



The 5 Pillars of Passionate Productivity **Blue Ocean Business Mastermind Workshops**

The WHY of the Business Mastermind

According to a Dun & Bradstreet and INC Magazine study:

- 33% of new businesses fail within 3 months
- 50% fail within 2 years
- Over 60% of registered new businesses fail within 3 years
- Of the 40% remaining, only 40% are profitable at 5 years. (16%)
- Only 5% ever reach \$1 million in annual sales.
- Only 5% of those reach \$5 million in annual sales.
- Of those who reach \$5M, only 2% get to \$10 million.

How do you like those odds? Would it therefore make sense to do everything in your power to study, research, plan, and carefully orchestrate your business launch and development process in line with what the successful entrepreneurs do? That is the essence of the 5 Pillars Mastermind Series – we will help you master and execute the key elements of business growth, development and success. There IS business to be had – you simply must know how to go about finding it, seizing it, growing and sustaining it with purpose, passion and persistence.

Top Reasons Why New Businesses Fail

1. No Business Plan - except maybe the one you gave the bank
2. Under Funded - Over optimism about expected income
3. Lack of Operating Goals and Clear Objectives
4. Failure to Measure and Track Goals and Objectives
5. Failure to Pay Attention to Cash Flow
6. Failure to Understand the Industry or the Target Customer
7. No Differentiation - Another “Me Too” Business
8. Poor Marketing Programs- Failure to Attract Ideal Clients
9. Underestimating the Competition
10. Not Cost Competitive - Failure to offer optimum price points
11. Lack of Attention to Accounts Receivable
12. Poor People Management & Team building

The Mastermind Principles

In a Master Mind group, the harmonious energy of the individuals connects, creating a powerful synergy (The “Master Mind”) used to brainstorm/problem solve and create powerful solutions that can only come from the power of group collaboration. In other words, the sum of the power of the group is greater than its individuals. It is literally a meeting of minds and mind chemistry for harmoniously pursuing common goals. It differs from teamwork in that each member must be passionately committed to the same goals, beyond standard teamwork or dedication to a particular agenda or leader.

Power is organized knowledge, expressed through intelligent efforts, including massive action. In order to be organized, teams must coordinate their knowledge in a spirit of harmony. Many business failures can be attributed to a lack of such organization and harmony.

Masters of the Mastermind

Steven Covey, *The 7 Habits*: As an “interdependent” person, I have access through the Mastermind, to the vast resources and potential of other human beings.

Jack Canfield: I was in a mastermind for years with fellow millionaires - the shift happened when we invited a billionaire.

Seek the council of men who will tell you the truth about yourself, even if it hurts to hear it. Mere commendation will not bring the proof you need.” Napoleon Hill defined and developing the Mastermind process in the 1920’s with a clarity and vision far beyond his time. Some of the most brilliant minds of this century were among his original “recruits” including Dale Carnegie, Henry Ford, Luther Burbank, Thomas Edison, Alexander Graham Bell, presidents and princes of industry. Since then, many icons of success, both famous and not so famous, have attested to the power of a dynamic, ongoing mastermind group in achieving success beyond their dreams. Steve Covey, Tony Robbins, Jack Canfield, Bob Proctor and nearly every business Guru y is believer and student of the mastermind process. Yet, this powerful, proven process, and the accountability process it creates remains one of the least known, most affordable and under-utilized business tool today.