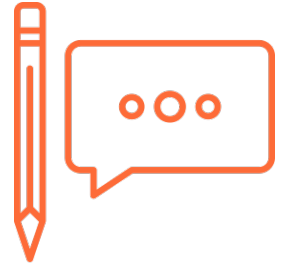


What Is a Mastermind Group?

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

“Participants challenge each other to set powerful goals, and more importantly, to accomplish them. The group requires commitment, confidentiality, willingness to both give and receive advice and ideas, and support each other with total honesty, respect and compassion. Mastermind group members act as catalysts for growth, devil’s advocates and supportive colleagues.” —The Success Alliance



How Do You Start a Mastermind Group?

1. **Find your group of colleagues.** Members should be at similar phases with their businesses and have similar kinds of goals.
2. **Decide how you’ll do meetings.** You could do regular in-person meetings, daily phone calls, private social media groups, formal or casual, whatever suits your group.
3. **Schedule meeting times.** New groups will benefit from set meeting times to get everyone into the habit.
4. **Participate.** Remember that this is a group of equals. Everyone needs to participate for the group to work. No lurking allowed!
5. **Be accountable.** To be successful, you need to follow through. Make yourself accountable to the other group members.



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