

THE  
**XCHANGE**

HOW TO  
**MASTERMIND**  
YOUR WAY TO  
SUCCESS



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# HOW TO MASTER WAY TO SUCCESS

We all know that two heads are better than one when it comes to solving a problem or creating a result. So imagine having a permanent group of six to eight (can be more but probably no more than about 12) people who meet every week (or month) for the purpose of problem solving, brain-storming, networking, and encouraging and motivating each other.

This process, called MASTERMINDING, is one of the most powerful tools for success ever devised. I don't know anybody who has become super successful who has not employed the principle of masterminding.

## **AN OLD IDEA THAT'S NEW AGAIN**

Napoleon Hill first wrote about mastermind groups in 1937 in his classic book *Think and Grow Rich*. And all the world's richest industrialists – from the early twentieth century to today's modern icons of business – have harnessed the power of the mastermind group. It's the one concept achievers reference most when they credit any one thing with helping them become a millionaire/billionaire.

Andrew Carnegie had a mastermind group. So did Henry Ford. In fact, Ford would mastermind with brilliant thinkers such as Thomas Edison and Harvey Firestone in a group they held at their winter mansions in Fort Myers, Florida.

They knew, as millions of others have discovered since, that a mastermind group can focus special energy on your efforts – in the form of knowledge, new ideas, a vast array of resources, and also spiritual energy. And it's this spiritual aspect that Napoleon Hill wrote about extensively.

He said that if we are in tune with the mastermind – that is, the eternal life force, the universal power of whatever term you prefer – we have significantly more energy available to us. A power that can be focused on success.

This power not only comes from each other it also comes from this 'mystical' source....says Hill.

## **A PROCESS FOR ACCELERATING YOUR GROWTH**

The basic philosophy of a mastermind group is that more can be achieved in less time when people work together. A mastermind group is made up of people who come together on a regular basis – weekly, fortnightly, or monthly to share ideas, thoughts, information, feedback, and resources. By getting the perspective, knowledge, experience, and resources of the others in the group, not only can you move beyond your own limited view of the world but you can also advance your own goals and projects more quickly.

A mastermind group can be made-up of people from your own industry or profession or people from a variety of walks of life. It can focus on business issues, personal issues or both. But for a mastermind group to be powerfully effective, people must be comfortable enough with each other to tell the truth.

Some of the most valuable feedback I have ever received has come from members of my mastermind group confronting me about overcommitting, selling my services too cheaply,

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By TREVOR MARCHANT, MD  
Marchant Dallas Consulting

focusing on the small-stuff, not delegating enough, thinking too small and playing it safe.

(So what do I do now – I don't over-commit, I sell at a premium price (but value for money), I concentrate on the big-picture, I delegate and trust more and always think 'the impossible...')

Confidentiality is what allows this level of trust to build. Out in the world, we are usually managing our personal and corporate image. In a mastermind group participants can let the hair down, tell the truth about their personal and business life, and feel safe that what is said in the group will stay in the group.

## NEW THOUGHTS, NEW PEOPLE, NEW RESOURCES

Here's the really good news.

Kenna's Chartered Accountants, Business and Tax Consultants and Financial Planners have connected with The XCHANGE Group to bring you a Mastermind Group of your own...

(The XCHANGE Group specialise is resourcing business people and inspiring them to be the best they can be – in all areas of their lives. They advocate extraordinary service between business owners and their customers and the healthy exchange of ideas between like-minded business people to help each other flourish and prosper)



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CHANGING HOW WE DO BUSINESS TOGETHER



There is synergy of energy, commitment, and excitement that participants bring to a Mastermind Group. The beauty of Mastermind Groups is that participants raise the bar by challenging each other to create and implement goals, brainstorm ideas, and support each other with total honesty, respect and compassion. Mastermind participants act as catalysts for growth, devil's advocates and supportive colleagues.

Napoleon Hill says that a Mastermind Group is "The coordination of knowledge and effort of two or more people, who work toward a definite purpose, in the spirit of harmony."

He continues...

"No two minds ever come together without thereby creating a third, invisible intangible force, which may be likened to a third mind."

In a Mastermind Group the agenda belongs to the group, and each person's participation is key. Your peers give you feedback, help you brainstorm new possibilities, and set up accountability structures that keep you focused and on track. You will create a community of supportive colleagues who will brainstorm together to move the group to new heights.

You'll gain tremendous insights, which can improve your business and personal life.

Your Mastermind Group is like having an objective board of directors.



# WHAT WILL YOU GET MASTERMIND GROUP?

1. You'll be part of an exclusive community. Joining a mastermind typically involves you being invited by the members or going through an application process. The other members need you just as much as you need them, so quality of experience and knowledge is crucial to all involved. Kenna's will take care of this...

2. Advice. Once you are involved in a mastermind, that feeling of 'being alone' while running your business is gone. The other members of the group turn into business advisors of sorts and vice versa.

3. Collaboration is the name of the game. You may find someone in the group that is a perfect fit to work on a project with you. Or, you may be the perfect person to help another member as well. The group works together collaboratively, to achieve more together.

4. Extend your network. Joining a mastermind expands your network exponentially and rapidly. If you are in business, you know how important your network is. By joining a mastermind, you instantly add to your network and typically gain the networks of those in the group with you.

5. New learning. Everyone in the mastermind is unique in skill, experience and connections. By interacting and sharing your challenges, it's almost certain that someone in your mastermind will have a solution for you and you may also be able to offer a solution, connection or tactic to help another in the group.

6. Cross-promotion. When you join a mastermind, you will most likely find ways to help each other by utilizing cross promotion. Finding ways to help each other through promoting to your respective networks.

7. Think bigger. Being in a mastermind will truly give you a Master Mind! You can't help but think bigger and stretch beyond your boundaries when surrounded by amazing people doing amazing things.

8. Masterminds are incredible and can do wonders for your business as well as for you, personally. Growing in a group is not only more effective, it's quite a bit more fun – and the potential for exchanging ideas and strategies

# FROM A



COMMUNITY



COLLABORATION



CREATIVE  
ADVICE

# HOW DOES IT WORK?



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Kenna's XCHANGE Mastermind Groups meet in person, usually once a month at Kenna's office in Rockhampton QLD. (If the group wants to meet more often - then that can be quickly arranged)

**(KENNA'S BY THE WAY IS THE ONLY ACCOUNTING FIRM IN ROCKHAMPTON THAT HAS ACCESS TO THE VAST ARRAY OF BUSINESS AND COACHING RESOURCES AVAILABLE THROUGH THE XCHANGE GROUP.)**

The Mastermind Group comprises up to 12 people from 12 different businesses/industries/professions...like-minded people who want to grow and take their business/career to the next level.



Kenna's XCHANGE Mastermind Group is a BY INVITATION ONLY Group... and this is to ensure we get the right mix of people so all group members can gain the maximum benefit.

Meetings are chaired by Kenna's (although this can rotate if the group prefers) and the group nominates the topics for discussion....and from time to time arranges speakers.

For example – here is a list of topics often discussed:

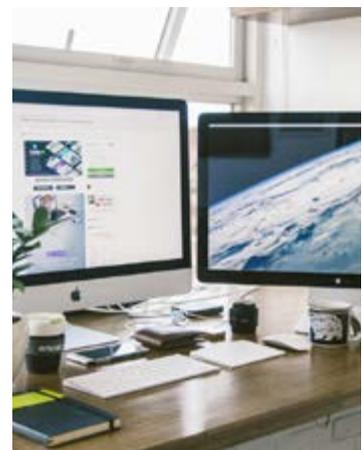
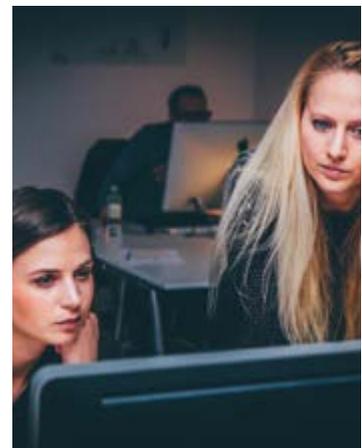
- Your Point of Difference and Why that's Important - More than Ever before in the History of Business
- The Ultimate Goal of your Business – Your Vision – one that is compelling and keeps everyone focused and motivated
- WHY...what's the purpose of your business IF ...everything starts with WHY
- Who is your ideal client/customer and is your KEY MARKETING MESSAGE attracting the right people
- Are you performing to your potential in the area of SALES? What is your Optimum Sales Strategy?
- The NEW Marketing V the OLD Marketing
- The ACT of Balancing Business and Personal goals, dreams and ambitions
- Business Growth Strategies...
- Is Social Media for you?
- How to establish effective REFERRAL systems
- Delivering WOW service ...every day, every week, every month, every year
- How to build a WINNING team in any business and much, much more...

Mastermind groups are relatively new to most people, even though Napoleon Hill created the concept around 75 years ago. A mastermind group is designed to help you navigate through challenges using the collective intelligence of others.

For more information just call Darren Smith at Kenna's on 07 4924 9100

Good Luck and (always) Good Selling

TREVOR MARCHANT is awesome.



COLLABORATION  
IS THE NEW  
COMPETITION

DAVID AMERLAND

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“IF YOU HAVE AN APPLE  
AND I HAVE AN APPLE  
AND WE EXCHANGE THESE  
APPLES THEN YOU AND  
I WILL STILL EACH HAVE  
ONE APPLE. BUT IF YOU  
HAVE AN IDEA AND I  
HAVE AN IDEA AND WE  
EXCHANGE THESE IDEAS,  
THEN EACH OF US WILL  
HAVE TWO IDEAS.” -

GEORGE BERNARD SHAW

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