

SUCCESSFUL *Culture*

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Seven Ways a CEO Mastermind Group Propels Your Growth

We can trace the “Mastermind” concept back to self-made billionaire and philanthropist **Andrew Carnegie**, who attributed his success to the “sum total of the minds” of his business associates. Success expert **Napoleon Hill** expounded on Carnegie’s concept, stating that Masterminding is “the foundation of all personal achievements” for *all* great achievers.

Literary geniuses **CS Lewis** and **JRR Tolkien** were members of a Mastermind group called “The Inklings.” It was in this group that “*The Chronicles of Narnia*,” “*The Hobbit*,” and “*The Lord of The Rings*” were improved and completed.

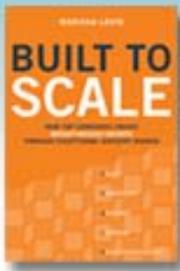
President **Teddy Roosevelt** attributes much of his decision-making success to his Mastermind group, known as The Tennis Cabinet: “*I do not believe this country has ever had an abler or more devoted set of public servants. It is through you and those like you that I have done the major part of what has been accomplished under this administration...even though the credit has come to me, to the chief of the administration.*”

Benjamin Franklin discusses the impact of his Mastermind group, known as The Junto, in his autobiography: “*I should have mentioned before, that I had formed most of my ingenious acquaintance into a club of mutual improvement, which we called the Junto. We met on Friday evenings. The rules that I drew up required that every member should produce one or more queries on any point of Morals, Politics, or Natural Philosophy, to be discussed by the company; and once in three months produce and read an essay of his own writing, on any subject he pleased.*” Franklin said that some of his most important ideas resulted from his Mastermind discussions. The Junto lasted 30 years, and resulted in multiple spin-offs.

And one of the most famous entrepreneurial Mastermind groups was The Vagabonds, and included **Henry Ford, Thomas Edison, Warren Harding, Harvey Firestone, and Calvin Coolidge**.

Napoleon Hill’s [*The Law of Success*](#) defines the Mastermind as “a mind that is developed through the harmonious co-operation of two or more people who ally themselves for the purpose of accomplishing any given task.”

One of my most important and transformational success activities is participation in a premiere Mastermind group with 5 other best-selling authors, national speakers, and business owners. My Mastermind day is the single most valuable learning day of every quarter.



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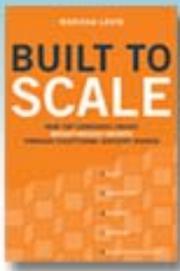
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All leaders that believe they are capable of higher levels of thinking, productivity, and greatness should consider participation in a Mastermind. When executed well, a Mastermind group will provide these benefits:

1. A confidential, candid environment for unfiltered sharing. Leaders need a completely safe, non-judgmental group of peers who will provide personal perspectives experiences.
2. Focus and Consistency. Business success is built upon a foundation of focus and consistency – repeatable habits that lead to a clearly identified goal. Knowing that you need to show up with the same peers regularly keeps you focused on moving forward.
3. Breakthroughs. The Mastermind format provides each member the opportunity to present their obstacles, and then receive actionable feedback that produces results. Masterminding goes beyond sharing and brainstorming to drive breakthrough growth.
4. Connection. The connection that develops among Mastermind members results in a support system that leaders need to move through difficulty, take risks, and push themselves in a way they can't push themselves when they weather growth alone.
5. Resources. All Mastermind members bring their own networks, skill sets, ideas, and perspectives to the entire group.
6. Synergy. The definition of synergy is: "combined effort being greater than parts: the working together of two or more people, organizations, or things, especially when the result is greater than the sum of their individual effects or capabilities." The integration of the individual members creates an entity far more powerful than any one member who stands alone.
7. Accountability. In every Mastermind meeting, all members must show up, and must report their progress (or lack of progress) that occurred since the previous meeting. There are no exceptions. Members must set SMART goals (Specific, Measurable, Actionable, Realistic, and Timely) to be accomplished and make those goals the focus of their business activity between meetings.



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Predictors of Mastermind Success

There are three factors that will predict Mastermind success:

1. Strong facilitation/leadership. As indicated in the “famous” Masterminds discussed in this article, a strong leader will build a group of strong synergy and common goals, drive the group to success, hold the members accountable, and lead discussions & activities that achieve mastery.
2. High-quality participants. A skilled leader – one that is professionally trained, and has personal Mastermind experience, knows how build a top-notch cohort.
3. A narrow niche & focus. The most successful Masterminds bring together members that all share a common goal, expertise, industry, or challenge.

Bringing My Experience & Success to You

Dozens of leaders have reached out to me to help them form a leadership mastermind. I can help you form your mastermind group, and through a train-the-trainer format, I can teach your members how to structure and facilitate your own group. Masterminds do not require a dedicated leader. On the contrary, it is best that members rotate the leadership/facilitation position.

As a certified Mastermind Facilitator, I would enjoy being a part of your Mastermind success.

Keep growing!

~Marissa Levin, CEO Successful Culture (Marissa@successfulculture.com)