



SET UP YOUR MASTERMIND GROUP

To accompany the exercise from The Hippo Campus Book.
Find out more at: www.thehippocampusbook.com

STRUCTURE OF MASTERMIND

We usually run Masterminds with 4 businesses total in the room, though 3 or 5 can work too.

Masterminds are meant to be highly productive, highly focussed and run on time.

If you spend the first 30 minutes with general chit chat then you wasting time and being counter productive to the purpose of your Mastermind group.

Sure, socialising with your Mastermind group is great. Some of the groups we have set up on [atomic](#) have developed a great friendship, and often socialise - but for productivity sake - keep to the timings of your meeting.

Also, although Masterminds can be held in person, there is nothing wrong with doing them online in groups using Skype group calls or something similar.

So with that in mind, here's what we have found works well.

TIMINGS OF MASTERMIND

TOTAL TIME: 2 HOURS

Try arrive 5 minutes early so you can start on time prompt.

First 5 minutes: General welcoming, nice to see you, catch up talk. There is always going to be some chit chat, so best to have it scheduled so it doesn't run over. Also decide on the next meeting and put it in the diary in the beginning. You'll then know your time frame for the tasks that are going to be decided upon.

5 - 25 minutes: Person 1 gets the floor

25 - 35 minutes: Person 1 tasks decided upon

35 - 55 minutes: Person 2 gets the floor

55 - 65 minutes: Person 2 tasks decided upon

65 - 85 minutes: Person 3 gets the floor

85 - 95 minutes: Person 3 tasks decided upon

95 - 115 minutes: Person 4 gets the floor

115 - 120 minutes: Person 4 Task decided upon.

INVITE EMAIL

Subject: Mastermind Group Invite

Hey [name]

Just wondering, are you part of a mastermind group at the moment?

I've been reading this book by Andrew and Pete called 'The Hippo Campus' (great book by the way), and in it they talk about the importance of joining and/or setting up a mastermind group.

If you have never heard of them before they are basically a small group of around 4 business people, that meet each month to discuss and brainstorm ideas to help each other out and hold each other to account. Each person gets 30mins to share what's going on in their business and then the others chip in and help. At the end of the 30mins goals are set for the next month.

Apparently they are meant to be really good and many high profile names say they are a must do to be successful. Anyway, this book has given me all the materials to set one up and I thought you would be a great person to have in the group. Would you be interested?

Feel free to fire back any questions about it.

Looking forward to hearing back from you :)

Best wishes,

FINAL GUIDELINES

Here's some guidelines for running an efficient and effective mastermind group:

- Have a shared spreadsheet for keeping track of everybody's tasks, that you all have access too.
- Have a chairperson for each meeting. Their role is to keep you on time, and write down each person's tasks to be completed by the next meeting.
- To arrange 4 schedules you may want to use www.doodle.com to set the first meeting, then plan in advance for 6-12 months time when you are going to meet.
- Any new members should be approved by all members by a unanimous vote.
- It's really important to show up to as many as you can. Yes, things will come up from time to time, but if you can't commit, you should step back from the group to let somebody else in.
- Respect the time and don't overrun.
- Come prepared with something you want to discuss with your group, the more prepared you are, the more you will get from it.
- Keep it fun and friendly - a good Mastermind is an enjoyable one.
- Remember you are there to push your peers forward, don't hold back on asking the hard questions.
- Only invite people into the group that have drive and ambition and that will raise your game.