

## What To Expect From A Softer Side Mastermind Sprint

Enrollment is open for new Mastermind Sprint groups for 2022. Could you benefit from being a member of a mastermind group? The answer takes some deep thought and consideration before jumping in. Mastermind groups aren't for everyone. But those who commit to the work and participation benefit in more ways than they initially imagined.

### What is a Mastermind Group?

It is a group of peers that commit to work together to learn from one another and help each other grow in their businesses and improve their management and leadership skills. The most effective mastermind groups keep the membership small (4 – 15 people max). They meet on a regular basis and actively seek to help one another solve problems and challenges, brainstorm for new ideas, evaluate opportunities, and accelerate learning and growth. Members participate to work with ambitious (yet humble) professionals so that they can see more results in their business.

### How does this mastermind work?

The Softer Side Mastermind groups focus on a specific aspect of a business model (marketing, management, financial, operations, etc.). There is a basic format that will be followed for each meeting. The sprint is for 5 weeks during which the group will meet online for an hour once a week for 5 weeks (sometimes maybe longer if discussions warrant). All discussions are strictly confidential. In the sprint, a specific topic is covered each week where the group will actually work on the subject matter and members will share feedback to help one another. Typically the members will receive some materials in advance to use in each week's meeting. The materials are to accommodate some of the work that will be done in the meeting. Depending on the topic, guest subject matter experts may attend a meeting to assist in the topic. The group facilitator leads the meeting and will keep the group on track, being mindful of the needs of the group and the use of everyone's time. There are a basic set of rules all members must agree to before joining a group.

### Rules:

- Members must be committed to attending every sprint meeting. If a member misses more than 2 meetings, that member is deleted from the group.
- Members must commit to hold all shared discussions and information in the strictest of confidence. Members must be trustworthy to not break that confidence. Members should be willing to sign an NDA if requested.
- Members will actively participate in each meeting, which includes keen listening, and thoughtful input.
- Courteous demeanor is always required.