

Create your Mastermind Alliance

SPEAKERS

Marisa Santoro

Marisa Santoro 00:09

Hi there I'm Marisa Santoro, founder of In Our Shoes and the Gutsy Leadership System. In today's module, you're going to be focusing on something called the Mastermind Alliance. And it's one of the most powerful tools ever used by successful people, whether they are the world's richest industrialists from the earliest 20th century or today's modern icons of business. It's also known as the mastermind group and Napoleon Hill first talked about mastermind groups in his classic book, Think and Grow Rich, and it's the one concept that people most reference when they credit any one thing with helping them become a really successful professional, and millionaire.

Marisa Santoro 00:51

Andrew Carnegie had a mastermind group, so did Henry Ford. In fact, Henry Ford would mastermind with brilliant thinkers like Thomas Edison, Harvey Firestone, and others in a group that they held at their winter mansions in Coral Gables, Florida. They knew as millions of others have discovered since, that a mastermind group can focus special energy on your effort in the form of knowledge, resources and spiritual energy too. While you must always do the work of becoming a great success, a Mastermind Alliance can really harness and maximize the spiritual focus behind your success. It's the spiritual aspect that Napoleon Hill wrote about extensively and what is in fact, at the heart of Gutsy Leadership. He said that if we are in tune with the mastermind, that is the universal power or whatever term you use for that all powerful life force and that we have significantly more positive energy available to us and power that can be focused on our success. In short mastermind is both that power coming to us from our higher spirit. Together, we know more and can focus more energy than any one of us can do it alone. Now, you want to mastermind your way to success on a regular basis. In the module, I give you an exercise on how to structure a mastermind group. And this is where you and like minded people not only plug into each other, but also into one another's network, which is just a happy byproduct of the mastermind. Now, you want to be purposeful about what you want to get out of it. Is it business advice? Is it networking. What's the real intention? And then this concept of plus-ing starts to happen. This is plus-ing ideas. So you share something in the mastermind and then someone takes that thought and pluses you with something else that they thought of, and so on and so on. And so you build this force field of creative energy.

Marisa Santoro 02:54

The most important role in a mastermind is the timekeeper. You don't want to let anyone go on speaking for more than 20 minutes, keep the energy high, because if even one person wants to slack off and that can really be the defining piece, and whether members in your alliance will achieve their goals or not, defeating the purpose. Another way to get started masterminding if you don't yet have a

group is with an accountability partner. This is someone that you check in with regularly, who keeps you committed. One of the biggest reasons to partner with others, even if it's just one person an accountability partner, is that it really helps motivate you to taking action, which is what really Gutsy Leadership is all about making those gutsy moves, those inspired thoughts that seemingly come from nowhere. Nothing happens until action occurs. People have a tendency not to take action due to a lack of information or resources, which is really where the Mastermind Alliance can come in. So even with an accountability partner, it can really propel you into doing that. And this can be a five minute call where you check in with someone and they check in with you and you each commit to what each of you are doing this week, or it could be a longer conversation when you check in on a regular basis. I've done lots of variations and played with it based both of your schedules. In the module I give you lots of material here to get started with your Mastermind Alliance and/or finding an accountability partner, but you really want to find the right people you want to mastermind with, it just can't be anyone. So I look forward to having you start this module. Lots of information there to come.