

# Building Leadership Through Community

Good to see you.

I feel like you know what? Let's try this. What's the most interesting AI news you've seen in the last week?

This is a total experiment.

Oh, my. My first thought was just nonstop.

My husband told me they're throttling it. I don't know if that's true or not.

What I was referring to was, so, apparently, one one theory I heard was that some of the public models are being throttled Just because it's too powerful. For example, the Mythos release, you know, that that kind of stuff.

Anyone else?

Yeah. Good AI news.

Of notebook. I'm eventually will be able to model your voice, and that's coming this year, I think.

So you'll be able to make audio overviews, video overviews, cinematic overviews with your voice.

Yeah. Content creation.

Interesting.

Okay. I wanna ask everybody a couple of questions here. Just, I don't know, establish our, I don't know, our mindsets and our beliefs and kind of figure out where everyone's coming from here. So I my way of looking at reality is I like to I

like to try to understand the foundations of how we got here. Right? And I try to look at all the levels of it because my experience is that, let's see. It's easy to become convinced that there's one way, one explanation for everything in reality.

Right? It's really, really easy to become a I don't know. I guess you might call that, like, an ideologue or something where you you just say, like, well, you know, this thing happened in the past or this cultural thing happened or this religious thing happened or this political thing happened or this gender thing happened or whatever. And then that explains everything that came after it rather than saying, like, well, hey. You know, maybe there was, like, a big bang, and then maybe there was evolution, and maybe there's cultural evolution, and there's different political theories. And like, I kinda wanna understand all of it, if if that makes sense.

Is everybody who who here is with me on this one? We wanna, like, we wanna have several ways of looking at reality, multiple models.

Is that kinda linear when you look back at it.

And it's not linear it's not linear at the time.

It's only linear when you look back on it and tell a coherent story.

Yeah. Yeah. Exactly. Exactly. Okay. Okay. Alright. Good. Interesting. And then the next thing I wanna ask about, and this we're gonna get into the the controversial issues here.

But I remember reading twenty years ago when I was studying a lot of the romantic relationship stuff that there's a part of our brain, right, and this is neuroscience, that essentially when a human comes into a situation with other humans, what we're trying to establish is where we fit into the group and where we stand in the hierarchy relative to everybody else.

And that if we can't figure it out, we get distressed. They call it status anxiety. And if we can establish where we fit into the status hierarchy, then we actually relax because we know all the relationships, and then we can kind of go about our

business. And that was a total mindblower for me, that there's actually a deep neurological part of our brain. Now, the last, I don't know, couple decades, it's been unpopular to talk about hierarchies and so forth.

It's I mean, you know, if you get into Arthur Kessler's idea of holons, it's more it's more three-dimensional. It's more like a holarchy. But I tend to think that humans organize themselves into, let's say, arrangements based on, like, let's say, competence, influence, you know, and so forth. Sometimes it happens in families, sometimes in not. Is everybody roughly with me on that one?

Generally?

Okay. I'm not dogmatic about it, but okay. Alright. Great. Okay. And and I I'm establishing these because of what I wanna talk about today, because I tend to think that, like, power, like becoming more powerful as a human, becoming more influential, becoming more authoritative, becoming more of a leader, that eighty or ninety percent of the time when humans do that, it's actually a good thing because they're building their competence.

They're building their skill. They're building their relationships with other people. They're building their reputation. And, like, I don't know, ten percent of the time, it's a bad thing because it's someone that's just using dominance, aggression, dishonesty, being manipulative, and so forth.

So, generally, I think that becoming more of a leader, more influential, more powerful is a is a good thing as long as it's being done in a conscientious kinda way.

We all can we all go along with that?

Is that good? Alright. Good. I'm tiptoeing through this as everybody could see because I'm, you know, I'm I'm open minded, but I wanna teach you something, you know, some really important stuff.

And I just wanna make sure we're kinda roughly all in the on the same page here. Okay. Cool. Alright.

So with that in mind, what I want to invite you to do and I want to inspire you to do, because this month, what we're talking about and working on is building an affluent network. In other words, is building a network, a social network, and an influence network where you're surrounded by more and more influential and powerful people so that you can make a bigger impact and so that you can also get access to that network and add more value. Your ideas can be more influential and so forth and so on. But to do that, you kind of have to posit that there's a thing called an affluent person or a more successful person or more of a leader and that it's a good thing to actually do this.

Okay? Alright. So my, my good friend, old friend Dave Logan, he says something interesting. Right?

He he wrote the book tribal leadership, which was a New York Times number one bestseller, and he basically he and his coauthors, they mapped the developmental paradigm over to culture in organizations. And what he basically established is that you can go into a corporation or a large organization, and by looking at the way that they use language, you can determine what level of development they are at.

And it's really interesting work. Right? It's got a five level model, and the kind of crux of the model is that between levels three and four, it switches from an individual identity to a collective identity and that that shows up in language. And very cool book.

And so, what Dave taught me is that groups of people don't get together and say, hey. We should be a group of people, and then we should also find a leader to lead us.

That that never happens.

Okay? So think about this for a minute. It's a very, very interesting thought experiment. Groups of humans don't get together, organize, and then say, hey, we should all be a group, and we should find someone to lead us.

It happens in in other ways other than that one.

Okay. So what he points out is that the group doesn't want a leader, k, particularly new groups.

They're not trying to have leaders.

So if you want to be the leader, your role is to introduce all of the people to each other so that you become the thing that the people all have in common so that you become the de facto leader. It just happens naturally and automatically because you're the one that knows everyone, and you all you know all the interconnections, and you're the one that has the perspective on the whole thing.

Does that make sense, everyone?

Yeah. Are there any any questions or comments about that before I go on? I wanna make sure and go slowly enough that we're making sense here.

Yeah. The only the only comment I wanna make, Evan, is, just last night, I started to watch a brand new, TV series on, one of the cable networks of Lord of the Flies. And lord of the flies is certainly an extreme example of exactly what you're saying.

Yeah. Gosh. I remember reading that when I was a kid. It, like, really stuck with me. That one yeah.

Yeah.

I I'm realizing this mindset I have, Evan, of the the the basic posit that, okay, becoming more powerful is usually a good thing. And it's so so it's a a natural inclination that we have. Sometimes it's misused and abused, but becoming more powerful is a good thing.

And then I I have this contrasting view kind of reflected by the Epstein files and, you know, and and a lot of stuff that's in the news of, wow. You know, people have and really and position in the leadership are doing not good things.

So there there's a I I have a mental contrast between, you know, the this these two basic things that I believe.

And, you know, how do I make sense of that? And so, anyway, I I'm just noticing it right now. It's it's it's it's it's actually fairly profound.

And, you know, and and and so this whole thing of, you know, at least basically looking for the good in the leader and, you know, and and calling out from my inner self, what's the good in in this person?

But, anyway, it's just an I'll just say it's interesting. And and and all the stuff about the the the, subconscious no. We're not looking for a leader, but, of course, the person who for me, it's a and and, of course, yeah, the person who introduces everybody, that just makes total sense.

Yeah. It's a great insight. Yeah. It's a really interesting insight. By the way, you know, I've in my own way of looking at reality, they're kind of culturally and, I don't know, are there's kind of, like, two two different currents.

Right? One current is that we're animals that are becoming gods, and the other current is we're gods that became animals. Like, it that's the you know, those are kind of the two paradigms in a in a lot of ways.

And, I I mean, this rabbit hole just goes really deep. I mean, you know, if you look at chimpanzees, I went through twenty years ago, I was fascinated with apes and chimps and so forth. And, basically, if you go look at chimp culture and then you go look at Jeffrey Epstein, you're just like, oh, he's a chimp. He's that's it's just a very it like that's what chimpanzees are doing, basically, that same whole kind of thing there. And interestingly enough, if you look at a lot of he's not the only one that has done stuff like that in in history. Right?

Another one that I like to say is pretty much all news headlines, okay, can basically be broken down to shock.

Human behaves like animal.

Okay? That's pretty much what the whole thing is. Right? Yep.

And then every once in a while, it'll be shock.

Animal behaves like human. Right? That's the other big story. You know? So I think those are them.

Yeah. Alright. So if we accept all of this stuff, we also have to accept, I think, if you're gonna be a conscientious conscious human being, right, that if you're going to become a leader, there's great responsibility that comes with it, and that that responsibility is noble to take on and that it's a big, big challenge, and it's something that most other people are not willing to take on.

Right? They're not willing to take on successfully, at least, because most people don't go and do what it takes to rise to a position of leadership.

Right? And it's, you know, you talk to anybody that gets anywhere near working in government, and they basic anybody that's an honest person will basically say, it's just a dirty business. You're dealing with all kinds of different forces there, and it forces you to really face the shadow, you know, and face the dark side.

Okay. So there's one current. So the idea is the group doesn't want a leader.

If you wanna be the leader, the way to do it is you convene the group, and then you connect them to each other so you become the de facto leader.

Now separately, I'll add another, I'd call this maybe a little bit more advanced dimension, but I feel like in terms of leadership, conflict resolution is the skill to practice.

Right? That's the one. Conflict resolution. Get really good at that one. Conflict resolution is a third person, third position, you know, kind of skill.

And coaching is a great preparation on the way to conflict resolution. Because with coaching, you can help people resolve inner conflicts, and you can coach them in resolving their own conflicts, right, in the world. But if you can help people through conflicts, if you can take that one on, it's also messy.

But once you learn the trick to doing it by doing it a bunch, right, and in a lot of ways, the trick to resolving conflict between people is helping each person to, clarify their values and to understand what they're actually asking for and fighting for, and then helping them translate their values into the language of the other person.

Okay? And then helping to align those sets of values and find the place where both can be met and to do it through a bunch of human chimp upsets and, you know, waves of getting in fights and then having to take a breath and, you know, so forth. Okay. So, but that's for another time.

Right? I just think it's really useful because if you're gonna start having groups of people, k, if you're gonna start growing communities, if you're gonna have, you know, ten people in a mastermind group that meets regularly, if you're going to have a group coaching program and people are going to be getting together, if you're going to be leading a community in person, you're going to deal with conflict. They are going to figure out how to have conflicts, how to annoy each other, how to get upset with each other, and you're going to need to be able to show up and help resolve those things. The

same way, if you, you know, if you have seven kids, you're gonna have a lot of squabbling kids. Like, that's you're just gonna have fights in your it's one of those things. Like, if you're gonna have seven kids, you gotta accept that you are going to have kids fighting and getting upset and hitting each other and screaming and, you know, whatever. Like, that's just part of the deal and that what you're doing is you're taking on the I'm gonna be a leader in this way.

Now I personally find it fascinating because it really grows me as a person to have to do that. And I went through several years of my life where I said, okay. I'm in a really steady conflict, and I'm going to take on I'm gonna always have at least one conflict that I'm helping resolve. So anytime friends, family, whatever, would say I'm in a fight with someone, I'd say, okay.

Can I help you resolve this conflict?

They would say, yes. And I'd say, okay. Let me leap in. And I'll tell you what, every time I was an idealistic, wet behind the ears, I thought, you know what?

I'll get on for one call with my two friends who are having an argument, and I'll help them work it out. And then I get on that one call, and I'd realize that each one was dealing with family culture, religion, like, stuff all the way back to their childhood and then their grandparent and then what was fighting. And I realized, like, what am I getting myself into? And by staying with it and helping people work things out, I realized, wow, this is really deep.

And then it helped me to realize why they're fighting in the Middle East thousands of years later, and it gave me a lot of insight. All right. So I want you to be a leader.

That's my wish for you, is I want you to become more and more of a leader in life, take on more and more responsibility personally, in your family, in your community, in your business.

And to build an affluent client network, you have to kinda do this on steroids because you're not just becoming a leader, but you're becoming a leader of people who are more likely to already be leaders.

Right? Because to get to affluent, to get to the top ten percent or top one percent, you know, the kinds of people that could pay you really well and that are connected to the other people who are successful and powerful and that could pay you well, They had to do things usually. Remember, eighty to ninety percent of

them had to do things in a conscientious, high integrity way. Those are the ones that you wanna be friends with. Okay?

And and by the way, as you get up to the upper echelons of leadership in all areas, business, government, religion, it starts to kinda become like like the Marvel superhero movies where it's like you see the light and the dark side of people. You know, you start realizing, oh my gosh. It's not all good guys and then a few bad guys. It's like the good guys have these dark sides, and the bad guys have these light sides and depending on the context.

You know? And so if you wanna do this, that's where we've gotta go, and you've got to build your resilience. You've gotta toughen yourself up. And and it's awesome because I think it's a great adventure in life.

You know?

For me, the game is you know, the Buddha said that life is a dream in a dream, and I really, really like that one. It's a dream within a dream.

And to me, the dreams are, number one, waking up inside of the animal body and realizing that there's an animal in here and that it appears to us like we're running the show from our conscious mind, but, actually, the animal has been around for millions and millions of years, and it's actually running the show. And every once in a while, we can catch the tail running around the corner and we can see what's going on, but mostly we can't. And then the second one is waking up inside of culture. Right? Waking up inside of a language and a religion and a culture and a national identity and all that stuff and realizing, oh my gosh. That was all handed to me too, but on a whole different level. These things got snuck in.

Alright. So next thing I wanna share with you is okay. So as a leader, what you're doing is you're involved in growing yourself, and you're involved in transformation.

K? So to transform from just a member of the community to a leader of the community, you have to literally transform. So transform literally means the transcendent form.

K? It's the form that transcends. It's the next developmental level. It's the higher order. It's moving to a superordinate position. K? It's graduating.

Alright? And or it's getting giving yourself a promotion, we could say here. Alright? And, leaders are elected first in their own minds before they're elected in everyone else's mind. So you kinda have to elect yourself. You have to say, you know what?

We're gonna elect a new leader. I'm the leader.

Okay? And so let it be done.

Okay? And then you have to go back out into the world and make things happen. So this involves a transformation of your identity.

It's your self image. It's who you see yourself as.

K? And this is very important because if you don't have the transformation in your identity, you can go act out the things, but it's just not gonna work out. You see this sometimes with people that get themselves elected on some you know, they come from some wacky place, and they figured out how to talk everyone into electing them. And then they get into the situation and they just start acting crazy because they didn't really go go there in their mind. They stayed, the juvenile version of themselves. Right? And that usually doesn't work out so so well.

So you have to go have a conversation with yourself, and you have to kind of say, okay. Am I ready to be a leader? Like, really am I ready? Am I ready to take on the fact that I'm gonna be dealing with more complex relationships?

I'm gonna be dealing with having to negotiate value. I'm gonna have to work with people, you know, through conflicts. I'm gonna have to solve problems that are much bigger. You know, if right now in your life, five or ten thousand dollar conversations are stressful, what's it going to be like when you're having fifty to one hundred thousand dollar conversations?

I remember as my business was growing when I was younger, and, you know, to lose a few hundred dollars one day on an ad campaign or something, was like, wow, that was a few hundred bucks. That really stung. And then a few years later, it's thousands of dollars, and then tens of thousands of dollars. And then someone makes a little mistake and doesn't click a box, and all of a sudden, you know, we lose twenty five or fifty thousand dollars in the company.

And it's like, woah. It's my brain is just not used to dealing with these kinds of things. You know? And then you imagine what it must be like to be, you know, Mark Zuckerberg or or Elon Musk, you know, and throwing around a hundred billion as a, you know, an investment bet, you know, or something like this.

So, I invite you right now to just consider that to go to the next level, to build an affluent network, to become a leader, there there is required a transformation in your own self image. Right? There's you graduating, you appointing yourself as the leader, and not in a, like an authoritarian kind of domineering kind of way, but in a I'm ready to I'm ready to be a servant leader. I'm ready to lead my community, but I'm also ready to be a leader leader. Because sometimes I don't think that the style of leadership that's best is always showing up and doing command and control and telling people what to do.

Most of it is showing up and being really collaborative and helping people, coaching people, helping people to identify what their strengths, their genius are, helping to help them clarify their visions and their values, helping to manage and lead their own teams. And then sometimes it's, I don't know, twenty percent of the time, it is showing up and being command and control and saying, alright, everybody. Here's what we're doing, and being willing to break ties and logjams and things like that and sometimes make the hard call and say, know what, everyone? This is the unpopular decision, but this is where we're going.

But that's most, you know, ten or twenty percent of the time. Most of the time, it's just being collaborative and helping other people. Right? Being supportive.

Okay. With that in mind, I would like to show you k. So the the ultimate example of transformation, right, the metaphor, is the caterpillar and the butterfly.

So the caterpillar is one form of life.

And as you can see, they come in all different kinds of shapes and colors and sizes and textures.

The caterpillar's job and its function is to eat and to grow.

Okay? That's what it does. Caterpillars usually live on one plant for their whole life, and they just eat and grow and get fat.

Now, at some point, the caterpillar reaches a stage of its growth where that is no longer right, what its function is, and it starts to go through a metamorphosis, transformation.

And so what it does is it makes a cocoon, and it transforms. K? So, literally, it goes from one form to a transcendent form.

And this in this case, it gets wings. You know? And which is why I think the it's the metaphor of transformation.

It also gets a new way to travel. K? So it goes from walking to flying.

Alright?

But this is the coolest part.

It also gets a new function.

It goes from eating to pollinating.

And I think that's an I, isn't it?

Pollinating.

Okay.

So it goes from eating to pollinating.

Alright. So do you understand this, metaphor that as a caterpillar, you're consuming?

As a butterfly, you're pollinating. You're going from flower to flower, and you're helping to move the genetic material around.

And it's such a beautiful metaphor because, you know, without the butterflies, how does, you know, how do the flowers even function? How do they right? So you're you're literally you're serving the the flourishing and the the reproduction and the the genetic fitness, let's say, of, entire populations that are in a whole other kingdom, if that makes sense.

And so I love this metaphor. The reason I made those slides and thought this one through is because if you're going to move from just, you know, being a, let's say, a worker to building an affluent network and building value in that network and plugging into that network and getting referred more, that you really have to go through a paradigm shift in how you see what your function is with people and with groups.

And we have to, we have to evolve our identity, have to evolve our role, our function, our identity from I'm going to work with one person or I'm going to do a job in a company to I'm going to work with a community of people, and I'm going to make value for the community. I'm gonna be asking, how do I make value for the whole community rather than this one on one thing? And then what happens is you take, I don't know, ten or twenty percent of your time, and you earmark it in your mind for, I'm gonna be pollinating in my community.

And then from that, this great garden is going to grow, and then from that, I'm going to flourish as well.

Annie is a wonderful example of this. I talk about this story all the time. She's a very social person. Right?

She goes to any social event she can possibly get invited to. It doesn't matter if there's one person there or a million or a thousand or she just goes to every she just wants to always go to the social events. And she goes in there, and she just goes around helping everyone with their relationships. As soon as she can, she switches the conversation to relationships because that's her genius, and she just is coaching everyone and helping everyone and coaching everyone and helping everyone and connecting people and so forth.

And it's not a surprise that, you know, she always comes home and she's like, oh, I met a person who wants to do some coaching with me and, so forth, because she's in there like a butterfly just pollinating the whole community. Alright. I'm gonna pause right there. Comments, questions, thoughts in terms of the identity transformation of moving from consuming to pollinating?

Actually, I like that, the comment about Annie. It's something that it's beautiful to consider to adopt our way of seeing, you know, meetings in the world, and the more we do that, then and looking at us just assisting and helping others. Right?

And you're helping people, and then the more they get to know you as a person and see your genius, and it comes back right away. So it's a good thing to practice to, at least for me, to become specific type of a person.

Excellent. Any other comments? Thoughts?

I'll just say I love this idea, and I think I had intuited these concepts, but I hadn't heard them articulated in this way. And I appreciate the articulation, Evan. And I lead coaching groups, the conflicts that have arisen in this this last semester have been like, woah. And I I feel that that's because the universe is saying I'm ready to handle them. And I love the idea that that's just what comes with leadership. That is the territory.

And also the idea of I love this idea that the leader appoints themselves first inside their own mind.

You said something like that before about deciding to target wealthier clients, so that's just a choice. And so here, it's also a choice to step into leadership with your eyes wide open, that it will bring more tangles. And so that helps me embrace the tangles that have been arising in the in in my field, but also just the idea of so I'm building a story medicine writers community and to see that as I'm bringing in the clients, everybody, as well as the, the leaders in that community and bringing the leaders together in kind of a pod and the role, like, just to really consciously embrace it.

Thank you for the metaphor.

Yeah. And, Laura, I mean, I don't I don't know you that well yet, but we've talked several times now. And I can see that you're a really diligent, conscientious, caring person. You're really dedicated to what you're doing. You've spent a lot of years doing it, and you're, you know, you're a perfectionist, professional. Like, you really are serious about your stuff. Right?

Overly perfectionist, probably. If I took it, something lighter would be easier on me.

Yeah. And and that's great. You're a great role model for your community, and you're exactly the kind of person that we all need to wake up to their own leadership destiny, basically.

Thank you. Right? You feel the truth of it, though, right, is what I'm saying?

Yeah.

Right? Because, I mean, if if not if you're not the one that's gonna take on really being the leader and helping people through their differences, their conflicts, help the community through it, then, I mean, who is? You know?

Yeah.

Right?

Yeah. And I led a retreat here in Sedona last year, Sedona author experience, and I was kind of it was four nights, and I was kind of shocked that on night three, a conflict arose between one person just freaked out and felt like she was different, and she kind of attacked the group and walked off.

And I was just kind of surprised. And so I I'm gonna do that retreat again, and I need to be ready for that and do a little more preventive work to plant the seeds of when that if somebody feels like they're on the outs or they don't fit in because it was such an intimate group.

And the group was bonding so well, and I think that's what caused her eruption is she felt that she didn't belong, which she did, but that was her own stuff.

And just prepare the group for that more this the next time.

Excellent. So now this is the beginning of wisdom.

Right, is when you you see it coming. You know? Yeah.

It is. When when you start working with groups, you know, you really you realize, like, this whole idea of, like, one in ten people is pretty narcissistic.

That's actually the case. You know?

You you just you get people that show up that are wounded or that, you know, have some background or there's another person that's culturally different and triggers them.

Or Yeah.

You know, they're they're sometimes it's they're afraid of intimacy. They've never been with another group of people who actually want to, you know, engage with

them on a meaningful level and are threatened by it. Or yeah. There's all kinds of stuff that you deal with. The by the way, everyone, remember this too. In terms of building relationships and trust with other people, it's the breakdowns that are the opportunity. That's the leadership opportunity itself.

That's the moment when everyone's watching. Like, what's gonna happen? That person just got upset. They left.

Whatever. And then when you step in and then you make the whole thing work, that's when everyone goes, okay. Laura's the leader. Got it.

You know, she knows how to handle this.

People really pay attention to conflict. They start they go, oh, what's gonna happen next? They tune in.

That's right. I remember Stephen Covey telling a story. I mean, I haven't read this in twenty years, but it was, like, in it goes in seven habits or something. He he worked somewhere, and he was really upset with another person that worked there.

And he went to his boss, and he was like, this person's terrible, and they did this thing, and I'm very upset with them. And the boss said, you know, great. Thank you for bringing this to me. So he immediately went and got the other person and brought them into the room and sat the two of them down, and he said, okay.

Let's talk this out. Say again what you just said to me.

And he realized, like, oh, wow. Okay. This person actually wants to work things out and just change his whole idea, you know, about yeah.

Okay. Any other, comments or, or thoughts on this?

Yeah. Tracy.

Just real quick. I I was thinking of how the caterpillar already has, like, the DNA or the genetics or whatever you call it to, to grow the wings.

And so I was thinking about that with with us, like but we have to be willing to go through that transformation process to get our wings and and take flight. And I guess not everybody's willing to do it or resist it.

Most are not.

Exactly.

So, yeah, I guess it's that willingness to to go through that transformation because we all have the potential.

It's just, you know, will we go through that transformation to to get our wings and and move on? And that's that's the, I guess, the challenge I'm at right now is, like, I'm I think I've been doing the work. I just haven't taken flight yet, so looking forward to it.

Good for you. You're in the you're in the transition. You're in the transformation. You're in the chrysalis.

Yes. And, you know, with the with the butterfly, that one just keeps going deeper. Right? There are these cells that are inside of the caterpillar, and they're called imaginal cells of all wonderful And when the caterpillar wraps itself up in the cocoon, it literally melts down into like a soup.

Annie and I call it caterpillar soup.

And the imaginal cells, they stay in kind of their original form. And then it's the imaginal cells that help the whole system reorganize itself. They're like the blueprint for the caterpillar. They're like a butterfly blueprint that was inside the caterpillar, then they take over in a way. And so, yeah, you need to remember that the imaginal cells are inside of you. You have to just wrap yourself up into the

cocoon and say, I'm ready to transform, and then you've got to crawl back out and spread your wings and jump.

And you have to trust that you've got in you've got in there what it takes to make it.

Alright? You have to trust.

Yes. Thank you. Yeah.

Yeah. Great. Wonderful. Great. Okay.

Okay. So the, the thing that I would like to, give you as a an assignment and that I'd like to have you do do some prompting around here is my favorite format for networking, connecting people, generating leads is what I call a Zoom mastermind.

And a Zoom mastermind is where you get together a group of, you know, six, eight, ten people. It can be three people.

I've had a hundred on a mastermind on Zoom before.

But to start with, you know, think in terms of eight or ten people, and you bring them together to have a conversation about a topic and to literally have a mastermind on a particular topic.

The reason I like so I like the in person mastermind way better. In fact, I just had one this past weekend with, some of the top online teachers and marketers, and the in person mastermind is just unbeatable when you have people in the same room.

But the Zoom Mastermind is unbeatable when you just wanna get together for an hour ninety minutes and not all have to get on airplanes, and you want it to be free rather than costing lots and lots of money and travel time and all that other stuff.

So the Zoom Mastermind wins. It's my favorite, you know, time for money for hassle.

And so the concept is simple. It's you invite six, eight, ten people to a Zoom conversation, and you tell them that you're having a mastermind.

And you say, hey. I'd like to invite you to a mastermind that I'm gonna have next week on Zoom.

Would you be interested in coming?

And then when people come, it's a very simple format.

Each person has a share. K? So each person shares something with the group, and then each person can ask a question of the group.

Alright? So let's say that, you were going to get a Zoom mastermind together on health and fitness. You know? Let's say that your topic was health fitness, and you said, you know, longevity seems to be an interesting topic. And so you reach out to ten people in your network who you think are the kinds of people you'd like to have as clients, the kinds of people that might be connected to those you'd like to have as clients, and you say, hey, Tracy. You know, it's Evan. I'm having a little mastermind next week on Zoom where I'm inviting some friends, and we're going to discuss longevity.

And I think that you'd really get a lot out of this mastermind. Would you like to come? It's gonna be Thursday night at seven.

K? And that's it. And then when Tracy writes back and says, yeah. Then that sounds really interesting. You know? Send me more details.

And I say, great. You know? It's gonna be, you know, at seven PM. It's gonna be ninety minutes. I'm inviting some, you know, friends who know a lot about this, and I just think, you know, we're just gonna get together and hang out and talk you know, how to live longer.

K? That's the spirit of the whole thing.

Evan, I have a question. So Go ahead. Obviously, since this is my topic now. So when you said you you contact people that could be your clients, that seem like totally different than inviting people that are already experts and has brainstorming on the topic.

So do you What you're looking for is people that would be aspirational for you to have in your network to, you know, to have connection with more, and in particular, that they would know lots of people who would be good prospective clients.

Because the conversation, if I pick people that are interested in the topic, I can see how I may end up being the actual mentor and a coach and not so much of a mastermind because I may know more than most of them. And it feels like I've I've never done it. I've never done it, but it feels like it may not be, like, aligned properly, if you know what I mean.

Well, so I here's what I'm gonna say, though, is the the topic that you pick is designed to be of value to the group.

Okay.

So in other words, you wanna think through, like, what's a mastermind? I've been having lots of AI masterminds lately because that's just up for lots of people. Right? And it's pretty easy one to get together. I mean, it's probably the thing that I would say for everybody here.

If you do that, if you just kind of invite some people and say, hey. Getting an AI mastermind together, or it could be AI plus a topic. Like, hey. I'm getting a mastermind together next week, you know, on AI and recruiting or AI and health or AI and finding a romantic partner or whatever the topic is.

Right? I'm making that one up. I'm gonna give you some ideas here for, you know, how to how to figure out the topic.

Is it safe to say that then if I organize it that way, then a lot obviously, there'll be a lot of input from them, but it seems like there will be a lot of questions on their side, and it's gonna be only one way direction.

Like, I'm gonna be answering, and I'll be kinda, you know, educating them on the topic the way I'm Well, you have to pick a topic where they would have something to say.

Okay. Well, earlier you said if you if you pick a topic as a longevity, and if I pick people that could possibly meet my clients, then, obviously, there's a lot of, you know, differences in the knowledge.

Yeah. I just I just use longevity as a general idea that's something that most people are interested in. You the topic itself, you wanna pick something that you believe that all of the people in your network would wanna come to.

Got it.

I don't care what the topic is.

Sure. Could it be also this, like, the longevity, pick experts in the area or, you know, not only local area, but people that are on my level or the intention is something else?

Yeah. Yeah. Yeah. People on your level or above.

Okay.

Yeah. Exactly. So here's what I wanna do. I wanna ask everyone here. I want you to make a list of ten people and just kind of let your do a little free association here.

But who are ten people that you know that you would love to get together that you could get into a Zoom mastermind if you're physically in a location, you know, where like, Jim, you guys were talking about potentially getting people in your house because you live in Sedona. Right? This could be a physical location as well. But I'm just saying for most people, this is gonna be Zoom.

But think of ten people who you could get together on a topic, and then what would the topic be that would unite those ten people, right, that all of them would be interested in learning about, and they'd each probably have something to say. And it's gonna be something that's gonna be an intersection that's going to be unique to you and related in some way to your niche, expertise, etcetera.

Got it? Everybody understand what to do here?

Okay. Brainstorm right now. We're gonna do, like, a three minute sprint. See if you can list ten people.

And I know that you're going somewhere with this. Just curious, what is the main intention for that? I know you mentioned earlier that invite people that possibly can bring clients or maybe be clients. But what's the main intention of creating the mastermind?

Well, one is to just build the skill of doing it. Because the more you do this, the more you just become the one that is convening the group, the more you become a leader in general in your community.

And then the other one is to get better and better at convening groups that are of people that you could do partnerships with, of people that have relationships to the kinds of people who would make for good clients, where you could speak, you could share, you could trade professional services. You could introduce them to the rest of your community. In other words, in an ideal world, Hursto, you know, you've got a great accountant as part of your group, and you all you introduce everyone in the community to them as an accountant, and you've got a great, you know, local dry cleaner. I'm just making this up. And you tell everyone in the community about the local dry cleaner, And then the accountant tells everyone in

their community about your gym, and the dry cleaner tells every like, in an ideal world, you you just become the place to go for for what you do, and you also are helping everyone else.

The networker. In other words, the same thing that we have. Yeah.

Yeah. Alright, folks. And then I'm gonna put a new prompt here.

K? That's that's going to be for generating ideas for the topic of your mastermind.

Okay? And the concept is to tell the generative AI, like, Claude, for example, about these ten people a little bit, and you can just say, you know, whatever. One of them's an accountant, or you can say this one wrote a book about this topic, or this person's a teacher at the local university, and here's what they teach on. Right?

You put a little bit about the the people in there, and then what it can do is it can say, hey. Here are some ideas for a mastermind that would be kind of at that Venn diagram intersection of your folks and your product or service. That's the key. That's why we wanna connect up avatar doc, product doc, you know, style doc, that kind of thing, so that it gets a sense of the end game, but also kinda your values and your style.

Alright? So I want you to take this, do some prompting for about maybe fifteen minutes or so, and then share with the others in your group what you came up with and do a little workshopping to see if you can come up with a topic to actually have a mastermind that would be really useful.

For extra credit, you can add AI to the topics and say, I'd like it to be AI plus something because, again, AI is a hot topic, and I think if you can start being a thought leader in AI, that that's a real advantage.

Okay. Good?

Does everybody understand the exercise?

Okay. Excellent. Alright. I'm gonna put you into breakout groups. If you're not going to do this, please drop off right now so that everyone has partners.

K? So I'm gonna put you in a breakout group, and, again, highly recommend you do this exercise.

I will call you back at a few minutes to the top of the hour. Alright. Have a great breakthrough room. I'll see you back.

Okay. Cool. How did you do? Someone can bravely speak. Talk to me, Joe.

Okay. I I I I came up so Claude gave me ideas.

I I focused on on my my local practice, which is, like like, one tenth of what I'm doing, but it was a good topic to focus on. And it it gave me it I and and I was naturally drawn to other health practitioners in the area, whether they were holistic, anything from dentists to veterinarians to yeah. You name it.

Excellent.

And the the the major idea that that Claude came up and suggested for me was focuses around building practices. How how do we intelligently refer create a referral network among ourselves? And so how do we know how you know, feel comfortable referring without it being a transactional thing?

And and then the the the second major thing that was helpful for me was, okay. Build this around the tourist industry. And, you know, how do you the the the there's there's groups here that do psychic readings and massage and all kinds of, you know, kind of spa related, you know, people coming here for a health a health reboot. Yeah. And and and so those were those were the major suggestions that it it came up with me.

So I love the idea of doing a practice building mastermind for all of the local businesses.

I mean, isn't that a great idea?

Say more.

Well, name three off the top of your head that have practices locally that are different from yours, but, you know, you could also connect with in some way.

Dentists. That's that's that's one of things.

Dentist friend?

Yes. Great. Yeah. Yeah. Yeah. They're not as much of a friend as I'd like.

Okay. Great. You call up a dentist friend, and you say what's what's their name?

Pejman, and I forget the last name.

What's the name?

Pejman, first name. Pejman? Yeah. Pejman, p e j m a n. Pejman.

Okay.

Pejman.

You call up Pejman. You say, hey, Pejman. How's it going? It's Jim.

And you get Pedgemont on the phone. Right? Hey, Pedgemont. You know, send a text. Hey, Pedgemont.

You got a couple minutes? I wanna I wanna invite you to something. Great. Pedgemont gets on.

Go, hey. Hey, Pedgemont.

I'm gonna have a mastermind over at my place or on Zoom, you know, next Friday night, and I'm gonna get some of my friends together who all have practices here in the local area.

And we're gonna do a practice building mastermind where we're all gonna share ideas for getting more clients and growing our businesses.

Would you like to come?

Pedgemont says, yeah, Jim. That sounds great. Or, you know, I can't make it, but most of them are gonna say, that sounds great. Okay?

And then you say, okay. Cool. And then you also say, Pegmon, who do you know? Could you bring a couple of other business owners along so that we can all network?

I'm gonna bring a bunch of my friends.

I like that.

If we all bring some other business owners locally here, right, we can all meet each other, and we can all help each other build our practices. Who else do you know? And then you shut up, and you wait till Pagemont goes, yeah. I could bring the flower shop owner, my friend, whatever. And then you go, okay. Cool.

You wanna call them? You wanna send an intro to me? I can invite them. What do you wanna do? Okay. Cool. Who else do you know?

Well, you know, I know the guy that owns the tire shop down the road, and he'd be really good because he's good at AI or whatever. And you're okay. Cool. Anyone else?

Right? If they if Pedgemont says, I don't really know if I know anyone else, you go, okay. Cool. Well, if you think of someone, bring them. But the key, everyone, is if you ask people to think of people specifically, they will much more likely.

Right? Because, look, you're having a great thing. It's a great service. You know? And then you call up all the other ones you can think of, and you ask them to bring a few people. And the next thing you know, you could have a great mastermind.

And, generally, it becomes this is the kind of service I offer, and this is how I can support your clients.

What do you mean?

So so the the thing I would wanna know from each person is, what do you do, and how can you support the people I that I work with?

Well And or or or You're one you're literally.

Right? What you wanna know first is, would they make a great mastermind member that would add a lot of value to a mastermind?

Right? In an ideal world, what you're doing is you wanna build this mastermind. I mean, don't if I were you, and, again, we're talking about doing it locally for you potentially, but I'd wanna have, like, thirty or forty or fifty business owners showing up at my house once a month or once a quarter or once every so often who are all great smart business people who have great clienteles that just happen to have overlap with mine. And then over that time, you're going to be building relationship with them so that they just start sending everyone to you.

You're building the community, then you're teaching the community how to refer the business to you.

Or to each other. Yeah.

Well, building the community means the the to each other thing. Yeah. Yeah. Yeah. I just had a mastermind, by the way, this weekend with a bunch of the top Internet teachers and marketers in it. And for the first day, everyone has shares. They all share strategies they're using that are growing their business right now.

Yeah.

Then for the second day, everyone does hot seats. And so they bring their biggest challenge or problem or opportunity, and then everyone brainstorms on that.

K? So for me, because I was part of the mastermind, at the end, I waited until everybody went, and I went at the very end of the day two of the last one.

And guess what I brought to the group?

What? AI. How do we grow this group, and who needs to be here?

Yeah. You see, if you do a good job, right, growing your community, then it's natural for you to just say, hey, everyone. How do we grow this community? Or, hey, folks. You know, how could you help refer some business, you know, my way? And then everybody got an amazing experience, and they're like they the whole group would love to brainstorm on how to help you when you help the group.

Yeah. And that's the leader position. You know, how do we grow the group?

Yeah. So it starts with invite some people. Ask everyone to invite their friends. Then it goes to helping them grow like, you you know, each of them is bringing great presentations.

You're the one that's walking around socially introducing everyone to each other. Because now you got thirty people in the room who you know, but they don't know each other, and you're just playing concentration as much as possible. Hey. You come meet you.

Here's why. Hey. You two need to talk, and you just meet so that everybody that comes meets three or four new people.

Right? And then you just kind of keep doing that because what what you're looking for is you're looking for everyone to find a friend and everyone to find someone that they can work with in business in some way.

And once everyone finds a friend and everyone finds someone that they could work with in business some way, now they're hooked. Now they're like, oh, this is where it's at. This is where the party's at. This is where it's happening.

This is where cool people are meeting. Right? This is where the action is. And at that point, you can start doing things like, asking everyone in the group, what topics are you most interested in in growing your business right now?

And then you, you know, everyone comes back and says, well, we're trying to find you know? I don't know. Everybody says we're trying to hire good front office people who, you know, can greet people or whatever. And then you say, okay.

Cool. Does anyone know how to hire good front office people who can greet people? And someone in the group will say, oh, yeah. Yeah.

I'm great at that. And you say, cool. Will you talk next time? The thing. So you figure out what the needs are of the group, and then you find someone in the group that meets those needs.

Yeah. Yeah.

Does that make sense?

Makes sense to me.

Yep. This is how you become a community leader, you know, because you're you're you become the horticulturist. You become the gardener of the group. And

then the use of AI is to help you find all the intersections of interests, of needs, of language, of how to communicate, of how to add value to the to the group. Alright.

So I want to recommend to everyone that you set up a mastermind. Zoom is my first recommendation in person, if you can do it, and it makes sense like you, Jim. But for most of us, it's gonna be Zoom.

And just go invite ten people who you think could come and add value to each other on a good common topic.

I recommend things like growth, longevity, AI, the future of technology, you know, things that are hiring people, things that are growth oriented that all of the folks in your community who would be good potential long term partners would be interested in?

So, Evan, for this one is Evan, actually, go go ahead, because we have not heard from you.

Go ahead, Evan.

Okay. Thank you. Just real quick, in my mind, do you have a list of some general working agreements for the group, like confidentiality, that type thing?

Or do I don't usually find that anybody cares about that stuff these days.

Okay.

You know?

If you're gonna have a long term group and people are gonna become members, you may wanna say, hey. We're gonna have some confidentiality here. But most people are willing to come to a get together. Like, what would be the topic that you might potentially do a mastermind on?

Well, I I was starting I am going to play with conflict because I really like that. Everybody you are right. Everybody can including me, can use some tips on handling conflict better. And if you wanna create a place to practice with each other, I mean, there's gotta be some building in some safe psychological safety in the group.

Got it.

A a mastermind on conflict, that's a creative one.

That's a interesting intersection.

I'm thinking, though, if you're gonna build an affluent client network, you may want to do it around a topic that is more growth, success, grow your business, grow your health, grow your relationships, and maybe conflict is a little bit more of a specialized thing.

Okay.

That's my thought. Because you wanna make something where people wanna keep coming back. Yeah. Sure. You know? And I I really love conflict as far as leadership, but I would probably keep that for not for the main theme of your growth mastermind.

Okay. Got it. Thank you.

Christo, what was your question?

Yeah. So as far as the topic, I think there's a little maybe conflict there. So if I pick a let's say, I know you gave us different examples, but if I pick a topic of health, anything about health, then that may change who I'm reaching out to. I'm very familiar with building joint ventures and strategic alliances with local businesses like insurance brokers and Yeah. Like, cleaners and stuff like that. But if I bring them, that may that may change the topic.

It may not be like health topics all the time because different I wouldn't do health if I were you.

Got it.

I would do growing your business.

Yeah. That makes sense then.

And invite them all over to the gym.

And then after a few meetings, that's when you start really saying, like, hey. You know?

Now how can we JV in some way?

The topic should be something that most businesses or if not all will be interested in, which is growth. Let's just leave that.

It's the commonality of the people that you want to invite, what their main interest is.

Makes sense now.

Yeah. Yeah. Yeah. Yeah.

Alright, folks. Get a mastermind on the on the agenda. Do it in, you know, two to four weeks. Go to work on this, and be the one that convenes the thinkers and the influencers and the thought leaders.

You be the one that convenes and just keep developing the practice and the skill of getting them together. Right? That's why you're doing it. You're just practicing.

You're just developing the skill. This becomes more and more valuable as you scale up. Alright?

Alright. Good work, everyone. Go do a mastermind.

Ask a question. Where are the replays for this course?

I looked under Say say again.

Where are the replays? Like, last week and this like, it will be continually.

Kim, do we have the replays up of this, new group yet?

Joe's working on it, but I can send the Wistia link if they wanna just email on me over.

Candy, the replays. And, guys, we're we'll have this, by the end of the week. We'll have the place where all the replays are.

Cool?

I have another question. Last week, you mentioned your your previous program, Nexus. I could not find it in the, platinum mastermind.

Kim, can you get Jim the Nexus program?

I will direct him to where it's at.

Thank you, Kim.

You're welcome.

Alright. Great work, guys. I will see you soon.

Bye bye.

Alright. Take care.

