

# The Power of Peer to Peer Groups



Rohit Nanda

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If you are the smartest person in the room, then you are in the wrong room.

– Confucius

Running a business is hard and while some of you may dispute this, there are often days where we look at ourselves in the mirror and ask, why did I bother starting this up or is there anyone out there that can help me or even understand what I'm going through?

Well there are people who can help you, and better still, they understand what you're going through. The reason for that is that they, like you, have been also been running a business for a number of years.

If you're fortunate enough to have worked with a mentor, you will appreciate the guidance, expertise and confidence that this person has instilled in you when you were faced with making a difficult decision.

If you haven't what are your options? Well, I'm a firm believer in the power that comes from attending a peer to peer meeting. Some of you will agree, others may reject this and some of you might be curious but seriously what have you got to lose?

How these peer to peer groups work will be outlined in further detail, including the many benefits of this kind of approach.

Interestingly, the concept of peer to peer groups is not some new fad. Benjamin Franklin, whose face adorns the \$100 bill in the US, bought a group of 12 people together in 1727 in what he labelled The Junto to focus on mutual improvement by discussing key topics and reaching solutions.

Following that, we had Napoleon Hill coin the term "Mastermind" some 200 years later in his book, Think and Grow Rich where he outlined the premise for a Master Mind Alliance.

"The coordination of knowledge and effort between two or more people who work towards a definite purpose in a 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", also known as, the Mastermind

– Napoleon Hill in Think and Grow Rich

Regardless of the history, it's still not a particularly common avenue that business leaders turn to when they realise that they cannot do everything themselves and are wondering who to turn to for help.

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Photo by johnhain

So, what are some of the benefits for joining a Peer to Peer Group?

1. **Accountability** – the power of accountability is particularly compelling and makes one take action when they might otherwise choose to procrastinate.
2. **Camaraderie** – be part of a group of like minded individuals who all have the ‘growth mindset’. Over time these bonds strengthen as you discuss your own challenges and help others to resolve their own.
3. **Results Focussed** – if you are going to take time away from your workplace to attend these sessions, then you better make sure that they deliver results. Whether it’s the promise to double the value of your business over 2-3 years or even helping you gain clarity on how to deal with a particular issue, it’s ultimately all about getting results.
4. **Collaboration** – you work with others when it comes to clarifying the problem and coming up with potential solutions. This fosters a greater sense of community within the group which means that you could even look to work together in the future outside of the group.
5. **Problem Solving** – as you exercise your mind to run through a workshop topic or help someone with their mastermind challenge, you are utilising your problem-solving skills which will also help you overcome your own challenges.
6. **Extend your network** – the group will be full of like minded individuals and are limited to one participant from each industry vertical. As a result, you are more than likely to meet people outside your existing network which may present alternative opportunities to collaborate on both a business and personal level.
7. **Support** – one of the key features of the room is that it is safe, confidential and a supportive environment. It’s hard enough to acknowledge that you have an issue yet alone present that in front of a room of 20 peers unless you feel the support from the rest of the group.

Once you find the right group with the right model for you and your business, then you will find great success in attending a peer to peer group and really experience transformational results.

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Photo by Christina Morillo

Other things that should be considered is the concept of **Value**. You need to feel that the group that you are participating in is giving you value in relation to the investment that you are making in terms of your time in attending, the actual monetary investment and the solutions that you are receiving.

Groups can take any number of formats, and the one that I am most familiar with is as follows where the session is broken up into three key components:

- a number of **masterminds** where a member presents an issue, challenge or opportunity that they need help with
- **workshops** covering a range of 50 different business related topics & accompanying workbooks
- **accountability** review sessions – where a member details what they have accomplished from the last meeting having participated in the mastermind session on that occasion

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So, now over to you.

Do you have a current challenge or are facing issues on a day to day basis that is running you down and keeping you away from growing your business?

Could you be curious to discover for yourself what a peer to peer group is really like?

If the answer to any of these is yes, then please get in touch and let's see if the methodology that I use in my groups will help you and your business.



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## About the Author

**Rohit Nanda**  
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**Regional Director and Trainer of The Alpha Group**

Rohit leads a consultancy called The Business Troubleshooter that specialises in helping SME CEO's grow their businesses.

Essentially, he helps them to focus more of their attention on strategic issues and less on the day to day aspects of their enterprises.

For CEO's and owners that are already successful, there is The Alpha Group. This a peer to peer executive board style meeting group where up to 20 business leaders from different industry sectors meet every month to discuss problems, swap ideas and strategies.

He is currently running Alpha Group peer to peer executive boards in Surrey, London & Birmingham - so please contact him using the details below.

Alternatively, if you are in a different location, please visit <https://the-alpha-group.biz/current-advisory-boards/>

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