress. At one time or another, each group member will derail the agenda, so make space for that to happen on occasion. If someone in the group is dealing with something “Big” and needs some additional time or support, be willing to forego the usual agenda to help them.

♦ **Honoring time agreements and boundaries** – If the meeting is set to run for an hour, keep it to an hour. Don’t let it creep towards an hour and a half, or even ten minutes over if you can help it. People are busy! They have other commitments too.

Also, make a concerted effort to be on time to all meetings. Late participants interrupt the flow of the meeting, waste time and can be very distracting.
♦ **Confidentiality** – Is everything sacred? Everything fair game? If the group doesn’t discuss and agree on where to draw the line, it won’t be long before someone’s miffed... or worse. Commitment to a confidentiality agreement encourages trust, honesty and risk – all crucial pieces to an effective MasterMind.

Some groups opt for a written agreement, but many are more comfortable with just a verbal discussion. Please refer to the MasterMinding Toolkit for ideas on confidentiality agreements.

♦ **Competition** – Many MasterMinds are composed of people who are involved in the same thing... and therefore positioned to compete with each other. For example, groups are often formed by people in the same industry who are all looking to improve professionally. They have a lot to offer each other... proven strategies, hidden shortcuts, and an understanding of the job and its challenges.

BUT, if members compete, you’ve got serious problems right from the start. So consider all business leads sacred, untouchable without express permission. And any business development that could infringe on another member’s turf should be brought to the table and discussed first.

Competition also shows up between individual members by comparing each other’s progress. If you feel a struggle to “keep up”, or smug that you’ve outpaced someone else, realign yourself with the purpose of the MasterMind: to support each other!

♦ **Absenteeism** – What’s an acceptable number of meetings to miss? At what point does it become a problem, or foster resentment? Be clear about this up front, and if someone is absent too often, make a simple request that they show up for more meetings.

<table>
<thead>
<tr>
<th>To be successful with a MasterMind Group:</th>
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<tbody>
<tr>
<td>Commit... and apply yourself</td>
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<tr>
<td>Be sure you don’t need to be right</td>
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<td>Give without expectation of return</td>
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<td>Be willing to step up to the plate for leadership/facilitating</td>
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<tr>
<td>Honor boundaries and time commitments</td>
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<td>Stay open to what shows up, instead of sticking to an agenda</td>
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Behold the Magic: A MasterMind Success Story

When people take the MasterMind model into business, the results can be astounding.

In 1999, an Internet imaging company was born and developed through the MasterMind model. An inspired and ambitious group of eight professionals committed themselves to what many said was impossible: growing the company as fast as possible, then taking it public through an IPO less than a year after it was created.

They abandoned the hierarchical standard of business and saw themselves as a fully integrated team, with eight leaders instead of one. Their mantra was, “how can we…” – they were completely solution oriented, helping each other unconditionally. There were no bad ideas, just ideas. When mistakes were made, they were acknowledged and then left by the wayside. Once a decision was in place, the whole team moved forward on it, without dissention. They governed their group by the understanding that there are no limits on our thinking, only on our behavior.

To reach their goals, they had to abandon the linear process that most companies grow through, and accelerate their growth through quantum leaps. They stayed focused on the end result, their “big picture”, and then worked backwards, filling in the blanks as they went.

In twelve months, the start-up team had become a publicly traded company of 500 people.

The team was soon faced with the next step: a merger.

Their primary competitor had gone public at the same time, and there was no clear market leader yet. Both were intensely focused on generating shareholder value, and looking to dominate the market. When the idea of merging the companies surfaced, many were opposed. How could they even explore the possibility of merging without exposing their secrets to their biggest competitor? Due diligence would require both sides to share privileged information, technological strategies, marketing plans… it was a tremendous risk to even consider it.

But if it could be done... how would it be done? This was the question that carried them forward. After weighing the possibilities and making the agreement to explore a merger, due diligence was completed in a matter of two weeks, much faster than the standard, and investment bankers jumped at the results. A merger was clearly in everyone’s best interest.

Despite radically different corporate cultures – one very team-oriented, fast paced, full of mutual respect, and the other a rigid dictatorship supported by “yes people” – they came to an agreement on how to merge each department within a matter of twelve intense days.

Extraordinary results rarely come through conventional methods. Quantum leaps are both the motivation and the reward of MasterMinding.
Maximize the Magic

Managing the MasterMind

Every now and then, your group is going to need some routine maintenance to keep it running well. Below are some of the techniques we use to get the most from our meetings.

Prepare for Meetings

To be a valuable participant, you must take your commitment to the group seriously. Take responsibility for what you want to get out of each call or meeting!

♦ Before you get together with your group, take some time to get clear: What do you need support with? What resource or experience could you share that would benefit others?

♦ Many people keep a running list in their day planner, noting issues or ideas as they arise between meetings.

Over time, you’ll find that on some days, you’re really looking to get something out of the group, while other days you feel neutral or ready to support people. Know where you stand before going in, and you’ll be more likely to walk away satisfied.

Roles

Depending on the nature of your group, you might find it helpful to assign specific responsibilities to people who are well suited for them. The roles can be fixed or rotated, but many groups include at least one of the following:

♦ **Facilitator** – spokesperson for the interest of the group as a whole.

♦ **Timekeeper** – keeps an eye on the clock during check-ins, politely redirecting when necessary. Steps in when too much time is being
spent on something. Also helps bring closure to a meeting that may run over the allotted time.

♦ **Logistics and Collections** – an administrative role that handles the securing of places to meet, circulation of directions, and collection of costs/fees/dues.

♦ **Note taker** – records the main points of the meeting and circulates them to absent members and/or the entire group.

♦ **Event host** – for groups that do periodic retreats, the person who handles logistics of special events.

♦ **Communication facilitator** – steps in when a discussion gets too charged, or people are getting upset. Clarifies and makes distinctions when things get confused. The communication facilitator’s hat is often bestowed on a member who is particularly adept at communicating; or an outside person may be invited to a meeting for a specific period of time to help the group over a rough spot.

Look for specific skills and talents of members, and ask yourself how those could be adapted to fulfill a role that will serve the productivity, energy and flow of the group.

Is someone a natural-born organizer? Ask them to build a contact list of members. The visionary-type might be the perfect person to come up with three choices of retreat locations. Your group’s individual talents are a resource in itself – make the most of them!
How to Handle Tough Situations

Even the most compatible MasterMind partners will encounter challenging situations from time to time. Here are a couple of common ones, and some suggested solutions:

1. You have to “fire” a group member!

It’s an uncomfortable situation that no one likes to deal with, but if a member of the group isn’t fitting in well, some action needs to be taken.

To stay ahead of this situation, discuss how to handle it before it ever comes up. As a group, how will you “un-invite” people who aren’t a good fit? What criteria will you use to determine if someone isn’t going to work well with the other members of the group?

- Personality clashes?
- Lack of Integrity?
- Dominating the meetings?
- Absenteeism?
- Will you vote on whether or not to fire them?
- Do you go by the majority, or does the vote need to be unanimous?

Groups who have self-centered, dominant members may self-destruct if the group allows that behavior to continue. An individual member who tries to overpower the group should be addressed in a constructive way. If the behavior continues, you may have no choice but to vote them out.

2. You are not getting what you want from the group

Your level of satisfaction and the value you get from the MasterMind meetings may go up and down. The real question is: What are you willing to do about it?

First, start with yourself! Take full responsibility for getting what you need out of your meetings. Do you need to be more assertive and speak up more about your own needs?
Would it help to make more specific requests around the kind of support or information you need from the other members? Do you need to honestly communicate something you have withheld from specific members or the group as a whole?

It may also help to share how you are feeling with the group, and tell them how you’d like to be supported. (Ex: “I’ve noticed I’m feeling competitive with Steve, and it’s really starting to weigh me down. I think a little extra positive feedback on my own accomplishments would help me shift that.”)

It takes courage to be this real and authentic with people, but the rewards are worth it. We found that the more vulnerable we are with others about our own needs, the stronger the support we get from each other.

Some well-established groups will occasionally devote an entire meeting to discussing group dynamics. They get it all out on the table, addressing any tension or points of breakdown between them and what to do about it.

While this can be cathartic and powerful, be sure to communicate constructively with everyone. Don’t blame or point a finger at others. Be willing to take responsibility for your own feelings and experiences. Close the meeting with expressions of gratitude and appreciation for the group.

**What works for us:** Every six months or so, the Cloud 9 MasterMind will devote a full meeting to discuss what we have been withholding from each other. We give each other permission to communicate any dissatisfaction or frustration we may be feeling, and “complain” (constructively, of course) about what’s not working. It clears the air so we can get back to working together effectively.

By creating an environment where people can communicate honestly and constructively – about the “good, bad and the ugly” – your group becomes more connected and can work together more effectively.

Be honest. Be real. **Be solution oriented!**

### 3. A conflict of interest arises between group members

Although your goal in working together is to collaborate, not compete, you may find at some point two or more members of your group are stuck in a competitive situation, or are facing a conflict of interest with each other.
How to handle this? Carefully, and hopefully with a sense of humor. It may help to have one or two members of the group serve as mediators to help those involved sort through the facts, judgments, and emotions to come to a solution that is fair for all concerned.

Here is an easy, four-step process that can help “clear the air” and facilitate a quick resolution.

**4 Steps to Conflict Resolution**

1. **Explore the Facts**
   What are the facts of the situation? Describe what is happening in concrete, “black-and-white” detail.

2. **Uncover Assumptions, Judgments and Beliefs**
   What is being assumed in this situation? What judgments or beliefs could be influencing the people in conflict, or distorting the facts?

3. **Share your Feelings**
   How are you feeling because of the situation? Is it possible your feelings and/or emotional reactions are being caused by your assumptions and judgments, but don’t really have to do with the facts or reality?

4. **Discuss a Solution**
   What do you want to happen? What solution would handle the situation permanently, so it’s no longer an issue? Be real, be vulnerable, be constructive.

When each person in the conflict shares their answers to these questions, it helps people focus on the truth of the situation. With each person’s version of the conflict on the table, it’s easier for members to understand and support each other, and to find a quick and fair resolution.
When Things Get Stagnant

After the group finds a groove or comfortable way of relating, the tendency is for people to get sleepy, to start giving less... less energy, focus, time, attention. Some may not take the sessions seriously, or perhaps start missing more and more. At this point, you may find a few members of your group even consider leaving the MasterMind altogether.

Warning signs! It’s time to do something!

If the intention is still strong and the chemistry is still churning, but you’re finding things a bit flat, make a conscious effort to do something that will inspire, energize or build cohesion.

Wondering what to do? Here are a few ideas:

♦ Build a temporary, project-focused mini-MasterMind, a group within the group, to do something to boost one particular member. Maybe it’s someone who’s struggling and could really use a lift.

  *One group pulled together, each pitching in to buy a member tickets to a conference that he really wanted to attend, but couldn’t afford. The gift came as a complete surprise to him, and everyone experienced tremendous rewards by contributing in a way that made the group feel closer, and more purposeful.*

♦ **Do something together that isn’t directly related to your purpose.**
   It’s refreshing to see each other in a new light, and express parts of yourself that just don’t seem to have a place in regular meetings. It amps the energy of the group in a way that carries forward for months.

  *Another group devotes a day to a charity each year, loading up their cars with toys and driving to Mexico to give them away on Christmas. Talk about a bonding experience!*  

♦ **Do something that’s instantly gratifying,** just to build momentum and a change of pace.

  *A real estate investment group planned a surprise evening out with their spouses, complete with a limo to take them all to a nice dinner before seeing the Nutcracker. Sharing in the joy of their happy spouses connected them all in new and amusing ways.*
Retreats are a powerful way to amp up the group energy. The process of planning the retreat builds energy, and the group’s focus is amplified both before and after the event – not to mention during! Somehow, the collective focus on a shared experience brings people in sync with each other, and increased synergy means more magic.

What works for us: The Cloud 9 MasterMind annual retreats are a definite high point for us! While we spend a significant amount of time brainstorming on business ideas, play is just as much of a priority! We also use the retreat as an opportunity to experience our ideal lifestyles; we choose awesome locations to meet in, and make it a point to plan exciting activities that will make it a memorable event. Some of our most important business ideas and biggest personal breakthroughs have occurred at our retreats. Certainly our fondest memories have occurred there (and we have the photos to prove it!).

Behold the Magic: A MasterMind Success Story

It came as a blinding shock when Stan’s business shifted from “relatively stable” to “teetering on the brink of collapse” – overnight. In the blink of an eye, his financial reserves were gone, leaving him without the $100,000 cushion he relied on to keep his business alive. Paralyzed with shock, Stan had no idea how to turn the situation around.

Fortunately, Stan had really made an investment in his MasterMind group, participating fully and nurturing relationships along the way.

Within 48 hours of his crisis, Stan opened his front door to find two highly accomplished MasterMind members standing there, ready to help. They spent two entire days with him, pouring over every aspect of his business, analyzing the books and strategizing on how to keep the business afloat. They walked him through all the changes he had to make to survive, from staffing to reorganizing his operations, and then committed themselves to lengthy follow-up calls and further involvement. They invested a remarkable level of energy to get Stan back on his feet… they just weren’t going to let one of their members go down!

The immediate support and unparalleled competence of his MasterMinding group saved Stan from bankruptcy and the collapse of the business he had worked so hard to build. He never could have imagined how much magic lay in his MasterMind.
Bonus:

Secrets of Successful MasterMinds

Ideas to Consider

♦ Take a regularly-scheduled break from MasterMind meetings. For instance, if you want to meet weekly, consider three meetings a month, or taking the first week of every other month off. It helps manage the fatigue factor, and people come back to the table more refreshed and willing to work.

♦ Make yourselves available outside of the meetings. If you are a professionally-based group, but you come up against a pressing personal issue, ask for time outside of the call to address it. Part of the purpose of most groups is the element of support, and while people can’t get everything they need within the allotted time for a meeting, many will make themselves available outside of the meeting schedule to help a group member in need.

♦ Publicly declaring your goals makes them more real, and easier to commit to. Many groups have each member share their goals for the quarter and/or year, often via e-mail. Play with this idea to adjust the intensity of your group’s focus on goals.

♦ Rotate the “Hot Seat” – take turns being the central focus of the group. We use our retreats to give each other extended periods of attention, and we make the most of those opportunities! During our Denver retreat, Kevin asked everyone to write out their answers to eight questions about his business, and was shocked at how many insights he got. Nan used a creative angle, and assigned everyone a new personality type (she made Kevin a Hooters waitress!) before asking for their input – as that type of person – on how she was perceived. It was like expanding our group by eight other people! Not only was it revealing, it was fun to do and thoroughly amusing.
The Do’s and Don’ts of Successful MasterMinding

As experienced MasterMinders, we’ve worked out a lot of kinks in the system, so take our advice...

**DO be sure you:**

- **Build a structure** that keeps you focused: a mission statement, a set format and a basic agenda.

- **Improvise when needed.** Flexibility (within reason) makes room for spontaneous developments, discussions and trains of thought. Rigid adherence to a plan can stop brilliance in its tracks.

- **Keep an open mind.** Be willing to experiment to get the right fit with members, numbers, format, structure, etc. The first year or so, your creation is a model in motion. Agree to fluidity, to a willingness to reconsider the decisions that were made up front and reevaluate what will encourage the best in your group.

- **Speak your truth.** Create an environment that allows for authenticity and “realness” with members. Plenty of people get upside down in their personal and professional affairs because those with opportunity fail to speak up about what’s not working. As a MasterMind member, *it’s your job is to speak up*, so be willing and open – both to speak, and to be receptive to comments.

- **Leave your ego at the door.** MasterMinds are not a pride parade or a competition. Remember that the people you’re working with have your best interests at heart, and they may tell you things you don’t want to hear – but should anyway.

- **Stay balanced and communicative.** Rotate roles; address time hogs and time devoted to off-topic discussions; coach each other on how to communicate gently but effectively. (“I hear what you’re saying, but it would be easier to accept if you prefaced it with something I’m doing right....”)
♦ **Buy into the purpose.** Every member must be personally invested in the point of the group. Having something at stake ("I’m in a technology MasterMind because, as an entrepreneur, I need to stay ahead of the curve," ) pushes people to be more actively involved – contributing more, risking more, and giving them a reason to be vulnerable or energized.

♦ **Grasp the concept of collective thinking.** Collaboration leads to surprising clarity and impressive breakthroughs that can only come through the “third mind.”

♦ **Do something** with the knowledge and advice offered by your peers. Take definitive actions on ideas, and share your success with the group the next time it meets.

**Don’t make the mistake of:**

♦ Ignoring an imbalance or problem in the group. It will just get worse if not addressed.

♦ Allowing a personal agenda or strong personality to dominate the direction of the group.

♦ Getting too personal. Have a clear understanding of boundaries on what’s ok to share, and how to address conflicts.

♦ Expecting the group to solve your problems. That’s your job.

♦ Treating the MasterMind like a group therapy session.

♦ Allowing check-ins to dominate the meeting. Everyone will walk away feeling somewhat dissatisfied with how the time was spent.

♦ Long-term withholding of conflicts. If there’s a problem, find an appropriate time to get it on the table.

♦ Asking people for an open-ended commitment to the group or their roles in it.

♦ Including people without proper consideration first.
The Element of Personal Responsibility

How you show up in a MasterMind group can reveal a lot about how you show up in other areas of your life. If you are willing to take a look at this, and make whatever changes will serve you, you will find it can have a very positive affect on all areas of your life.

For example, are you someone who is more concerned about getting what you need, or giving to others? How do you respond to feedback or advice that you don’t agree with or want to hear? Do you tend to dominate the meetings or hold back and be more passive? Are you assertive about getting your needs met, or waiting around for others to offer their help? Do you complain about not getting what you need, but don’t take any constructive action to change things? Are you honoring the commitments you made regarding scheduling, time and agreements with the group?

Personal responsibility is perhaps the biggest factor in your MasterMinding success. If you want to get the most out of your MasterMind, check in with yourself regularly. Are you making sure you’re getting what you need from the group? Are you behaving in a way that is respectful, and regularly contributes to other people? You know yourself... are you owning your behaviors and habits and working on any negative ones that are affecting your success?

Along the way, monitor your fit with the group. Don’t fool yourself. If you are not making a difference to other group members, or they are not making a difference to you, it might be time to find another group that is better suited to your needs. Ideally, each member will pay close attention to their own fit with the group, so others don’t have to bring it up for you.

Behold the Magic: A MasterMind Success Story

One of our Cloud Nine members is passionate about real-estate investing, so he joined a newly forming MasterMind. You can imagine his dismay when he arrived at the first meeting to find someone he genuinely disliked. The two had a history of bad chemistry, and both considered leaving the new group – but they knew this one was too powerful to walk away from.

At the end of the meeting, maturity prevailed: the two men talked, acknowledged their difficult past and agreed it was best to truly put it behind them. Over time, a mutual respect grew between them, and it continues today.
Websites to Explore:

www.CollectiveWisdomInitiative.org – Dedicated to studying and practicing the exploration of collective consciousness. In late 2000, the Fetzer Institute supported a program to investigate group and collective consciousness, and from this study a partnership of both scientific processes and wisdom traditions was born.

www.Co-Intelligence.org – Focuses on catalyzing co-intelligence in the realms of politics, governance and cultural evolution. This organization researches, networks, advocates, and helps organize leading-edge experiments and conversations in order to weave what is possible into new, wiser forms of civilization. This site includes hundreds of articles and references describing proven methods, innovative models, practical visions and the theoretical frameworks that weave them all together.

To schedule free teleconferencing, visit:

www.MrConference.com – The largest free teleconference service in the world. Promises perfect clarity up to 30 people.

www.FreeConference.com – Offers free and low-cost calls for up to 150 people, and up to 5 hours.

www.FreeConferenceCall.com – Offers reservationless and web-scheduled calls for up to 96 callers, and up to 6 hours.
Finding an Established MasterMind

If you’d rather join a MasterMind than start one from scratch, a little online research will connect you with many industry-related groups to choose from. Some are free; others charge a fee.

Below are several other resources for you to check out:

♦ The Knowledge Management Think Tank, which describes itself as “the Virtual Community of the practice of Business, Information Technology and Knowledge Managers and Professionals,” is offered by the BizTech Network. [www.brint.com](http://www.brint.com)

♦ The Intrepid Network’s MasterMind Forum is dedicated to the entrepreneur who knows no bounds, and who wants to supercharge their own personal and business lives. An online business community is going 24 hours a day, 7 days a week, with online discussions, audio interviews, and a business library with collections of books and educational materials. [www.MasterMindForum.com](http://www.MasterMindForum.com)

♦ The Executive Committee is a 43-year-old international organization for Presidents and CEOs. TEC builds and facilitates MasterMinds of up to 15 non-competing peers and discuss issues on a CEO-to-CEO level each month. [www.BizSuccess.com/tec.htm](http://www.BizSuccess.com/tec.htm)

♦ Consider joining your local chamber of commerce to explore any MasterMind-type groups or mentoring opportunities it offers.

♦ Many organizations and professionals offer paid MasterMind groups, where members pay fees or dues to participate. These groups are usually more structured than free groups, and are driven by a powerful agenda to make sure you get the most from the experience. This can be an ideal option for someone who doesn’t have the time or contacts to build an effective group.
Alternative Models

MasterMinds are a flexible creation. As long as you all agree about the design, construct it any way that works for you. Here are some alternative ways to structure your MasterMind:

♦ While most MasterMinds are a democratic assembly, some are dictatorships, with one leader who makes the key decisions, and facilitates the direction and rules.

♦ Some are run like a business. We know of one that actually transformed itself into a non-profit entity, complete with a business plan and a paid administrative person to handle notes and logistics.

♦ An open-format group is composed of people working on separate and individual goals. Membership is very fluid, and people “self-select,” meaning they come if and when they want. A topic for discussion is distributed in advance, and there are mechanisms in place (like a buddy system, or e-mail groups) to support each other.

♦ The event-based MasterMind is perfect for larger groups, or those that convene infrequently. It might include 100 people attending a three-day retreat, with focus groups and presentations.

♦ Some MasterMinds are led or sponsored by a company. Members may or may not be employed by that company. Often they are just people with a personal investment in something the company is an authority on. For example, a real estate brokerage might sponsor a real estate investing MasterMind.

♦ Some groups are specifically geared towards socializing. Play is their #1 objective! Time together is devoted solely to recreation, and supporting a fun and relaxed lifestyle. They play hard together, meeting for vacations and retreats, or even just a day at the beach. While they discourage group discussion of personal or professional challenges, the relationships that grow from the recreation are strong and supportive, and serve members outside of their gatherings.
About the Authors

Meet the Coaches of the Cloud 9 MasterMind!

Jim Bunch is a widely respected coach, speaker, and entrepreneur who works with thousands of entrepreneurs and professional coaches around the world. Jim has over ten years of professional speaking experience, and has given more than a thousand presentations on personal and professional development. His Six-Figure Practice program teaches coaches a step-by-step process to expand and leverage their businesses to attain new levels of success. Jim is the founder of CoachGenie.com, an affordable and easy-to-use web system to help you automate your online business. Jim is also the founder of Happy Healthy Wealthy Enterprises, and the creator of the Happy Healthy Wealthy Game, a “coaching game” that combines the best of seminars, coaching, and technology for guaranteed results.

Andrew Barber-Starkey is a Master Certified Coach who has been coaching full time for over 12 years. Andrew has an intense commitment to learning, and has immersed himself deeply in personal development material and programs for the past 15 years. His sales and marketing expertise, together with his vast experience as a student of personal development, made it natural for him to specialize in coaching speakers and seminar leaders who want to grow their businesses.

Five years ago, he and a partner designed and launched a group coaching program to help people achieve their goals. It was a huge success, and grew to include over 2000 members. In 2004 Andrew struck out on his own, creating a new, improved version of the program. The ProCoach Success System is geared towards entrepreneurs, sales people and self-employed professionals who want to double their income AND double their time off within a three-year period. It utilizes a combination of workbooks, teleclasses, live seminars and private coaching to ensure that members experience success both internally and externally. In a former life, Andrew enjoyed a highly successful 10-year career in sales, and he was a world-class competitive hang glider pilot. Andrew is married and lives in Vancouver, B.C.

www.jimbunch.com

www.procoachsystem.com
**The Magic of the MasterMind**

**Tracy Beckes, MBA**, is a pioneering business coach, speaker, workshop and teleclass leader, teaching people to create an *Effortless Outrageous Business*. She is consistently sought after by premier financial planners for her transformative business approach and unique coaching style. Tracy’s clients streamline and simplify their lives, focus on what is most important, master effortless productivity and create prosperous businesses that nourish the soul. Ultimately, they learn to use their business as a tool to live an extraordinary life. Behind Tracy’s contagious enthusiasm is deep wisdom, years of education and experience that have won the respect of the financial planning community. Participating in the Cloud 9 MasterMind group has simply been the best investment of time and money Tracy has ever made in her business.  

[Website Link]

**Greg Clownminzer** is a business and life coach with over 11 years experience, and an extensive background of helping others achieve their desired outcomes. He has designed and delivered over 20 personal and professional development programs for the public, as well as corporate trainings. Prior to coaching, Greg was the vice president and partner working in the sales of investment real estate. He also worked in residential lending in the mortgage industry. He was treasurer of the San Diego Chapter of Certified Commercial Investment Members, director of the California Association of Realtors, director of the San Diego Association of Realtors, and a keynote speaker for several trade associations. On a personal note, Greg holds a 2nd degree black belt in the martial art of Aikido and he still practices regularly. He also enjoys spending time with his wife, Monika, practicing yoga, surfing, walking his dog, and connecting with friends. Greg publishes a personal growth newsletter called *Daily Wisdom*.  

[Website Link]

**Teresia LaRocque**, the first Master Certified Coach in Canada and a pioneer in the coaching field, launched her thriving six-figure coaching practice in January of 1996. Her first MasterMind group – herself, an accountant and a financial planner committed to meeting every Friday morning at 7:00 – got her business off the ground. Seven years later, the creation of the Cloud 9 MasterMind was a critical factor in her going to the next level both personally and professionally. New strategies and a renewed commitment have led to amazing results, and her “extended family” has supported her every step of the way.  

Teresia LaRocque Coaching and Associates specializes in supporting both professionals and entrepreneurs to increase business profits, while having less stress and more balance in their personal and professional lives. A graduate of Coach U, Teresia is a member of the International Coach Federation, and the founder and former chapter host for the Vancouver ICF chapter. In addition, she is co-founder of [www.coachandprofit.com](http://www.coachandprofit.com) and [www.womenwhowantitall.biz](http://www.womenwhowantitall.biz).  

[Website Link]
Kevin Lawrence is a business coach and speaker who works with accountants and entrepreneurs to help them create their personal version of an “Ideal Business.” He helps them achieve balance, fulfillment and the other results they desire to create an “Outrageous Quality of Life.” To learn more about how Coach Kevin can help you, to book him to speak at your next event, or to subscribe to Kevin’s free newsletter, visit his website or call (604) 313-2229 (toll free in North America: (877) 564-6224). You can also send an e-mail to him at Inquire@CoachKevin.com.

Kevin MacDonald is a success coach and professional speaker who specializes in working with those in the club management industry. Kevin is the coach for the Club Managers’ Association of America and writes articles for several monthly publications. He is a member of the International Coach Federation and a graduate of Coach U. Kevin belongs to two MasterMind groups. The coaching MasterMind group has enabled Kevin to take his practice to an entirely new level. Some of the greatest additions to his business have come from seeing the brilliance of the ideas of his fellow MasterMind members and brainstorming with them.

Nan O’Connor is a business coach, facilitator and strategic planner who works with entrepreneurs and corporate executives. She also offers a coach training program. Her direct, street-smart, cut-to-the-chase style has earned her a reputation as the clear voice of reason for her clients.

Coaching since 1998, Nan graduated from Coach U as a Professional Certified Coach, and is currently completing her studies to become a Master Certified Coach. She is a past president of the Georgia chapter of the International Federation of Coaches, and she sits on the board of advisors for the Entrepreneurial Institute at Emory University.

Sonia Stringer is a business coach, speaker and author who has created a loyal following in several different business communities. A former National Sales Trainer with peak performance expert Anthony Robbins, Sonia has conducted training and coaching for Fortune 500 companies, workshops and tele-seminars for the network marketing industry, as well as supported numerous other entrepreneurs and small business owners to leverage their business and love their life!

Sonia is a frequent guest speaker at national conferences and her work
is featured in major magazines. She has coached clients from all around the world and created two web-based communities. One, *The Coaching School for Network Marketers* (www.TheCoachingSchool.com) provides tools, resources and coaching to help network-marketing professionals build a profitable business and a strong team of leaders. The other community – "*Women Who Want it All – Leverage Your Business, Love Your Life!*" (www.womenwhowantitall.biz) – provides coaching and resources to a great community of self-employed women who want to create a profitable business and an ideal lifestyle for themselves and their families.

Sonia believes that co-creating the Cloud 9 MasterMind was one of the smartest business decisions she has made. She frequently encourages her clients to create their own MasterMind teams to leverage their success and personal growth. To find out more about Sonia and her services, visit the websites above, e-mail her at Sonia@compasscoach.com or call (619) 239-6100.
Are You Inspired?

We hope you enjoyed this book as much as we enjoyed creating it. Our sincere desire is to help you access the power of people through regular, committed collaboration. We encourage you to continue refining your MasterMinding abilities, and share this powerful concept with others looking to grow.

If you are looking for more support on MasterMinding or would like to hire a coach, please feel free to contact any of us via the websites listed above.

On a final note, we’d like to offer you one more resource! If you’re working on a big project and can see the value of having nine coaches in your corner to help you master the learning curve, consider hiring the Cloud 9 MasterMind! We work as a group with successful executives and their teams, ambitious entrepreneurs, and committed small business owners to help big thinkers create incredible results. Please contact any one of the nine coaches for more information, or visit us at www.cloud9mastermind.com.