

ECCOUNTABILITY MASTERMIND

A COMPLETE GUIDE TO RUNNING PRODUCTIVE
AND MEANINGFUL MASTERMIND GROUPS



Eccountability
Find Your Tribe

**PROVEN MASTERMIND AGENDAS TO HELP
ACHIEVE FOCUS AND RESULTS**

Created by the Eccountability community of entrepreneurs,
based on experience of 100's of Mastermind groups.

Eccountability is where proven business owners Mastermind together.



MASTERMIND GROUPS

By downloading this document you already understand a little about Mastermind groups. Open or secret when done correctly they are the most powerful alliances you can make.

Did you know that Google founders Larry Page and Sergey Brin have a “secret” apartment in Silicon Valley. Google even has its own chef on call to come prepare food for guests that are allowed into this apartment. They often meet together with Elon Musk to “Mastermind”. Talking through ideas and plans in a safe space where they both inspire each other and also shape their ideas for the future. Luckily you don’t need a fancy apartment and chef to use these same tactics – just a group of hungry dedicated people that are playing full tilt.

WHY JOIN ONE?

If you’re an entrepreneur, I bet you’ve had friends dismiss your big plans. When Elon Musk talked about starting a space company and that he would start small by sending a mouse into space, a friend teased him about his idea and sent him a wheel of cheese.

Everyone’s talking about mindset, right? We all know that being around hungry, driven people inspires us to improve. But what almost no one understands about mindset is that it’s hard to change in isolation. It’s not reading books that help you grow. It’s getting advice from peers on how they overcame the EXACT problems and frustrations you’re facing.

Similarly, your mastermind will allow you to achieve more than you can on your own.



STRUCTURE

The myth that by becoming your own boss you will have all this freedom is mostly just that – a myth. Yes, your goal might be to work just 20 or even 10 hours a week, but to be able to do that you will need discipline and structure to set you free. These Mastermind agendas are designed to ensure that your meetings are structured, productive and focussed. Everyone's time is valuable so keep the meetings on schedule and ensure the work is done (accountability). Without this a Mastermind group is nothing more than a talk fest or social event.

Pick an agenda that best suits your group. Follow the process and you will see amazing results.

PS:

When Musk became a billionaire, launching a space exploration company called SpaceX, Musk placed inside it a wheel of Le Brouère cheese that his teasing friend gave him as a joke.



QUICK UPDATES, 20 MINUTE HOT SEAT – 1 HOUR

0:00



WELCOME VIDEO & CHECKINS

(CheckIn example "I am 8/10 today – 1 thing I am grateful for is Meditation") x All Members

0:05



SHORT UPDATE ON PREVIOUS WEEK (ALL MEMBERS 3-5 MINUTES EACH)

Short update on previous week (all members 3-5 minutes each)

WINS:

OUTCOMES:

CHALLENGES:

COMMITTED TO (GOALS) 1-3

0:35



HOT-SEAT SESSION WITH ONE MEMBER (SCHEDULED IN ADVANCE WITH PREPARATION)

Use these three sentence stems to explain your challenge and kick start the hot seat:

The actions I've taken are

I'm feeling....

My question is

Hot seat member advises they are having problems with something specific – Group can research and give feedback (Question needs to be quite specific to get better answers)

0:55



HOT SEAT

Hot seat member states action plan for their problem/project

1:00



END MEETING

Host "Is there anything I can help you with?"



UPDATES 2-3 HOT SEATS & GOAL SETTING – 1 HOUR 15 MINUTES

0:00



WELCOME VIDEO & CHECKINS

(CheckIn example "I am 8/10 today – 1 thing I am grateful for is Meditation") x All Members

0:05



3 MINUTE PERSONAL AND PROFESSIONAL UPDATES (ALL MEMBERS 3-5 MINUTES EACH)

WINS:
OUTCOMES:
CHALLENGES:
COMMITTED TO (GOALS) 1-3

0:30



URGENT PROBLEMS

2 or 3 urgent problems from professional updates chosen to address
Email during the week required for everyone to prep

1:00



HOT SEAT

Hot seat members state action plan for problems
Use these three sentence stems to explain your challenge and kickstart the hot seat:
The actions I've taken are
I'm feeling....
My question is

1:10



GOALS

Everyone else states 1-3 goals for coming week

1:15



END MEETING

Host "Is there anything I can help you with?"



UPDATES & OPEN FLOOR FORMAT – 1 HOUR 05 MINUTES

0:00



WELCOME VIDEO & CHECKINS

(CheckIn example "I am 8/10 today – 1 thing I am grateful for is Meditation") x All Members

0:05



SHORT UPDATE ON PREVIOUS WEEK (ALL MEMBERS 3-5 MINUTES EACH)

WINS:
OUTCOMES:
CHALLENGES:
COMMITTED TO (GOALS) 1-3

0:35



OPEN FLOOR

Host to kickstart the session and begin the discussion with a question

1:00



SUBMISSION OR SPECIAL REQUESTS

1:05



END MEETING

Host "Is there anything I can help you with?"



UPDATES & PRESENTATION SECTION – 1 HOUR 05 MINUTES

0:00



WELCOME VIDEO & CHECKINS

(CheckIn example "I am 8/10 today – 1 thing I am grateful for is Meditation") x All Members

0:05



SHORT UPDATE ON PREVIOUS WEEK (ALL MEMBERS 3-5 MINUTES EACH)

WINS:
OUTCOMES:
CHALLENGES:
COMMITTED TO (GOALS) 1-3

0:35



TOPIC PRESENTATION/DISCUSSION (PLANNED AHEAD OF TIME)

1:00



PLANNING OF WEEKLY GROUP ACTIVITY

1:15



END MEETING

Host "Is there anything I can help you with?"



FORTNIGHTLY GOAL SETTING – 1 HOUR 30 MINUTES

0:00



WELCOME VIDEO & CHECKINS

(CheckIn example "I am 8/10 today – 1 thing I am grateful for is Meditation") x All Members

0:05



3 MINUTE PERSONAL AND PROFESSIONAL UPDATES (ALL MEMBERS 3-5 MINUTES EACH)

WINS:
OUTCOMES:
CHALLENGES:
COMMITTED TO (GOALS) 1-3

0:40



2 URGENT PROBLEMS (20 MINUTES EACH) FROM MEMBERS CHOSEN FOR THE HOT SEAT STATE A GOAL OR OBJECTIVE AND WHAT KIND OF SUPPORT THEY WOULD LIKE

1:20



HOT SEAT MEMBERS STATE ACTION PLAN FOR THE PROBLEMS DISCUSSED

1:30



END MEETING

Host "Is there anything I can help you with?"



FORTNIGHTLY GOAL & BRAINSTORMING – 1 HOUR 30 MINUTES

0:00



WELCOME VIDEO & CHECKINS

(CheckIn example "I am 8/10 today – 1 thing I am grateful for is Meditation") x All Members

0:05



5-8 MINUTE PERSONAL AND PROFESSIONAL UPDATES (ALL MEMBERS 4-7 MINUTES EACH)

WINS:
OUTCOMES:
CHALLENGES:
COMMITTED TO (GOALS) 1-3

0:50



BRAINSTORMING

the group applies their collective knowledge, resources, and support to solve a problem or learn a new skill collectively (All)

1:20



STATE ACTION PLAN FOR THE PROBLEMS DISCUSSED AND TIMELINES

1:30



END MEETING

Host "Is there anything I can help you with?"



FORTNIGHTLY INTENSE MARKETING PLANNING – 2 HOURS

0:00



WELCOME VIDEO & CHECKINS

(CheckIn example "I am 8/10 today – 1 thing I am grateful for is Meditation") x All Members

0:05



5-8 MINUTE PERSONAL AND PROFESSIONAL UPDATES (ALL MEMBERS 4-7 MINUTES EACH)

WINS:
OUTCOMES:
CHALLENGES:
COMMITTED TO (GOALS) 1-3

0:50



TWO KEY CHANNELS

Eg LinkedIn and Google Adwords. The group applies their collective knowledge and ideas. What's currently working, what resources they have (Guides, Courses etc)

1:45



DISCUSS AND FORMULATE AN ACTION PLAN FOR THE AREAS DISCUSSED AND TIMELINES

1:55



END MEETING

Host "Is there anything I can help you with?" and confirm any responsibilities and deadlines.



LISTENING AND LEARNING – 1 HOUR

We don't practice the skill of listening enough in our lives. When we are talking to people as they speak we are already thinking of a response, an idea or a question we can ask. This session is designed to help us all understand each other better – without having to respond to ANY of the information we hear. Just honing our listening skills.

0:00



QUICK CHECKINS

(CheckIn example "I am 8/10 today – 1 thing I am grateful for is Meditation") x All Members

0:05



EXPLAIN THAT THIS SESSION IS ALL ABOUT LISTENING AND LEARNING (ALL MEMBERS 6-8 MINUTES EACH)

Members can talk about anything. Frustrations of business. What their business means to them. What they want to improve. What's currently working. How they see their business changing in the future. Next product or marketing idea.

There is no response to this session. When you are "listening" focus on the words and emotions. Try to avoid thinking about solutions, what you would like to say and what response you would normally come up with.

1:00



END MEETING

Host "Is there anything I can help you with?"



ACCOUNTABILITY

STAY IN TOUCH BETWEEN MEETINGS

Now that you have the agenda and format in place make sure you keep up the momentum. It's not enough to assume that everyone will stick to their goals during the week or be able to implement the information. Help each other with some simple updates, motivation and most importantly accountability! Writing down what you are committed to and then actioning these goals are the key to getting the results.

COME PREPARED

Be accountable for what you can control. Do all your preparation in advance to ensure the meetings flow according to the agenda you have set. Use tools like Asana or Trello to work out what needs to be done in time for the next Mastermind meeting. Get into the routine of having your hot seat questions prepared in advance, your updates ready and an understanding of ALL roles and responsibilities.

COMMUNICATION IDEAS

One way to keep everyone accountable is by setting up a Slack channel - Post daily wins, questions or quick updates on progress.

WhatsApp – Create a group and send a quick message if you find any tools or ideas relevant to the members that pertain to their goals or hot seat questions.

Skype – Create a group in Skype. Again post any links or updates for everyone to see. Keep it topical and on message.

PPS:

If you want help forming or leading your mastermind, join Eccountability. We have private groups where owners work on their masterminds together.