

GAIA AFRICA CLUB  
**MASTERMIND  
GROUPS**



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# What is a Mastermind Group?

It is a space where participants raise the bar by challenging each other to create and implement goals, brainstorm ideas, and support each other with total honesty, respect and compassion. Mastermind participants act as catalysts for growth, devil's advocates and supportive colleagues. There is synergy of energy, commitment, and excitement that participants bring to a mastermind group.

The concept of the mastermind group is not new. It was formally introduced by Napoleon Hill in the early 1900's. In his timeless classic, "Think And Grow Rich" he wrote about the "master mind" principle as: "The coordination of knowledge and effort of two or more people, who work toward a definite purpose, in the spirit of harmony. No two minds ever come together without thereby creating a third, invisible intangible force, which may be likened to a third mind."

In a mastermind group (also known as a peer advisory board), the agenda belongs to the group, and each person's participation is key. Your peers give you feedback, help you brainstorm new possibilities, and set up accountability structures that keep you focused and on track. You will create a group of supportive members who will brainstorm together to move the group to new heights. You'll gain tremendous insights, which can improve your business and personal life. Your mastermind group is like having an objective board of directors.

## Who Should Join a Mastermind Group?

GAIA Members who:

- Have a similar interest (such as a group for small business owners, C-suite executives, or a group for people in a certain industry).
- Have a similar skill and/or experience level.
- Have the desire and inspiration to make 2020 an extraordinary year.
- Want a supportive team of mastermind partners.
- Want to reach or exceed their goals.
- Are ready to let their desire to be passionate about their life and work overcome their fear of change.
- Are willing to commit to the change required to grow, and willing to commit to the mastermind group members.

## Whats in it for you?

- Solutions and ideas, which come from brainstorming with the group.
- Tap into the experience and skills of others, including the Facilitator.
- Increased confidence that you've made the right decisions and are taking the right actions to achieve your goals.
- Accountability and real progress in your business and personal life.
- An instant and valuable support network.
- A sense of shared endeavour - there are others out there!
- Design things to be the way you want them to be, not as you've been told they "should" be.
- A boost to your everyday positive mental attitude.



## 1 It opens your mind to new and bigger ideas

One way to broaden your thinking is to expose yourself to different opinions and views of other people. Together with healthy discussions with other members in the group, you get to see a different way of thinking which in turn generates new, bigger, and brighter ideas. Which would never have been possible without other's influence.

The different perspectives from other people can also help you see things in a different light. And the experiences of others may help you appreciate your current situation.

## 2 Get genuine advice and feedback about yourself

Being in an intimate group such as in a Mastermind allows members to open up about issues that are otherwise hard to do in a big group. Whether it is about business, relationships, or personal stuff; each member has a chance to raise them to the group and have everyone give honest and real advice.

Through this process, one can take away true valuations of oneself, free from biases of the outside world. Understandably, this can be quite daunting at first, but hearing undisguised truth about oneself can lead to greater breakthroughs in the long term. Plus, doing

this in a safe place with people you trust can be more palatable than you think.

## 3 You Have a sounding board for your ideas

This is perhaps one of the more important benefits of joining a Mastermind. By having members evaluate your ideas and plans, have them play the devil's advocate, or just give their second, third, until the N'th opinion, you can be sure that you see things clearer and in different dimensions. Making sure that when you finally act on your ideas you are as prepared as you can be.

## 4 Have access to more resources

Each member of the group brings with them a different skillset as well as different resources that everyone can benefit from e.g. Access to others' personal networks to specific knowledge or information that is of value.

Nothing is more valuable than having a personal network replete with the right skill sets and experience that you can have clear access to. And in a mastermind, group members are highly encouraged to share these personal resources with others members in the group.



## 5 Learn new things and add to your experiences

Participants of mastermind groups often cite the value of learning new things from talking and listening to discussions of the group. With a rich tapestry of experiences and backgrounds of the members, it is a guarantee that there are always new things to learn from each other. And as engagement and sharing within the group deepens, experiences are inevitably broadened.

## 6 Have a wider network

The more people you connect with, the higher your chance of widening your personal network. But what's especially potent in a mastermind is the repeat encounters you will have with each member and over time may can lead to introductions to their extended networks.

## 7 Experience breakthroughs in your personal and professional life

An excellent mastermind group has the capacity to improve and grow the lives of each member. And as one member experiences breakthroughs in her life, other members may also benefit directly or indirectly. The adage "a rising tide lifts all boats" is very much apt in this situation.

## 8 Increase your mental and physical well-being

It has been observed that successful mastermind groups tend to have members with a healthier mental state. By achieving goals together as a group and spending time

with people you are comfortable with, you release a lot of happy hormones that can bring positivity to your overall mood. Being part of an awesome group can also give additional energy to members and improve their physical state.

## 9 Be more confident with your life - take back control

By engaging you in positive discussions, helping you analyze things in a much clearer and faster way, and giving constructive criticism, you inevitably grow much more confident in yourself. And with the help of others, you take greater control of your life, as well as make confident personal and business decisions more frequently. You are no longer constrained with the rules that limit you. Rather you design your own way forward according to how you want things to be (and not what others tell you to be).

## 10 See problems much clearer

This is two-fold. First by verbalizing and sharing your problems with others, the problem automatically seems a lot lighter than before. And with the help of others who are, unlike you, unburdened by bias and baggage, the solution is much easier to find. Second, the explainer effect comes into play. As you explain problems to someone else, you oftentimes see the solution present itself in front of you. Mainly because as you discuss the problem, you also dissect the details within. And as you do so, you make new analysis and come up with a better appreciation of the problem.

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### **I2** Inspires you to be a better version of yourself

One thing about working with a team is that you get to work with different people of varying skills and personalities. And in a positive group like a mastermind, working with others will give you the inspiration to be better in all aspects as you try to help others in need. Because only when you are much improved yourself, can you set out to help others improve themselves as well.

### **I3** Develop more positive habits

Perhaps the most important benefit you will get from a mastermind group is replacing old, self-limiting habits with new, success-driven habits. This is not an easy process, nor is it quick. But through repetition and practice, and with the help of other members in the group, it is very much doable. And its effects are long-term.



## How Does A Mastermind Group Work?

Our Mastermind groups can meet in person, through video conferences, or by teleconferences. We however suggest, as much as possible, physical Meetings which can be weekly or monthly, depending on the needs of the members.

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## How We Will Select the Right Members for the Group?

- **Commitment** – No mastermind group will function for long if people are not willing to make a sustained commitment to the group. Commitment comes in two forms: (i) showing up for every meeting without excuse, and (ii) commitment to the mastermind group process.
- **Balanced Two-Way Sharing** – The true benefit of a mastermind group is the brainstorming that happens when one member presents a problem, challenge or decision, and the entire group gets involved with the discussion. The best members are those who are willing to both ask for help and give help. Sometimes you will find members who either want to hog the limelight, or who never ask for help at all. Finding members who will participate in a full and balanced way goes a long way towards making a successful group.
- **Follows the Guidelines** – Every mastermind group should have written guidelines

about what's acceptable behaviour and what's not. Each Group should also first sign a confidentiality agreement to show commitment to confidentiality of discussions to facilitate free speaking. Group members should vote on these guidelines so that everyone is in agreement, and every group member must abide by the guidelines. Remember, you are trying to create a spirit of harmony and trust with your mastermind group; guidelines help to set the boundaries and create a safe place for everyone.

- **No Competitors** – It is impossible for someone to be open about their problems, or about their great idea, if one of their competitors is listening in. When selecting mastermind group members, we will be diligent about the connections between people and separate competitors into different mastermind groups.
- **Similar Success and Experience Levels** – One way to guarantee failure of your mastermind group is having people at different experience levels in it. We will find Members who have similar levels of experience and success, and if possible, try to find Members who have some special expertise that they can bring to the group. If each member brings their expertise to the group, the group wins.



# Suggestions for your Mastermind Agenda

1. **Launch a 30-day challenge** – A big benefit of mastermind groups is the accountability factor. To start with, you can jump-start your members by getting members to commit to one big, daring goal to be completed in 30 days with daily accountability check-ins. The winner should get a prize!
2. **Choose a book to study** – and implement – with the group. We've all read books that are full of smart ideas, and haven't done a thing to use those ideas in our real lives. Your mastermind group could vote on a book and a timeline for reading it (perhaps a chapter a week), then use part of your meeting for brainstorming discussions about the best information. Follow-up with accountability check-ins to make sure members are really implementing what they've learned. Here are some book ideas for mastermind groups to study together:
  - *The Success Principles: How to Get from Where You Are to Where You Want to Be* by Jack Canfield and Janet Switzer
  - *The Big Leap* by Gay Hendricks
  - *Think and Grow Rich* by Napoleon Hill (there's a workbook available for this)
  - *The 7 Habits of Highly Effective People* by Stephen R. Covey (there's also a workbook)
  - *The Artist's Way* by Julia Cameron (there's also a workbook)
  - *The Mind Map Book: How to Use Radiant Thinking to Maximize Your Brain's Untapped Potential* by Tony Buzan and Barry Buzan
  - *Secrets of the Millionaire Mind: Mastering the Inner Game of Wealth* by T. Harv Eker
  - *Getting Things Done* by David Allen
  - *Feel The Fear And Do It Anyway* by Susan Jeffers
  - *Awaken the Giant Within* by Tony Robbins
  - *How to Win Friends & Influence People* by Dale Carnegie
  - *The Power of Positive Thinking* by Norman Vincent Peale
  - *Rich Dad, Poor Dad* by Robert T. Kiyosaki
  - *The Art of Exceptional Living* by Jim Rohn (Audio CD)
  - *Manifest Your Destiny* by Wayne Dyer
  - *Make the Impossible Possible* by Bill Strickland
  - *Purple Cow* by Seth Godin
  - *Strengths Finder 2.0* by Tom Rath
3. **Create sub-groups around one specific topic.** Do some members want to do one thing while others want to do something else? Go ahead – let them and then Plan for time in each meeting where members can come together in smaller groups to discuss a narrow topic.
4. **Get away from it all, and organize a weekend retreat with your members.** Members can use the time to think strategically about their goals and plans, or you can run ultra-long Hot Seats where each member can jump into a discussion about a juicy project they're working on and map it out entirely.
5. **Each one - Teach one** – Each member can volunteer to teach one of their expertise



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