

# Masterminds & Mindsets:

## Building Courage, Optimism, and Affluent Client Networks

### *Quick recap*

Eben leads a discussion on courage and optimism, followed by mindfulness exercises and physical activities to help participants cultivate a growth mindset. He emphasizes the importance of building networks with affluent clients who embody success across multiple life domains, including relationships, health, and personal development. Eben shares his success strategy of deep learning and teaching, discusses the formation of mastermind groups, and encourages participants to proactively network and organize these groups for continuous improvement and personal growth.

### *Summary*

#### **Courage and Optimism in Action**

Eben leads a discussion on Jordan Peterson's idea that optimism takes courage, exploring how courage involves acting in the face of fear and pessimism. The group considers whether it's possible to choose optimism even when feeling afraid. Eben then guides the team through a series of physical exercises and mindfulness practices, including body activation, sensory awareness, and visualization. The session concludes with a reminder to focus on personal growth and the larger perspective of life's journey.

#### **Building Aspirational Affluent Client Networks**

Eben discusses the importance of building a network of affluent clients who are aspirational, not just financially successful but also successful in other areas of life such as relationships, health, and personal growth. He emphasizes that true wealth encompasses more than just money, including strong relationships, good health, and a balanced lifestyle. Eben encourages participants to think dimensionally about affluence when building their networks, prioritizing clients who embody success across multiple life domains.

#### **Success Strategies and Learning Models**

Eben discusses his success strategy, which involves diving deep into an area of life, learning from experts, and developing a personal model. He emphasizes the importance of teaching to solidify understanding and create mental models. Eben then leads a group discussion on

effective ways to improve any area of life, with participants suggesting ideas like starting now, consistency, and iteration. He concludes by highlighting that surrounding oneself with people who have already achieved success in a particular area is the fastest and most reliable way to excel.

### **Masterminds for Personal Growth**

Eben discusses the importance of surrounding oneself with people who have already achieved what one wants to achieve. He suggests creating a "mastermind" or "tribe" of 6-8 such individuals and hosting regular meetings to share knowledge. Eben recommends building a new mastermind every year or two in different areas of life to continuously improve. He also introduces the concept of a "super tribe," which involves connecting these different masterminds to create a transformational vortex of creative possibilities. Eben emphasizes the importance of being proactive in organizing these groups and developing the skill of inviting and facilitating such gatherings.

### **Mastermind Group Invitation Strategies**

Eben discusses how to approach and invite people to join a mastermind group. He emphasizes that it's normal to reach out to others with similar interests and suggests starting by inviting 3-4 people who are likely to say yes. Eben recommends holding mastermind meetings 1-2 times a month, typically lasting 1-2 years. He encourages participants to create a Zoom mastermind, make a list of 10 potential invitees, and plan how to reach out to them. Eben advises treating the invitation process as a normal, enthusiastic interaction and not taking rejections personally.

### **Masterminds and Morning Training**

Eben encourages participants to organize masterminds and network, emphasizing the benefits despite initial resistance. He shares his personal goal of becoming the fastest 100-year-old sprinter and discusses the importance of morning high-intensity training. Virginia asks about mastermind structure, and Eben provides a simple format of shares followed by questions. Nikola mentions sharing documents for mastermind guidance and expresses a goal to catch up with Eben when he's 96.