

# FIND YOUR PERFECT MASTERMIND GROUP

Consumer's Guide to Selecting a  
Mastermind Group



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## Welcome to the Wonderful World of Mastermind Groups!

Mary Russell runs a successful, busy restaurant in a charming tourist town in New England. Her restaurant is so busy, in fact, that she regularly works 15 hour days.

Overwhelmed and exhausted, Mary hadn't taken a real vacation in three years. How can she take a vacation when there's so much to do and not enough time in her calendar?

For three years she tried to solve this challenge, but she hit a roadblock every single time. Is she doomed to drudgery? Or will she find the perfect solution? Stay tuned and find out.

Like Mary, we all have problems in our professional and personal lives. We fret about them and try to find solutions that are reasonable. We ask our family and friends for ideas. We read self-help books and take classes. And we still struggle.

So why aren't we more successful?

Behavioral scientists tell us that the problem is four-fold:

- We need clarity about our goals and our challenges
- We need a strong, well-designed plan
- We need to take consistent action
- We need the support of others on a regular basis to solve problems and keep momentum

Now, think of a time when you were talking with friends, and someone brought up a problem they were having or an idea they wanted to bounce around. Remember how lively the conversation got? How many awesome ideas were shared?

That idea-generating brainstorming session is a lot like a mastermind group!

The challenge is that brainstorming with friends happens sporadically, whenever you occasionally get together.

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*Surround yourself with the dreamers and the doers, the believers and thinkers, but most of all, surround yourself with those who see the greatness within you, even when you don't see it yourself.*

*-Edmund Lee*

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If you want to see real results and move forward faster, you need the support of a group of people who understand you and your needs, and who have your back on a regular basis.

And when you combine all this with a Facilitator who's trained to help you create success through a group process, one who knows how to get to the crux of the situation quickly, so you get the answers you need – then you can see the tremendous power of a mastermind group.

## What's Covered in this Guide

When selecting a mastermind group to join, there are three primary factors to consider:

- What are your needs?
- What's expected of the members?
- Who is the Facilitator?

In this guide, we'll help you answer these questions, and we'll share some other points to think about so you can make the best decision for you.

## First, What Exactly Is a Mastermind Group?

Mastermind groups use proven techniques that behavioral psychologists, coaches, and success experts tell us yield the greatest outcomes.

Meeting on a regular basis, these groups brainstorm to solve your immediate problems, share best practices, wisdom and personal experience to shorten your learning curve, and help you design clear goals with solid action plans to move you forward, faster.

Participating in a mastermind group means you're able to stay focused and get more done -- and peer accountability will move you across the finish line.

A mastermind group is like having a community of supportive colleagues, or a personal board of directors, to share their insights and perspective, so you can improve your professional and personal life.

Entrepreneur and motivational speaker Jim Rohn said, "You are the average of the five people you spend the most time with." Want to increase that average?

Consciously select these five people and spend time with them in the structured, supportive, creative environment of a mastermind group.

Best of all, mastermind groups are often facilitated by a subject-area expert, so you have access to their wisdom, too. Many Facilitators are also trained in managing complex group dynamics so they can leverage the expertise of the group, and bring out the very best in every member.

Remember Mary Russell? She took her “unsolvable” problem to her mastermind group.

During her personal Hot Seat, Mary described her challenges with her very busy restaurant to her mastermind group members. They asked questions to make sure they understood the situation and shared their insights and perspectives.

Through the process, Mary discovered her real problem wasn't that she was too busy -- her problem was that she didn't trust her staff to run the restaurant properly in her absence. A much different issue.

Mary's mastermind group helped her unearth the core of the problem so she could look at it in a different, broader way -- and then they brainstormed with her to find several possible solutions to the problem.

And that is what happens in mastermind groups all the time.

So, compared to your casual conversation with friends, a mastermind group:

- Is a group of your peers -- people who are like-minded and in situations similar to yours. They've been through what you're going through and can share best practices and ideas that come from personal experience and knowledge.
- Meets on a regular basis, and has a structured process for meetings.
- Has a Facilitator who runs the group, who knows how to help people create success, how to sustain deep, valuable conversations, and who manages the group dynamics.

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*No one lives long enough to learn everything they need to learn starting from scratch. To be successful, we absolutely, positively have to find people who have already paid the price to learn the things that we need to learn to achieve our goals.*

*--Brian Tracy*

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## What is a Hot Seat?

The primary process of a mastermind group revolves around the Hot Seat. This is where each person has designated time to present their situation to the entire group. Once everyone is clear on the issue at hand, and what support the individual is seeking, members all contribute best practices, generate creative solutions, and share their perspective and experience. After the “deep dive” conversation, the person in the Hot Seat processes what they’ve learned, and decides on a course of action they want to be held accountable for.

When you’re in the Hot Seat, you are the sole focus of the group’s attention. You get instant feedback, hear new perspectives, and get better (and more numerous) ideas than you could conceive on your own – massively reducing your learning curve.

Hot Seats are the crux of a strong mastermind group. Without them, the experience is just a general discussion or a class.

## How Do I Know If It’s Really a Mastermind Group?

You may be considering a program that calls itself a mastermind group, but is it?

Many programs call themselves mastermind groups, but there’s always one question you can ask to judge whether it really is a mastermind group:

*Is the group small enough so that I get in the Hot Seat on a regular basis, and get personalized brainstorming and accountability from the entire group, including the Facilitator?*

Let’s break this down:

### *1. Is the group small enough?*

In a small group, you connect on a personal basis and form a unique bond with your peers. And when your group members understand (and remember) your goals and history, they can help you on a deeper, more powerful level.

If you feel “lost in the crowd,” you’re not in a mastermind group.

### *2. Does everyone get in the Hot Seat on a regular basis?*

If you want help finding answers and generating creative ideas, you need to bring your questions to your personal Hot Seat. If you have to wait months to get a Hot Seat, you’re not getting the highest value from your mastermind group.

Yes, in a group of your peers, you will learn something by listening to other members' Hot Seat topics. But it's not the same as getting your specific, important questions brought in front of the entire group for brainstorming.

Hot Seats take time, so if the group is too large, then the number of members who get into a Hot Seat in every meeting is limited. In some large mastermind groups, you only get into the Hot Seat once a year.

It's important for you to get in the Hot Seat often so you can get your ideas and solutions quickly.

### *3. Does the entire group provide insight, brainstorming, and feedback?*

A mastermind group is based on peer advising and coaching; when you're in the Hot Seat, everyone in the group (including the Facilitator) provides ideas, solutions and clarifying questions for you.

If the only person giving answers is the Facilitator, that's really "group coaching" or "group mentoring" -- not a mastermind group. In group coaching the mentor typically works with a single member while the others observe.

There's nothing wrong with group coaching programs, as long as you're getting your needs met. Some people prefer group coaching, and if you decide to go that route, make sure you get personalized answers to your unique situation, and that you aren't lumped into a category.

Group coaching has its place – but would you rather have one mind to brainstorm with -- or five or more minds working on your situation?

### *4. What kind of accountability is there?*

Solving problems is just one part of a mastermind group. Setting goals, and taking action on those goals, is critical for moving forward in your work and your life.

Mastermind groups have a mechanism for personal accountability, not just privately to one person, but publicly and to the entire group.

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*"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."*

*- - Margaret Mead*

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## In Summary

There are many group programs that call themselves mastermind groups, but if there are no Hot Seats included, if the Facilitator doesn't participate in and lead all conversations, and there is no structured group/accountability process, it's probably not a "real" mastermind group.

*TIP: Use the [Needs Analysis Checklist](#) on page 24, to determine what you're looking for in a mastermind group, and how the groups you're considering stacks up!*

## What Happened to Mary Russell?!

Mary took her problem to her mastermind group and discovered the true -- and unexpected -- source to her problem. Through brainstorming with her mastermind group, she discovered the deeper, underlying problem. She was so close to the problem she couldn't see the real issue. She suffered for three years with no time off from her hectic restaurant.

The mastermind group was able to help her clarify what was happening and reflected the things she couldn't see back to her. They were the mirror.

Once Mary discovered the real problem was one of trust, not time management, she trained the restaurant team to her standards, then took a month vacation, knowing that everything would be well taken care of.

Mary's is a true story.

She was fortunate to discover a small, yet powerful, group of restaurant owners to meet with monthly. She remained a part of the mastermind group for many years and to this day credits her membership with the tremendous success of her business, and her life.

Our goal in this guide is to help you understand what to look for in a group so you, too, can find a mastermind group that's perfect for you.

*Now you have a sense of what a mastermind group is, and what you can expect. Let's dive in with all the details, starting with you, the member.*

## Mastermind Group Members

### It's All About You!

Joining a mastermind group requires a commitment of resources -- time, money, and energy. Since there are so many options to choose from, we recommend starting with the end in mind.

What are you looking for, specifically, by joining a mastermind group?

### Know Your "Why"

People join mastermind groups for different reasons. Why do you want to join one?

- Do you work alone? Are you tired of feeling isolated and unsupported?
- Are you an executive? Do you want a group outside your business to confide in and be challenged by?
- Do you want to be held accountable for your growth and commitments?

Are you seeking:

- A sense of community
- New ideas and answers
- Help to make better decisions
- Getting new perspectives and ways of looking at things
- Feedback on your ideas and creations

Knowing your "why" will help you decide which group you want to join.

### Know Yourself

Mastermind groups are incredibly powerful -- for the right person. There are a few things to consider when deciding if joining one is the right strategy for you.

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*The sad truth is that opportunity doesn't knock twice. You can put things off until tomorrow but tomorrow may never come.*

*--Gloria Estefan*

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## Are you able to make the commitment to work in and with a group?

Mastermind groups work because members want to be part of something bigger than themselves. The group energy is a key component to the mastermind group, and you have to be connected and give fully of yourself.

## How do you learn best?

Learning styles vary with individuals and how you take in information will have an influence on your mastermind group experience. For instance, if you're a verbal processor you think through problems and ideas by talking. You'll want to make sure your group Facilitator knows this about you.

## What's your communication style?

Your style is your own and impacts how other people interact with you. Being part of a mastermind group means you must be able to articulate your thoughts and ideas clearly, both when you're in your Hot Seat as well as when you're focused on another member. If you're not sure of your style, ask the people who know you to share their thoughts.

## Will you fully engage in the group? Can you give as much as you get?

Being fully engaged includes opening yourself up to other people. Sharing yourself in a group opens you to some degree of vulnerability.

## Are you willing to be challenged?

Mastermind group members get to know each other very well, and since mutual success is the focus, if they see something you're missing, they will "call you" on it to make you aware of the pattern or behavior.

## What's Expected of You?

Attitude is everything in a mastermind group. Your way of being in the group, your mindset, is as important as showing up for meetings.

A mastermind group is a place where members can share anything that comes up for them, business or personal, and they know they will be heard and supported without ridicule or judgment. They know they will get the honest, supportive help they need for whatever issue they have.

You'll be expected to:

- Be physically and mentally present for all meetings
- Prepare for your Hot Seat
- Remain positive
- Be supportive at all times
- Orient all contributions toward success
- Be honest
- Give as much as you get
- Share openly
- Maintain confidentiality
- Commit to your success and that of the other members

## What to Expect from Group Membership

- The attention and focus of all members when you're in the Hot Seat. All eyes are on you during your Hot Seat. Every member's contribution has you and your success at its core.
- Solutions, ideas, support, feedback. After each Hot Seat you'll have ideas you can use immediately to achieve your results.
- Accountability. Each meeting you'll report your progress on actions you committed to at the last meeting. Members and the Facilitator will hold you accountable to your commitments.
- Support between meetings from other members. Members are a phone call away between meetings. Some groups include a members' forum or private Facebook Group for connection between meetings.
- Personal and professional growth. The learning you get during mastermind group meetings comes from each member sharing insights from their personal experience. You learn from their successes and mistakes, and since you're in a group of your peers, you frequently learn as much from others' Hot Seats as you do your own.

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*All that is necessary to break the spell of inertia is this:*

*Act as if it were impossible to fail.*

*--Dorothea Brande*

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## Questions to Ask When Considering a Mastermind Group

- Who are the other members? Ideally, a mastermind group's members have a shared bond that makes it easy for everyone to offer valuable contributions during Hot Seats. The bond that links members may be a certain industry, a shared interest, similar goals, or specific demographics like working moms, CEO's, people with health challenges, software designers, parents with teenagers, business owners, fiction writers, or almost any other commonality.
- How many members are there? The size of the group matters. Is this a large group or is it more intimate? How will the size impact my experience? (See Meeting Format Section)
- What specifically happens in meetings? (See Meeting Format Section)
- What experience and training does the Facilitator have? (See Facilitator Section)
- How long is my commitment? Mastermind groups can have a finite life or have no scheduled end date. Some mastermind Groups have met for ten years or more.
- What happens if I want to quit? Ask about the policy. It's important to understand your options before you join.
- What if someone drops out? Does their spot get filled or remain vacant?
- What do you, (the Facilitator), expect of me? Not everyone is a good fit for a mastermind group. Facilitators should be able to explain their expectations for members who will do well in their groups.
- What specific criteria are being used to vet members? Experienced Facilitators should be able to clearly describe the type of members that are a good fit for the mastermind groups they lead.

*The Facilitator is obviously another key component of a mastermind group. Let's take a look at what to consider when looking at professionally facilitated mastermind groups.*

## The Facilitator

The glue that brings the group together is the Facilitator. They create the environment to ensure every member is getting the most they can from the group.

The Facilitator is the person who ensures the discussions are productive and useful and not just interesting conversations. This is why assessing the qualities of the Facilitator is such a critical part of deciding if this is the right group for you.

While some groups do learn to function without an experienced Facilitator, John Brinker's experience is more common. John joined a group that decided not to have a Facilitator. The members agreed to have each person share the responsibilities of running the group on a rotating basis.

Not surprisingly, it wasn't long until meeting reminders were being sent sporadically, discussions often wandered off track, and attendance became intermittent. No one held the members accountable, and since the members weren't getting any real value, the group eventually broke up.

## Roles of the Facilitator

The Facilitator plays multiple roles and therefore needs to bring a variety of skills. Let's explore what these are.

### Organization

The first of these skills is the ability to bring the group together. It's the Facilitator's role to create the format for the group and make sure everyone shows up at the meeting. This takes organizational skills to create or find the venue, establish meeting times, send reminders, and manage the overall setup of the group.

### Interviewing and Vetting

Another responsibility is to vet the members and make sure the right people are in the group. Are members' skills, needs, level of development, and values in alignment

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*Misery loves company and so do passion, success, and ambition.*

*Choose the company you keep.*

*--Donna Cardillo*

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with each other? This is critical if members are to feel connected to and committed to working with each other.

Being able to trust each other is the foundation to having meaningful discussions. If the Facilitator is simply putting people together to fill a group, the ability for members to work together may be compromised.

For example, matching someone who has been in business for many years with someone who just started their first company might be a mismatch. The experienced business owner may have a lot to offer the newbie, but what about the other way around?

## Setting and Maintaining the Tone and Focus of the Meeting

When the group is forming, the Facilitator has a responsibility to educate members about how to be good members; they can't simply hope that each will show up and bring their best. (See chapter on Members)

Mastermind group Facilitators need to be able to establish safe and positive environments and set the expectations and tone of the meetings. For members to fully participate, they need to feel the support of the group and know what they say will be taken seriously and kept in confidence. This needs to occur whether they are in the Hot Seat or helping someone else with a topic.

During each meeting, the Facilitator monitors and guides the discussion to make sure it's staying focused on the topic. They also need to have the ability to encourage everyone to participate, so no one dominates or is excluded from the discussion. If the discussion gets stuck, the Facilitator steps in to ask probing questions that can help move the conversation from the surface level to something deeper and more meaningful. While doing all of this, they need to be assessing everyone's well-being.

If anyone is feeling stuck, or if the conversation hits an emotional nerve, it's the trained Facilitator who will manage the situation.

It's critical for the Facilitator to understand and know how to work with group dynamics while also being focused on the needs, goals, strengths, and challenges for each member. It also helps if they have knowledge of communication and learning styles. This is where the art of facilitating needs to be merged with the science of facilitating.

While the Facilitator is a member of the group and can participate in the discussion, their primary role is to bring out the best from all the members before offering their comments or suggestions. The Facilitator should never dominate the discussion.

The power of the mastermind group comes from multiplying the individual knowledge and expertise of the group when the group works collectively. If the Facilitator is using the group as a platform to show off their knowledge they can't be doing their job of monitoring and facilitating.

## Managing the Group

As time goes by, it's important for the Facilitator to be monitoring the group for cohesiveness. Some things to be managed include:

- Is everyone participating equally?
- Are members coming to meetings fully prepared?
- Are goals being achieved?
- Are members getting what they want from the group?
- Is everyone giving and getting?

## What to Look for in a Facilitator

Many people who want to be a mastermind group Facilitator bring some of these skills, but rarely all of them. This is why it's important to ask about a Facilitator's background and training. Have they been formally trained or do they believe they're "just naturally good at this stuff"?

Here is a partial list of skills that are critical for a Facilitator:

- Lead meaningful conversations
- A great listener (most people think they are, but few are)
- Know how to bring out the best in people

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*If you want something you've never had, you have to do something you've never done.*

*-Anonymous*

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- Great at asking probing questions
- Willing to challenge people
- Willing to hold people accountable
- Understand learning and communication styles
- Connect with people and create a safe environment

It's important to be aware of some warning signs that the group may not give you what you're looking for.

### Some danger signs to look for in a Facilitator:

- No clear vision for the format.
- Unable to define ideal characteristics for members clearly.
- Unable to articulate their vision for the mastermind group.
- No training in how to facilitate a group.
- During the interview, they speak more than they listen to you.

### Some specific questions to ask the Facilitator:

- What is your background?
- Why do you lead mastermind groups?
- What specific training do you have in creating and running mastermind groups?
- What are you looking for in mastermind group member?
- What do you see as your role as mastermind group Facilitator?
- How do you hold members accountable for commitments?

*Finally, the structure and format of the mastermind group brings us full circle.*

## Format

### Great Structure Means Great Results

Great mastermind groups have a structure that everyone understands and adheres to. This structure provides a solid foundation for the group; it creates shared expectations for all members and a sense of security.

Structure ensures members come to meetings prepared, are able to contribute and participate equally, and that conversations stay on track so members achieve the results they desire.

Without structure, groups tend to devolve into social gatherings or simply fade away.

Each Facilitator chooses and implements their own structure. It doesn't need to be complicated – it just needs to be productive and consistent – and allow members to:

- Update the group on their progress since the last meeting
- Hold each other accountable
- Share best practices
- Be in the Hot Seat consistently
- Reflect on what members learn from each Hot Seat
- Make informed decisions
- Commit to taking specific action steps
- Grow personally and professionally
- Have fun and enjoy themselves
- Provide feedback to the Facilitator

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*Allow absolutely nothing to hamper you or hold you up in any way.  
--Eileen Caddy*

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## What Mastermind Group Format Works for You?

Mastermind groups come in many shapes and sizes - it can be a bit like shopping for a car.

You'll find small, medium, large and even "mega" groups with 50 or more members. Some groups meet weekly, monthly or quarterly. Some meet in-person, others virtually. Some meet for a few weeks, others for a year, and some continue indefinitely. Some groups allow you to be in the Hot Seat every meeting, others just once a year.

Size, frequency, venue, and duration are just a few of the variables Facilitators work with when structuring their groups to meet the needs of their members.

So, what do you look for in a mastermind group?

Arguably, your ability to be in the Hot Seat regularly and frequently is one of the most important factors to consider when choosing a mastermind group.

While you'll gain tremendous value from other members' Hot Seats, (especially in a well-vetted and matched group), getting input on your specific issues is one of the main reasons to join a mastermind group.

Let's look at a few of your options.

### Does Size Matter?

Small groups with 4-8 members are large enough that you'll benefit from a diversity of perspectives and small enough that you'll still gain individual attention from the Facilitator.

In a small group, conversations tend to be intimate, and connections deeper as members get to know each other very well.

If 1 or 2 members miss a meeting, it can affect the variety of perspective, but it also provides opportunities for longer and deeper Hot Seats.

Medium groups can have 8 - 20 members which allows for even more diversity and wider perspective. In a larger community, you'll get lots of ideas quickly.

However, depending on how the group is structured, you may not get into a Hot Seat very often, unless the larger group breaks into smaller groups. If this is the case, the Facilitator may not be present in your group.

Large groups with 20 or more members offer you an opportunity to get tremendous input on your Hot Seat topics. The larger community can bring a wider diversity of perspective.

As with medium groups, you may get into a Hot Seat regularly if the group breaks out into smaller groups during meetings.

Handling groups of this size efficiently and effectively takes a lot of skill, and the Facilitator can't participate in each group or give you much personalized attention.

## How Long Should a Hot Seat Be?

There is no hard and fast rule for the length of a Hot Seat. If members come to meetings prepared with a topic, a skilled Facilitator will keep conversations laser-focused so the group can quickly clarify the situation and provide meaningful solutions and insights in as little as 10 minutes.

That said, 15-20 minutes allows for a little more space and thoughtful reflection on the part of the other members.

Hot Seats lasting longer than that can be incredibly deep and powerful, and they probably won't happen with much frequency. Imagine if eight members were in a group where Hot Seats were an hour each. That would be a very long meeting!

There's frequently a trade-off between the number of members, the frequency and duration of meetings, and the length of the Hot Seats.

## Meeting Weekly? Monthly? Quarterly? Oh, My!

Groups can meet weekly, bi-monthly, monthly, quarterly or any combination of these. Again, it's a question of deciding what works best for you. Some people feel rushed in a group that meets every week, and others feel disconnected meeting once a quarter.

If you're not sure, this is a great topic to discuss with the Facilitator. Ask them why they picked the schedule they did, and what types of people do well in their groups.

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*If you really want something you'll find a way.  
If you don't, you'll find an excuse.  
-- Jim Rohn*

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## How Long is Your Commitment?

The duration of a mastermind group is based on what members are working on, or what the purpose of the group is.

For instance, a mastermind group focused on adding 1,000 subscribers to your list in 90 days may only meet for 3-4 months. A mastermind group focused on writing your next best-seller or raising resilient children may meet much longer.

In the book, *Change or Die*, Alan Deutschman uses well-researched examples and case studies to demonstrate that real and lasting change takes 18-24 months to achieve, and even then requires deep, ongoing support.

So recognize that by choosing to commit to a longer duration, you are choosing to make a stronger commitment to yourself, your life, your business, your health - or whatever the focus of your mastermind group is.

There is no such thing as a quick fix, so beware the Facilitator who promises results in a few short weeks.

## In-person or virtual? Or both?

Originally, mastermind groups were opportunities to connect with peers in-person. More and more, however, Facilitators and mastermind group members are leveraging the power of the internet to connect via video conferencing. Not only does this open up a global playing field, the quality of video connections today provides a unique opportunity for members to connect conveniently, without having to travel to meetings.

Some groups still meet via teleconference, but this is quickly becoming an obsolete alternative because people naturally want to see each other.

You may initially feel a strong preference for meeting in-person or virtually, but most people come to recognize that the relationships and connections between members can be equally as strong in either venue.

## Additional Features

Many mastermind groups also offer members an opportunity to continue conversations between meetings. This usually involves an online forum, a private

Facebook group, or an email chain where members can ask follow-up questions, continue reporting on progress, and get feedback and input on issues as they arise.

Some comprehensive mastermind groups also offer an opportunity to work individually with the Facilitator who is frequently a coach, consultant or skilled expert.

Mastermind groups may also include educational components and teaching, retreat weekends, and other tools and opportunities that add value.

## Your Investment

To join a mastermind group with a skilled Facilitator, expect to pay between \$100 to \$1,000 per month and more. As with anything else, you need to decide what the results are worth to you. What is it worth to lose 100 pounds in a year? What is your marriage worth? Your business?

While you can work on any of these topics alone, having a mastermind group to support you along the way will shorten your learning curve and make sure you achieve the results you seek faster and easier than you can on your own.

What matters most is that you find a group where you feel connected, understood, get your needs met, and get results.

So, if you're not sure what will be best for you - ask the Facilitator why they made the decisions they did and why they think it will be a good fit for you.

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*Challenges are what make life interesting.  
Overcoming them is what makes it meaningful.*  
-- Joshua Marine

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## A Final Word

On the surface a mastermind group seems simple enough:

- A group of people on a shared journey meet on a regular basis.
- Each time the group meets, members participate in a Hot Seat - sharing an area in their life or business where they would like the input of the group.
- Led by an experienced Facilitator, the group asks clarifying questions, then offers feedback, advice, suggestions, and ideas.
- The member commits to how they will move forward with the information.
- The group debriefs the Hot Seat and moves on to repeat the cycle.
- Each meeting, members declare goals and actions they want to be held accountable for in the interim between sessions, and the group holds each other accountable.
- Members benefit from group brainstorming, support, and accountability.
- The primary task of the Facilitator is to manage discussions to best leverage the diverse perspective and wisdom of the group.

The real power in a true mastermind group is the synergy that happens when a group of peers commits to serve and support each other.

Those who choose to accept the invitation to join a mastermind group and play full out, can and do receive even more than they ever imagined possible.

Our wish for you is that you find a mastermind group “home” that provides so much value it becomes a non-negotiable part of your life.

## Needs Analysis Checklist

Use this checklist when you are shopping for a mastermind group, comparing each group against your needs and preferences, so you can select the best group for you.

Below is a list of possible features of a mastermind group. Some may be critically important to you; others are not as important. Cross off those that aren't important and add any additional criteria that are important for your decision-making.

Feature	Group 1	Group 2
Group will provide ideas and solutions to the types of situations I commonly experience.		
The group's commitment level matches my own.		
The group's skill and knowledge level match my own.		
Focus and outcomes of group match what I am looking for.		
How often does the group meet?		
How long do meetings last?		
What is the size of the group?		
Facilitator is skilled in group discussion and group dynamics.		
Facilitator is skilled in helping others achieve success.		
Facilitator has deep knowledge in the subject matter of the group.		



The membership fee is a good investment for the results I'll get.		
Mastermind group meets in-person.		
Mastermind group meets virtually.		
Facilitator interviews/selects members versus "anyone can join."		
Is there a process to communicate between meetings.		
Includes a retreat weekend.		
Includes an educational component (either live or self-study).		
Includes self-assessments.		
How often am I in the Hot Seat?		
Length of Hot Seats.		
How many months am I committing to?		
How will I be held accountable and by whom?		

Thank you for letting us share our passion with you.

## The Authors

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Laurie Wann has worked with hundreds of entrepreneurs and has facilitated mastermind groups and small groups for over 15 years. She runs Intentional Entrepreneurs, an organization dedicated to helping coaches, consultants, practitioners and industry experts leverage their time and resources to make more money working fewer hours.

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