



LIFE DIVAS™

**HARNESS THE POWER OF A LIFE DIVA MASTERMIND  
GROUP TO ACHIEVE YOUR GOALS**  
By Allison Adams Blankenship

*Have you ever had an idea or dream but just not the energy or resources to pursue it? Discover the synergy of a Life Diva Mastermind Group in setting and reaching your goals. It's like having a personal board of directors to support and encourage you while you get results.*

You have a dream – the goal seems realistic but you just can't seem to muster the motivation to reach it...sound familiar? You're not alone. Research has shown that people are up to 40% more creative and successful in reaching goals when involved in a group.

Dubbed "Dream Teams," these relaxed mastermind groups are designed to propel you to success with hands-on ideas from frontline experience. What exactly is a mastermind group? It's you and three other people you admire and/or trust getting together for an hour one or two times a month. It's important to choose people of like minds to focus on achieving your goal – whether it's personal or professional. While an hour may not sound like much time, the program is structured and holds participants accountable. All members must take action within a specific time period or they are asked to step down from the group.

Most importantly, no dream is too small or insignificant. When I joined my first dream team, I wanted to work part time but was afraid my boss would fire me. My team helped me put together a proposal that not only allowed me to work part time to start my own business, but I am still garnering referrals from my former boss!

Some of the benefits of working with your team include:

- A supportive network at your fingertips
- Get hands-on ideas to achieve your dreams and goals
- Partner with other successful men and women
- Develop friendships
- Become confident in pursuing your dreams and new ideas.

Starting a Life Diva Mastermind Group is simple:

1. Invite three colleagues or people you admire to participate in a Mastermind Group. You don't have to know this person well and can use the group as a networking tool to develop strategic partnerships. Do explore this person's sense of ethics, however, since

you may reveal sensitive information. We don't recommend including family members as they are not always objective.

2. Explain the commitment of 1-2 hours per month, plus homework on their own individual goals. One of my teams meets for lunch at a restaurant and after we order, the session officially starts.
3. Each member of the team gets 15 minutes to present an idea, goal or challenge. Be brief as your team members use the remaining portion of your 15 minutes to brainstorm on ideas, solutions, etc. for you. It's a good idea to appoint someone to scribe the ideas for each member. We also use a kitchen timer to keep track of each members time allotment – it eliminates running over into other team members turns.
4. At the end of your 15 minute session, you chose an action step that must be completed by the next meeting. If for any reason you aren't able to accomplish this step by its deadline, no problem. You still brainstorm with the group, you just can't bring a new goal until you make progress on the old one. (Your minutes are absorbed by the others for 20 minutes sessions instead of 15.) This way, we hold ourselves accountable to being proactive with our success.

The most difficult element of a mastermind group is keeping the meetings a priority. With our crazy busy lives, you may go through several team members before finding a committed group. And, some people may drop out after they accomplish their goals – that's okay, too. Traditionally, when a member does not attend or take action on their goal after three meetings, we invite them to step down until the time is right. Many people have great intentions but other priorities in their life may take lead.

Mastermind Groups have been an important tool in my success kit. I have two – one more personally oriented and the other professional. The personal group meets monthly while my professional team is quarterly. It's comprised of three other entrepreneurs and professional speakers and we meet all day. Each time I attend one of these meetings, I have an idea that generates at least \$5,000 for my business.

You can organize a mastermind group at work, home, civic groups – wherever you are inspired by others. For more ideas on creating and maintaining a mastermind group, visit [www.lifedivas.com](http://www.lifedivas.com).

*Allison Adams Blankenship is a founding member of Life Divas and president of Precision Speaking, Inc. Allison specializes in coaching individuals and organizations on how to communicate under pressure and have polished presentation skills. You can reach her through [Allison@allisonspeaks.com](mailto:Allison@allisonspeaks.com).*