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NAWBO

CHARLOTTE

National Association of Women Business Owners

Member Playbook
NAWBO CHARLOTTE MASTERMIND PROGRAM

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I. Introduction

What is a Mastermind group?

The Mastermind concept developed as a result of Napoleon Hill's book ***Think and Grow Rich***. The basic premise is that the combined intelligence, experience and effort of people with similar objectives allow each person to be much more powerful and productive.

A further definition from Sharon Lechter, business woman, author, and motivational speaker:

The essence of the mastermind principle — an alliance of the mind between talented people working to achieve the same objective. Most of the time when people work together in a group, the sparks of collaboration fly. This is where you can exchange ideas and cross-pollinate. Also, innovative thinking arises from such cooperative work. Additionally, when in alliance with other people who share the same goals, people become deeply motivated. They help nurture a burning desire to succeed in each other. When multiple individual minds come together, they create a larger, more powerful “master mind.”

You can take your business further faster by surrounding yourself with the advice, counsel and support of a group of like-minded business owners. A Mastermind group provides a confidential, safe, constructive environment in which to support each other, collaborate, share experiences, learn together, set goals and offer accountability, motivate, celebrate, and more.

Each group is made up of 5 - 10 women. However the group is composed, there is a goal of diversity as well as similarity, without concerns about sharing confidential information with a competitor.

Purpose:

While each group will establish their own specific purpose, the general purpose from the NAWBO Charlotte chapter includes:

- To help members grow their businesses.
- To provide a safe, constructive environment in which members can support each other, collaborate, share experiences, learn together, set goals and offer accountability, motivate, celebrate, and more.
- To function as a board of directors or advisory board for each other.
- To promote problem-solving and creativity among members.
- To support members personally, professionally and their businesses.

Member Playbook

Vision:

Our vision is to create productive, interactive groups of women who are encouraged and enriched by participating in the Mastermind process. This program enables us to grow our businesses as we grow in our understanding of ourselves and how we do business.

Many times we are able to discuss problems that could not be divulged in any other arena and get the help we need to reach resolution. Other times, we simply need a safe place to vent emotions and feelings that are part of running our businesses.

Mastermind groups provide all that and even more -- the basis for ongoing friendships and a sense of continuity.

Benefits:

- **Generate new ideas.** The synergy that results when two or more competent professionals are brainstorming leads naturally to the development of innovative ideas.
- **Solve problems.** Some challenges can be overwhelming. A group that is not personally or emotionally attached to the result can provide objective viewpoints, honest feedback, and viable solutions.
- **Enhance your knowledge base.** Learn best practices and understand new skills that can be applied in your business.
- **Foster accountability to achieve goals.** It's easy to find excuses and find reasons for not doing the things you need to do to succeed. A Mastermind group can provide the accountability to help you accomplish what you have committed to do, resulting in greater success for you and your business.
- **Nurture open communication and honest feedback.** Feedback and honest communication are more likely to occur in a safe, supportive environment. The Mastermind group offers an opportunity to create this environment and enhance communication.
- **Recharge your batteries.** The energy and renewal you feel after each meeting creates a positive mental attitude and sustained effort to accomplish your goals.
- **Grow your network.** You increase your resource base when you become a part of a Mastermind group that can lead to new opportunities for you and your business.
- **Support.** Understand that all business owners have challenges and you are not alone in your struggles.
- **Give back.** Help other business owners with your ideas and experience.

II. Group Member Responsibilities

- understands that participation in the group is self-motivated and these groups are self-directed. You get out what you put in.
- informs facilitator in advance if she will be unable to attend a meeting
- informs facilitator in advance of desire to have some time on the agenda
- attends regularly, avoids missing meetings
- arrives at meetings on time and prepared
- behaves professionally
- treats fellow participants with respect
- participates and contributes
- commits to keep group discussions confidential
- takes responsibility for helping facilitator conduct an effective meeting
- stays focused on one person/issue at a time
- hears out the member who has the floor before responding
- responds to expressed needs
- keeps feedback constructive, no put downs
- does not engage in side conversations
- is aware of "air time"
- takes responsibility for own participation
- identifies her problem, question or idea
- asks for the kind of input she wants from the group (for example, encouragement, critique, advice, brainstorming, support)
- gives and receives feedback and support
- grows and has fun, helps others do the same

III. Mastermind FAQs

The Basics:

What is the cost?

This is the coolest part – totally FREE. Participating in a Mastermind is a privilege of Premier membership. Note we said privilege and not a right. Sometimes the groups may be full or a group may have an opening, but your industry spot may be taken by someone else (a competitor). Our goal is to place you within a group if you are committed, but we may need some time to do that.

Do I have to be a member of NAWBO to be in the group?

Yes, but you must be a member at the Premier Level. If you are at the Introductory level, please contact the Membership Chair and she can tell you about how to upgrade your membership.

Are there existing groups to join or just new ones?

That depends on when you are reading this FAQ document. There may be existing groups to join or new ones who are starting to look for members.

Will I have a competitor in the group?

No, unless you and the competitor agree to it. The expectation is that you won't be in a group with a competitor because you need to feel comfortable speaking freely about your business.

What is the commitment?

Masterminds meet monthly, so your commitment is to attend a monthly meeting. See Appendix c. Group Members' Responsibilities. Your other commitment is to agree to lead the group as a champion for one year at some point. Each Mastermind member serves in this function to keep the "running of the group" fair and equitable. Based on dynamics and logistics, this may not be required, but you must be willing.

What is my role as member?

The short answer is 1) to actively participate – providing feedback, encouragement and share your business successes and concerns and 2) to fully commit. But a full description of member duties is outlined in the Member Playbook which can be provided to you.

What kind of turnover is there in a group?

That depends on the group. In the past, groups have experienced turnover or a group has disbanded. But we have new processes and playbooks in place to keep turnover to a minimum. But it may happen...sometimes a person isn't a good fit for a group or a group is not a good fit for a person.

Can I only be in one mastermind group?

It is recommended that you participate in only one monthly Mastermind but participation in more than one Mastermind is handled on a case-by-case basis. Contact the Mastermind Coordinator to discuss.

The Meeting Logistics:

What is the format of the meeting?

Each group develops its own “format” from the playbook provided, but meetings run following this basic outline.

- Administrative Updates (from NAWBO Chapter)
- Report Out: Successes/High Fives/Positives
- Focus of Meeting: Could be member problem, preplanned topic, speaker, or report out from each member on commitments with feedback
- Meeting Wrap Up: Re-statement of commitments, next meeting reminder

How long and how often are Mastermind meetings?

Most Mastermind groups hold meetings once a month and are approximately 1.5 hours. But each group dictates their own length and frequency.

When are the meetings?

Depends on the group you join.

Are the meetings formal or informal?

This depends on your definition of “formal.” The meeting follows an agenda and sticks to the time allocated for agenda items, but each group sets their own “way of being.”

The Guts of the Meeting: (the secret sauce)

Is it just “sharing” or is there accountability?

The best groups share their issues, concerns, and fears with the group but also members make commitments on what they are going to do following any discussion during the meeting. Goal setting and accountability may also be a main purpose of the group. It depends on the group. You can let the MM Coordinator know that this is important to you regarding a group assignment.

What types of things are discussed at Mastermind meetings?

We suggest you review the Member Playbook to learn about the different topics, activities, and feedback mechanisms a group can deploy during its meetings.

Do I have to share confidential information?

No. But we would ask you to seriously consider why you are joining a group that provides a safe and confidential environment and you are not willing to share the details of your business. You may not feel comfortable in the first few meetings, but you should be willing to approach the group as a place where you will share business concerns as others will share their business concerns. In addition, each member signs a confidentiality clause and if they violate it they will be asked to leave the group.

What types of people are in the mastermind groups?

Only the coolest! Just kidding...kinda. The reality is members who join Masterminds desire to grow their business...maybe in revenue or maybe to run it smarter so they can work less. They join because they want support from other women business owners and they want to give support.

Ready to jump in?

Awesome! Please contact HR (Helen Ruth) Harwell, our Mastermind Coordinator at office@hHarwellLawFirm.com.

IV. Appendix

a. Member Agreement

See next page

b. Definitions

Champion: A Champion is the leader of a specific NAWBO Charlotte Mastermind Group.

Chapter: Chapter refers to the NAWBO Charlotte Chapter – the Board and all members.

Connect: Connect are the groups that:

- meet in a location close to their homes (Ballantyne, Lake Norman, Matthews/Mint Hill, Fort Mill)
- have a subset of the Chapter members
- may have guests who are not a part of the NAWBO Charlotte chapter.

Metrics: Metrics refer to the quantitative measurements that we track to understand the success of the NAWBO Charlotte Mastermind Program. These measurements include the goals and the actual results.

Official MM List: The Official MM List refers to the list that the MM Coordinator maintains with all NAWBO Charlotte members on it plus information about each members Mastermind status – are they a member of a group, which group, are they interested in becoming a member, etc. This list started out from National, but because of the data required by the MM Coordinator, it is updated with the National data as well as Mastermind data.

NAWBO Charlotte Mastermind Group Member Agreement

Thank you for joining a Mastermind Group. This is a unique benefit offered to NAWBO Charlotte premier members and your participation will hopefully aid in your business growth. A Mastermind group provides a confidential, safe, constructive environment in which to support each other, collaborate, share experiences, learn together, set goals and offer accountability, motivate, celebrate, and more.

Each group is made up of 5 - 10 women. The various criteria for each group may differ. However the group is composed, there is a goal of diversity as well as similarity, without concerns about sharing confidential information with a competitor.

Since participating in a Mastermind group is a premier member benefit, there are a few rules all members need to adhere to. These are listed below:

- Commit to attending monthly meetings. If you must miss, you need to contact your Champion prior to the meeting.
- Commit to upholding confidentiality in the group.
- Understand these groups work best when everyone participates and active participation by every member is necessary for the group's success.
- Unfortunately, if you drop your NAWBO Charlotte membership or drop from premier to basic, you must leave the group immediately. Being a part of a Mastermind is for premier members only.

Thank you again for your commitment to a Mastermind Group.

Member's Name (please print)

Business Name

Group Name

Member's Signature

Date

