



# How to Create Your Own Highly Effective Mastermind Group

## **In 8 key Steps**

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# Introduction

## **Running a business alone can be isolating.**

This guide helps coaches and consultants build a results-driven mastermind group, one that fosters accountability, shared learning, and strategic support. By following these steps, you'll surround yourself with growth-minded peers who challenge, encourage, and help you consistently move your business forward.



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## A Little Help From Your Friends

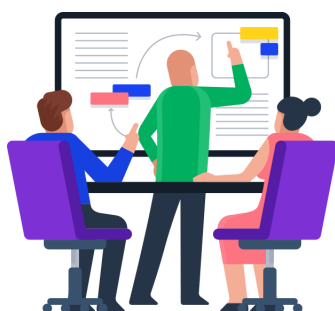
- **When you are by yourself, you are limited by your own knowledge and experience.** When things get tough, it is easy to get discouraged and want to give up. However, when you are surrounded by others, many of these challenges are made much easier or disappear altogether.
- **You can benefit from the insights and hard-won experience of others.** When you feel frustrated or burned out, they can encourage you and help you keep going. If your motivation is flagging, they can push you.
- **How can you surround yourself with others who will help you be your best self?** One of the best ways is to start a mastermind group and invite specific people to be part of it.
- **A mastermind group is a collection of like-minded people who are pursuing similar goals and objectives.**
- All the members of the group:
  - Share insights and knowledge
  - Give encouragement
  - Help each other navigate problems
  - Provide resources
  - Hold each other accountable
- **To be clear, a mastermind group is NOT:**
  - Group coaching: one person coaching many
  - Networking: primarily focused on referrals
  - A class: a single instructor imparting information



# Step #1: Define Your Focus and Purpose

**The first step in creating a mastermind group is to define the focus and purpose of the group.** You are not starting some sort of general support group. You are starting a group that will help a very specific type of person and focus on a specific mission.

- **Start with the overall focus of your group:**
  - Getting healthy?
  - Managing finances?
  - Growing a business?
  - Overcoming specific health challenges?
- **When choosing your focus, it is important to find the right balance.** If it is too broad, members may have wildly different goals.
- On the other hand, if the topic is too narrow, it may be hard to generate enough conversation.
- **Define the purpose of your mastermind group.** Purpose can be broken down into:
  - **Mission.** What are you trying to achieve as a group?
  - **Vision.** What is the intended outcome of the group?
  - **Values.** What actions and attitudes are valued within the group?
- **By mapping these things out, you give your mastermind group helpful definition.** You clarify the objectives and spell out what sorts of things are expected from members. Try to be as clear as possible when defining the focus and purpose of your mastermind group.



## Step #2: Create the Ground Rules

- **Before you bring people into your mastermind group, determine some basic ground rules.** These rules clarify the basic structure and feel of the group and also make expectations clear to potential participants.
- **Consider ground rules such as these:**
  - Meeting frequency
  - Meeting length
  - Meeting location
  - Preparation by members required for each meeting
  - Expected contribution by members to each meeting
  - Adding new members
  - Removing members
  - Size of group
- **Be reasonable when you create these ground rules.** If you want people to join your group and benefit from it, it is important to have reasonable expectations. If necessary, you can always edit the rules in the future.

### Example: Recommendations & Ground Rules Wording

- Each member commits to full attendance for an initial 3-month period, with a view to extending to 6 or 12 months.
- Punctuality, preparation, and full presence are expected.
- Confidentiality is absolute.
- Respect each voice, keep discussions focused, and aim for solutionsâ€”not just support.
- Rotate facilitation monthly to build leadership.
- Share the airtime fairly and hold one another accountable.
- This is a space for growth, not performanceâ€”consistency and contribution determine your value to the group.



## Step #3: Invite People

- **If your mastermind group is going to succeed, it must have the right people in it.** The members of your group can make or break it. When deciding who to invite to your mastermind group, keep these things in mind:
  - **Personal connection.** Do you have some measure of personal connection with the person?
  - **Experience.** As much as possible, there should be a good balance of experience.
  - **Drive and commitment.** Every member of the group should have comparable levels of drive and commitment.
  - **Skills and perspectives.** Ideally, the members of your group will have a diversity of skills and perspectives.
  - **Competition.** If your group is in any way business-related, you probably do not want to invite your competitors.
- **When you invite people, ensure that they understand:**
  - Why you are inviting them specifically (you value their expertise or other quality)
  - The overall mission and vision of the group
  - The key benefits of joining the group
  - Expectations and ground rules
- **It is often better to start small and increase your size later.** Starting small allows you to work out the kinks and hiccups that you will inevitably encounter.





## Step #4: Create a Meeting Agenda

- **Before your first meeting (and every meeting), create a detailed agenda of what you will cover.** An agenda ensures that you and others get the most from each meeting. Some things you might want to put on the agenda include:
  - Primary conversation topic for the meeting
  - Current challenges members are facing
  - Recent wins members have had
  - Members goals for the week/month
  - Resources that would benefit members
- **Once you create your agenda, share it with the other members so that they can adequately prepare for the meeting.** During the meeting itself, there may be times when you need to stray from the agenda in order to effectively serve the group members. The agenda is simply to serve as a general guide.
- **In order for an agenda to function properly, there needs to be a discussion facilitator.** They are responsible for ensuring that the meetings flow smoothly, the agenda is generally followed, and everyone has an opportunity to contribute to the conversation.
- **The facilitator is NOT the center of the group.** They work to ensure that everyone is an equal participant in the meetings.



See Page 13 for agenda suggestions.

## Step #5: Choose the Right Tools

- **Having the proper tools can make meetings more productive, communication smoother, and the outcomes that much bigger.** Here are some tools that may really help you; many are free to use.
  - **Video Chat.** If the members are in various locations, you will want to use some form of video chat. Video chat allows you to see the faces of all the participants and even record the meetings.
  - **File Sharing.** File-sharing platforms make it super easy for members to share resources with each other.
  - **Online Chat.** The members of your group will probably want to talk to one another in between meetings. This can be done by email, but there are a number of online chat tools that make things much faster and smoother.  
**Possible Resources** Online Chat—Create an online group (WhatsApp, FB, etc.)
  - **Task Manager.** You may want to use a task manager to ensure that certain things get done. A task manager makes it easy for that activity to be assigned to the individual and for the individual to check it off when they are done.



## Step #6: Meet

- **It is finally time to meet as a mastermind group.** Here are some suggestions to help your meetings run as smoothly as possible.
  - **Stick to the allotted time.** If you say you are only going to meet for 60 minutes, stick closely to that timeline.
  - **Let everyone speak.** Let everyone speak and have an equal opportunity to contribute. The purpose of a mastermind is to get everyone involved.
  - **Avoid interrupting.** You want people to have the freedom to share without worrying that they will be interrupted.
  - **Encourage openness.** The more open and honest everyone is about their challenges, the more growth everyone will experience.
  - **Celebrate victories.** If someone has a big win, celebrate that in the group.
  - **Keep the conversation going.** If you are the facilitator, you are responsible for keeping the conversation going.





## Step #7: Periodically Evaluate

- **Every few months, it can be helpful to step back and evaluate how things are going.** Some things to consider when you evaluate are:
  - **Personal objectives.** Overall, do you feel like the mastermind is helping you achieve what you desire?
  - **Member feedback.** What things would the members like to change? What do they like?
  - **Size.** Is the group an effective size?
  - **Format.** Is the current format working well?
- **Avoid making changes unilaterally.** In other words, do not change things without first consulting the group. Ensure that everyone is on board before you alter things.
- **During these times of evaluation,** it can also be helpful to give members a chance to leave the group. Give them the opportunity to leave without any hard feelings.



# Should You Charge Money?

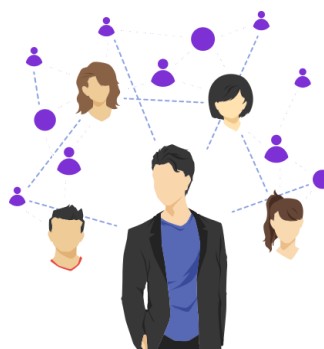
- **Some mastermind groups charge a membership fee,** while others are completely free. Which should you do? Here are some factors to weigh.
  - **Value.** Generally speaking, the more expertise there is in your group, the more valuable it is. If your group is full of experts, you are more justified in charging a fee.
  - **Work required.** The more work required to organize and run a mastermind group, the more justified you are in charging a fee. If you do charge a membership fee based on the work you put in, ensure that the members see the benefit of the work you do.
  - **Commitment level.** One benefit of charging for membership in a mastermind group is that members tend to be more committed if they are paying.



# Avoid These Pitfalls

**The more you can avoid common pitfalls, the better your group will function.** Here are some of the most common reasons mastermind groups do not succeed.

- **Lack of commitment.** If the members of the group are not committed, it will be very difficult for you to gain momentum. If it seems that a member is not committed, talk to them privately first. If they do not want to be part of the group, let them leave. Otherwise, ask them to change their behavior.
- **Size.** If the group becomes too large, it becomes very difficult for everyone to participate. Consider how you might split the group into smaller, more manageable mastermind groups.
- **Overbearing facilitator.** If you are not the facilitator, make a deliberate, conscious effort to involve every member of the group. If you delegate the job to someone else, ensure they know exactly what is expected of them.
- **Lack of accountability.** If there is no accountability, it is much less likely that everyone will achieve their goals. Have every member share their goals with the group. During each meeting, have a time when members share updates on their progress.
- **Lack of transparency.** The group will only succeed if members feel like they can open up and be honest about their struggles and difficulties. Set an example for the group by consistently being open, honest, and transparent. Immediately address it if a member ridicules another.





# Resources

## Mastermind Group Setup Checklist

Use this checklist to plan, launch, and sustain a high-impact mastermind group.

### Step 1: Define Focus & Purpose

Clarify the group's mission, vision, and values

Identify a specific target audience or niche

Ensure the topic is focused but not too narrow

### Step 2: Create Ground Rules

Set meeting frequency and duration

Decide on meeting location or platform

Define expectations for preparation and participation

Establish guidelines for adding or removing members

Determine the ideal group size

### Step 3: Invite the Right People

Seek a mix of experience, skills, and perspectives

Avoid direct competitors (if business-related)

Clearly communicate mission, benefits, and expectations

Start with a small group to refine the format

### Step 4: Plan the Agenda

Identify discussion topics, challenges, and recent wins

Include member goals and progress updates

Assign a facilitator to guide the meeting

Distribute the agenda in advance



### **Step 5: Select Tools**

Choose a reliable video conferencing tool

Set up file sharing access

Establish a group chat for between meetings

Use a task manager to track action items

### **Step 6: Conduct the Meetings**

Start and end meetings on time

Encourage equal participation

Promote open and honest discussion

Celebrate member successes

Keep discussions on track

### **Step 7: Evaluate Regularly**

Review personal and group objectives

Collect member feedback

Reassess group size and format

Offer a graceful exit option for members

### **Optional: Charging a Fee**

Evaluate the expertise and value offered

Justify fees based on the structure and effort involved

Use fees to boost member commitment



# Mastermind Meeting

## Sample Agenda

### 6 Attendees

### (60 minutes)

**Welcome & Check-in** (10 mins)

**Confirm timekeeper and notetaker.**

**Quick round:** each member shares one recent high, one low, and reports on the previous accountability item.

**Hot Seat 1** (25 mins)

- One member presents a current challenge or goal.
- The group asks clarifying questions, offers insights, and suggests actions.
- Close with a clear accountability item for this member.

**Hot Seat 2** (Optional 25 mins)

- Repeat the same structure if the meeting exceeds 60 minutes.
- End with accountability for the second member.

**Shared Resources & Wrap-Up** (10 mins)

Members share tools, ideas, contacts, or relevant content.

Confirm the next meeting date and review commitments.



# The 10 Best Online Tools to Create Online Mastermind Groups



Tools are abundant, often free.

[here is a simple Google search for ideas and suggestions.](#)

We have no affiliations to the products suggested here

# Thank You



Website



 Want to talk?