

## Tap Into The MasterMind!

By Tommy Newberry

The term, “MasterMind” was coined by the late Napoleon Hill, author of *Think and Grow Rich* in 1937. The concept and practice of MasterMinding though, is ancient. Hill defined the MasterMind as a “coordination of knowledge and effort, in a spirit of harmony, between two or more people, for the attainment of a definite purpose.” MasterMinding is what happens when positive minds link up with each other and work toward a common goal. Whenever two or more people get together and discuss dreams, goals, challenges, and plans---an extra mind is created. This extra mind is the MasterMind. While it is invisible and intangible, its presence is unmistakable. How often have you noticed that by discussing something with another person, you tend to get additional ideas, maybe even breakthrough ideas, as a result of the conversation, ideas that you wouldn’t have gotten on your own? The same thing happens to the other person as well. And in its simplest form, this is the power of a MasterMind.

Study the brief passage from [Think and Grow Rich](#) that highlights the importance of MasterMinding.

### **How to multiply Your Brain Power**

*Man’s brain may be compared to an electric battery. It is a well-known fact that a group of electric batteries will provide more energy than a single battery. It is also a well known fact that an individual battery will provide energy in proportion to the number and capacity of the cells it contains.*

*The brain functions in a similar fashion. This accounts for the fact that some brains are more efficient than others, and leads to this significant statement- a group of brains coordinated (or connected) in a spirit of harmony will provide more thought-energy than a single brain, just as a group of electric batteries will provide more energy than a single battery.*

*Through this metaphor it becomes immediately obvious that the MasterMind principle holds the secret of the power wielded by men who surround themselves with other men of brains.*

*There follows, now, another statement which will lead still nearer to an understanding of the psychic phase of the MasterMind principle: When a group of individual brains are coordinated and function in harmony, the increased energy created through that alliance becomes available to every individual brain in the group.*

*It is a well-known fact that Henry Ford began his business career under the handicap of poverty, illiteracy, and ignorance. It is an equally well-known fact that, within the inconceivable short period of ten years, Mr. Ford mastered these three handicaps, and that within twenty-five years he made himself one of the richest men in America. Connect with this fact the additional knowledge that Mr. Ford's most rapid strides became noticeable from the time he became a personal friend of Thomas A. Edison, and you will begin to understand what the influence of one mind upon another can accomplish. Go a step farther, and consider the fact that Mr. Ford's most outstanding achievements began from the time that he formed the acquaintances of Harvey Firestone, John Burroughs, and Luther Burbank, (each a man of great brain*

*capacity) and you will have further evidence that power may be produced through friendly alliance of minds.*

*Men take on the nature and the habits and the power of thought of those with whom they associate in a spirit of sympathy and harmony. Through his association with Edison, Burbank, Burroughs, and Firestone, Mr. Ford added to his own brain power the sum and substance of the intelligence, experience, knowledge, and spiritual forces of these four men. Moreover, he appropriated and made use of the MasterMind principle through the methods of procedure described in this book.*

*This principle is available to you!*

## **WHAT'S IN IT FOR YOU?**

The major benefit of being part of a MasterMind network is simple: It accelerates your goal accomplishment. You get from point A to point Z faster than you would on your own. All the other benefits are just a subset of this. Collectively, they all contribute to this goal acceleration dynamic. Since MasterMinding is so powerful, then why do so few engage in it? This is a great question!

**Ignorance of the law:** Most people are simply uneducated and unknowledgeable about the principles of successful living. Most are unaware and unconcerned with the forces or laws that govern the results that they achieve or fail to achieve throughout their lives. The masses are content to just wing it. In effect, leaving their futures up to chance,

hoping and wishing that if they are good people then things will ultimately work out.

This approach is obviously not your approach.

**“Do it All Myself-itis:”** This is the approach taken by those who attribute great virtue to achieving everything on their own. These people see success as a solo act that is diminished when you have to enlist others to help you achieve your goals. We all know rugged individualists like this. We all know people who resist bringing on strategic assistants or adequate administrative support. We all know people who reject coaching and continuously fight a losing battle with themselves. What motivates these types?... Might be a scarcity mentality, might be ego or fear of sharing the credit. Who knows? As Jim Rohn likes to say, “Some things are just mysteries of the mind.”

*Do it all myself-itis* and MasterMinding just don't mix.

## **GOAL ACCELERATION**

These are the reasons why MasterMinding accelerates your goal accomplishment.

Number One: being in a MasterMind group reinforces your commitment to accomplish your goals. By discussing your goals with other goal-directed individuals, you crystallize your own vision of what needs to be achieved and you become more conscious of the ideas, people, and resources that can help you succeed! Since you become what you think about, and MasterMinding is advanced thinking, then the more you MasterMind, the faster you become the person you desire to become.

Number Two: participating in a MasterMind network transforms your thinking and triggers creativity: By tapping into the backgrounds, experience, expertise, and collective mind power of the other members of your group, you gain a new and fresh perspective on your goals and how to overcome the obstacles that stand in the way of their accomplishment. You will make the shift from rigid, mechanical thinking to flexible, adaptive thinking. You will accelerate your goal accomplishment!

Number Three: being in a MasterMind alliance will build enthusiasm and energy for goal accomplishment. And it is the person with the most enthusiasm and energy that continues to pay the price of high achievement, even in the face of seemingly insurmountable obstacles. And the bigger and more demanding your goals the greater your need to be supported by a like-minded group of high performers. As long as you plug yourself into your MasterMind alliance you will stay juiced and pumped and focused on your Genius.

Number Four: participating in a MasterMind network provides additional accountability. It increases the odds that you will keep doing what needs to be done, when it needs to be done, even if you don't feel like it. You will become more vulnerable, more available, more coachable, and more honest with yourself and others. You will have the support structure and sharpening that will be your personal antidote to human nature. Iron does sharpen Iron and MasterMind partners sharpen each other.

Number Five: being in a MasterMind group builds your confidence and as a result causes you to establish bigger goals, take more action and attract more huge thinkers to help you accomplish your goals. Confidence is a mental state that occurs when one is thoroughly prepared, conscious of past achievements and experiencing measurable and observable progress toward a predetermined outcome. A MasterMind group promotes all three of these pre-conditions to confidence. And ongoing participation in a MasterMind alliance expands your capacity to serve, contribute and impact the world.

Number Six: participating in a MasterMind Network affirms your commitment to a 1% life. Much of your group's conversation will center on 1% Club principles. You will be inspired by the goals of your group's members and motivated to do more and be more yourself. You will develop strong, deep, and authentic relationships with individuals committed to maximizing their potential and becoming real difference-makers. You will absorb the positive qualities of your group and give of yourself in the process. You will also get connected to the friends, clients, and collective contacts of your MasterMind network. And then, you will reach your goals even faster.

## **GUIDELEINES**

(A.) Selection is Critical!

Only invite those individuals who have the following qualities to join your MasterMind group:

1. People who are extremely growth driven
2. People who are goal-directed

3. People who are huge-thinkers
4. People who are ultra-positive
5. People who have your respect
6. People who have your trust
7. People who have proven track record
8. People who understand and appreciate the power of the MasterMind

After satisfying those requirements, invite those with varied backgrounds and areas of expertise. Consider inviting people outside your industry as well as within your industry. Consider including younger and older members. Consider a single member if the rest of the group is married. Make the group a blend of male and female. The objective is to create breakthrough ideas by harnessing a diverse mix of mind power toward a common goal or goals. Use your imagination, but always follow the 8 prerequisites mentioned earlier. Finally, definitely consider your primary MasterMind partner to be your spouse. Make sure to schedule ample time to deliberately tap into the brain power and intuitive connection to the person you are married to. The same goes for your DreamTeam. Implement a regular schedule of MasterMinding with your strategic assistants and you will uncover your organization's most valuable resource - the brain power of your people!

(B.) Frequency. How often should you get together with your MasterMind group? It all depends on what your goals are. I know of groups who meet twice a week and have been following that routine for several years. Imagine the results they must be realizing to

invest that much time every week. Other Mastermind networks meet once a month or once every 90 Days. It just depends on what you are trying to accomplish and how fast you want to get there. My recommendation is to start with once a month and then adjust course based on feedback from the group. If you want to meet more often than the rest of your group you may want to initiate a second group.

(C.) Duration. Another component that should be considered in advance of your first MasterMind get together. How long each meeting lasts will depend largely on how many participants there are and what sort of structure there is. Even with only two people, each session should last about 2 hours. This gives ample time for everyone's mind to get ramped up and plenty of discussion time for each person's issues to be thoroughly covered. Each new member will increase the time investment for everyone but they will also bring more mind power, creativity, and collective experience to the table as well.

(D.) Format. Next, you need to decide what kind of MasterMind format will work best given your goals and the goals of the group. MasterMind networks tend to follow either a structured or a freestyle format. In the structured format, each member arrives at each meeting with a predetermined issue and is allocated a certain amount of time to describe the issue and receive feedback and ideas from the rest of the group. Then the next member goes and so on. In the structured format, all participants should arrive with their challenge or issue fully described in writing with all background information included as well. Copies of this document should be available for each participant. Consider using the Huge Thinker tool. This makes for a very productive use of time.

In the freestyle format, the meeting is much more casual. Everyone still needs to arrive with issues in mind (and preferably on paper) but there are no time limits assigned to each person and the conversation is allowed to drift to different subjects depending on the mood and interests of the whole group. In this format, “going off on a tangent” may actually be encouraged. It is sort of like a roundtable discussion with sharp, positive, ambitious people chipping in as they feel they have something to contribute.

E.) Who Facilitates. Next, it is important to decide whether or not you would like your MasterMind group to be facilitated by a coach. With a coach, your group is likely to stay more focused and there will be an objective third party who can offer constructive feedback to individuals or to the entire group. A coach will also tend to promote more overall accountability to the whole process. Without a coach, your meetings will probably be less structured and more informal. This could be a good thing depending on the goals and make-up of your group. The presence of a coach could inhibit some of the conversation. Decide what you think will work best. You can always change later. Finally, some MasterMind groups “coach themselves” by rotating a different member from the group to act as a coach or facilitator at each meeting. This keeps things fresh, on track and allows members to periodically view the whole process from a different perspective. I highly recommend this.

Here are a few final suggestions:

1. Your MasterMind experience should be ultra-positive. This includes the people you invite as well as the atmosphere of where you meet and, of course, the discussion itself.
2. Write down a set of goals, ground rules, and expectations for the group and review them at the beginning of each session.
3. Share victories since the last meeting with each other before the session gets moving. This injects positivity into your group and builds momentum.
4. Affirm each other continually throughout the MasterMinding session by verbalizing something to the effect of, “I can see you completing the Ironman in a time of 14 hours” or “ I can see you taking your company public.” Whatever the stated goal is, work the “ I can see” statements into the group’s conversation. Gradually, it will just become part of the unique MasterMind experience. Whenever you hear someone else affirming your success, it is a powerful confidence builder.
5. Have a set meeting time to avoid the confusion that comes from having to continually synchronize multiple schedules. Attendance must be mandatory or

the group will be short-lived. Don't you agree?

6. For added punch, make sure that everyone has exercised aerobically just prior to your session and have classical music (preferably Mozart) playing in the background. These two ideas are proven to positively impact your brain chemistry and get the creative juices flowing.

Hope these ideas are helpful!

Think and MasterMind Huge,

Coach