



## 10 most common mistakes running a Mastermind

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Here are the 10 most common mistakes in running a Mastermind group. I see these over and over with my clients. And this is often why they come to me for deeper training.

Avoid these and your Masterminds will be vastly improved:

### **1 - Not setting an overarching goal for the whole mastermind**

I work with each client before they start Masterminding and together we set a big audacious goal for the end of our Mastermind time together. Then each session we're working on the steps that'll take them towards that as well as all the things that come up in business since we last met. So we go both macro and micro at the same time. This pincer movement allows you to keep on track on the big stuff at the same time as not having the clients head explode about the week to week deadlines we all have running a business.

### **2 - Not getting permission to push your clients a little on their goals**

You need to be able to call people out when things are getting a little slack. Some people shy away from the bad (away from people) so painting a picture of the bad things that will happen if they don't do something (you'll be living in a paper bag at the end of the pier if you don't file your taxes). And some people want the rosy glow to run towards (towards people) - most of us a mix of both with a leaning towards one or the other. Does the idea of a massive shiny future and an extra helping of cake make you work harder?

In my groups I do it lightly by making a game of 'are you carrot or stick?' It's important to ask these questions in front of the group as well as quietly in a one-to-one setting (see #5 below). Asking with the

group there, allows you permission to push back later if needed. As they've already agreed that it's ok to look deeper and perhaps even very gently cajole people.

Obviously this must be done with great respect and politely - but do it, your clients are counting on you. They've bought in to accountability from you - now you need to know the best way to deliver that for them.

### **3 - Making introverts speak first**

This is so important - there is a massive difference in the way introverts and extroverts process information. Introverts like to review ideas completely before speaking, while generally extroverts like to clarify and refine as they speak.

So do give, introverts a chance to do run their idea around their head a little before speaking. I always let my clients know the order they'll speak in, generally stacking introverts near the end so they have processing time. Likewise, don't make extroverts wait too long or they'll forget what they were going to say.

### **4 - Always using the same order for feedback**

Having just said that I usually let introverts go last... don't make the order rigid. Mix it up. I usually change the order of people in spotlight to the order for giving feedback. Somehow having to pay attention to speaker order for this round of input keeps it fresh. Sometimes this is because people can riff off each other's comments in different ways and new information comes out - sometimes it's as simple as people speak at different speeds and energy and that changes the flow of information. Either way, it's important - don't let things become stagnant in your groups.

### **5 - Not asking your clients how they like their feedback**

This is one of the first things I ask clients in their Mastermind consult call after they join a group. We go deep and look at learning styles, how they process information generally and also, and most importantly how they like to get feedback. Are they more carrot or stick? It's a silly joke... but the answer is so important.

As I mentioned in #2 above - being able to push back on a clients answers is how you'll help them grow and achieve their goals. You need the information to do that... so ask!

### **6 - Not being really discerning about who joins your groups**

Be selective - I usually find 30% are not a good fit for my masterminds - so we either go to one-to-one work, or I suggest other groups or coaches who are a better fit for what they're keen to achieve.

In my groups it's all about the mix of people - that's what makes the groups so strong and long lasting. Sometimes a client is ace but the perfect group mix isn't quite there yet, so they go on the wait list. I've found clients appreciate this careful curation. No-one wants to be in a hastily thrown together group.

### **7 - Not nipping problems in the bud**

This is hard - but as a coach, you're there to ensure brilliant service and a great experience for your entire group. So, if an issue raises its head - perhaps time keeping or overstepping the mark on feedback - take the bull by the horns and deal with it quickly.

That doesn't mean necessarily doing so in front of the group. But a discrete 'could I have a quick word after the call?' will nip most things in the bud. Be brave - your clients are paying you to run a great group, don't ignore the early warning signs that things aren't quite on track.

### **8 - Letting one person take all the time or not keeping to time**

This is also hard but there really is no way round this - time keeping is the single hardest thing to run well in a group. And it's also the quickest way to irk an entire group.

Make sure everyone is kept to time, that no-one hogs the mic so others feel short changed on time and be utterly sure the sessions don't over run.

This is tough to do at first, and it's why I go into much more detail in Mastermind training program on this. But with practise you can make sure you never run more than 5 minutes over. It's vital, your clients won't complain about getting extra coaching - but it will annoy them. So don't do it.

### **9 - Not listing goals and not checking in on them next time**

As groups get comfortable with each other they often let goals slip - as you do with friends who you know have a lot on. But, do remember that these are your clients and they're paying you to achieve more. Tracking goals is vital for this. Do it gently, but check in how things are going.

### **10 - Not looking back on how much has been achieved**

At the end of each Mastermind cycle, I add a bonus session to review how much they've achieved. Your groups will be filled with amazing masterminders and I'm genuinely thrilled to see their success. Tell them this - praise them, allow them to remember how brilliant they are and how much they've achieved.

It can be hard to praise yourself - but there's a basic need to prepare ourselves for success and that means celebrating the little things. Entrepreneurs tend to always measure what didn't work (I could have got more subscribers... blah, blah) - so remind them how much they got done. And leave them on a high about their entire Mastermind experience, rather than worried how much there is still to do.

With thanks to my guest, Liz Scully



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