

ADVANCED MASTERMIND TECHNIQUES

GAS PEDAL DOWN



GAS PEDAL DOWN: ADVANCED MASTERMIND TECHNIQUES



From left to right:

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How to overcome your go-to excuses to find success using advanced mastermind techniques. These techniques have been utilized by a group of four professional speakers to propel each member to new success in business and in life. They come ready to share insight, stories, and the raw truth in an energetic panel presentation.

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THE CONCEPT OF A MASTERMIND GROUP ISN'T NEW...

Leveraging the perspective of other people to propel business growth, creativity, and productivity has been around for centuries. Ben Franklin, for example, gathered great minds together to propel his creativity. Today, business owners and professionals find one of the best ways to reach success is to be a part of a group dedicated to focusing on achievement.

Many professional groups such as CEO Roundtables, YPO, and even associations function as mastermind groups. For this program, we focus on a group of 5 to 7 members of an association (the National Speakers Association in our case) gathered to focus on business growth.

Our group meets twice per year in person and approximately every six weeks virtually. During in-person meeting each member receives 2 hours of focus time and 15 to 20 minutes of focus time during the virtual meetings. Our mastermind group performs at an exceedingly high level (Gas Pedal Level), after building on strong basics and reaching an advanced level quickly.

This program will discuss techniques for success at three levels of mastermind groups: basic, advanced, and gas pedal.



LIFE OF A BASIC MASTERMIND GROUP



LIFE OF AN ADVANCED MASTERMIND GROUP



An advanced mastermind group starts at a higher level, reaches performance more quickly, and continues to grow in effectiveness. Increased commitment to the group and a willingness to give honest, and sometime difficult to hear, feedback is key. Shared responsibility for meetings and keen preparation are also important.



GAS PEDAL MASTERMIND GROUP

Gas Pedal isn't about movement, doing, or going as much as it is about accelerating over habitual speed bumps, excuses, and reasons. Coined by Jessica Pettitt, CSP, Gas Pedal Down refers to a group which is so effective it propels members to improve in both business and life.



ELEMENTS OF EFFECTIVE MASTERMINDS

- PERSPECTIVE
- COMMITMENT
- PREPARATION
- FOCUS WITH PRESSURE
- ACCOUNTABILITY

Let's explore each element at the Basic, Advanced, and Gas Pedal levels.

PERSPECTIVE

● LEVERAGE OTHER VIEWPOINTS

At the **Basic Level**, one of the most significant benefits of a mastermind group is to provide a range of viewpoints on a specific question or topic. Many people belong to more than one type of mastermind group for this reason alone. For example, you may choose a group of people who hold the same type of job, speak on the same topic, live in the same geographic area, serve the same market, or seek the same type of degree or certification.

PERSPECTIVE

● DESIGN GROUP TO FILL SPECIFIC NEEDS

At the *Advanced Level*, members are chosen to provide specific points of view, experience, talents, or skills. In our group, for example, Jess was seeking to move from the college market to the corporate market. She sought out people who could provide insight into new markets, and had experience different from her own.

● LEVERAGE OTHER VIEWPOINTS

● BRING IN FRESH BLOOD

At the **Gas Pedal Level**, members invite the perspective of outside people into the group. We've done this by inviting other speakers to join us for dinner during our in-person meetings. Not only does the outside person provide a different point of view, the experience often frames the entire meeting in an unexpected way. The members of our group also get the opportunity to be of service to our guest.

● DESIGN GROUP TO FILL SPECIFIC NEEDS

● LEVERAGE OTHER VIEWPOINTS

COMMITMENT

● BUILD TRUST AND FRIENDSHIP

At the **Basic Level**, trust and friendship are essential building blocks. Sharing experiences, providing an assurance of confidentiality, and becoming comfortable with each other allows members to feel safe revealing business and personal information.

COMMITMENT

● MANAGE MEMBER FIT

An *Advanced Level* group recognizes things won't always work for every member. An initial commitment to the group, for a year for example, is just as important as having a discussion at the end of that period about how each member is valuing the experience. Priorities and needs change. Being honest and allowing members to move on, or discussing how to change to make the group work is essential.

● BUILD TRUST AND FRIENDSHIP

COMMITMENT

● COME EXPECTING LIFE WILL CHANGE

At the **Gas Pedal Level**, rather than focusing on what they can give to the group, members come prepared for their businesses and lives to be impacted. By lowering defenses and opening themselves up to the possibility of significant shifts, real growth is possible.

● **MANAGE MEMBER FIT**

● **BUILD TRUST AND FRIENDSHIP**

PREPARATION

● COME WITH BURNING QUESTIONS

The beauty of a mastermind group, even at the **Basic Level**, is intentionally examining your business before the meeting and preparing questions you need answered or issues on which you need perspective. These questions and issues are explored during the individual focus time.

PREPARATION

● CALL OUT BLIND SPOTS

In an *Advanced Level* mastermind group, not only do members come prepared to receive insight, they are also prepared to listen intently and give honest feedback, even when it is difficult to do so. It is our job to point out what the "hot seat" member cannot see.

● COME WITH BURNING QUESTIONS

PREPARATION

● ANTICIPATE BLIND SPOTS

At the **Gas Pedal Level**, members try to come prepared for the issues and questions other members will raise. With this anticipation the conversation is deepened more quickly (and members can point out even more blind spots).

● CALL OUT BLIND SPOTS

● BUILD TRUST AND FRIENDSHIP

FOCUS WITH PRESSURE

● INTERNAL PRESSURE TO COMPLETE TASKS

Mastermind groups create pressure to perform. At the **Basic Level**, the simple action of a meeting date on the calendar will create motivation to complete the tasks from the previous meeting. We are internally pressured to get things done so we aren't embarrassed.

FOCUS WITH PRESSURE

EXTERNAL PRESSURE TO LIVE UP TO GROUP

At the *Advanced Level*, members are motivated externally either to receive praise from other members or avoid disappointing them. It is not good enough just to cross a task of the list.

INTERNAL PRESSURE TO COMPLETE TASKS

FOCUS WITH PRESSURE

● THERE IS NO EXIT RAMP

At the **Gas Pedal Level**, a member isn't let off the "hot seat" until the group decides enough progress has been made. Deflections are redirected. Deep seeded beliefs are dug up. Mindsets are reset.

● EXTERNAL PRESSURE TO LIVE UP TO GROUP

● INTERNAL PRESSURE TO COMPLETE TASKS

ACCOUNTABILITY

● WRITTEN GOALS AND DEADLINES

Being held accountable is the cornerstone of any mastermind group. At the **Basic Level**, members develop written goals which are time sensitive. Progress on these goals are tracked with the group and successes celebrated.

ACCOUNTABILITY

EXCUSES DON'T WORK IF EVERYONE KNOWS YOUR STORY

At the *Advanced Level*, members know each other so well, no-one buys into excuses. With kindness and compassion, members refuse to allow each other to revert to habits standing in the way of success or growth.

WRITTEN GOALS AND DEADLINES

ACCOUNTABILITY

BE EACH OTHER'S GAS PEDAL

Oftentimes, the hurdle blocking the way to the next level is a belief that you belong there, and can get there. At the **Gas Pedal Level**, the members reflect the brilliance of each member back, spurring toward growth and accepting nothing less than success.

**EXCUSES DON'T WORK IF EVERYONE KNOWS
YOUR STORY**

WRITTEN GOALS AND DEADLINES



ELEMENTS OF EFFECTIVE MASTERMINDS

- PERSPECTIVE
- COMMITMENT
- PREPARATION
- FOCUS WITH PRESSURE
- ACCOUNTABILITY

But wait... here are 3 more benefits of mastermind groups...

● KNOW WHAT OTHERS DO FOR CLIENTS

At the **Basic Level**, understanding how other people work with clients informs your client relationships and could potentially expand your network.

CREATE WAYS TO REFER EACH OTHER

At the *Advanced Level*, members find ways to refer each other to clients and create ways to work together. Gerry, for example created a Strategic Planning Retreat for Corporate Teams and brought Jess in to provide insight on “Good Enough Now.”

KNOW WHAT OTHERS DO FOR CLIENTS

● CREATE THINGS THAT DIDN'T EXIST

When operating at the **Gas Pedal Level**, groups create ways of working together, like Gerry's retreat, or this panel presentation. Eliz and Thom leveraged their mastermind relationship to create a lifestream event simulcast interview program called [ConferenceTalkShow.com](https://www.conferencetalkshow.com) which allowed them to expand their business offerings.

● CREATE WAYS TO REFER EACH OTHER

● KNOW WHAT OTHERS DO FOR CLIENTS

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At every level, masterminds groups are an important business growth tool. If you have questions or would like to book the Gas Pedal Down presentation for your event please contact anyone of us at:

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