

Pilot 1

Andrea Finlay (bike shop) - Kari (ACCEPTED)
Rodica Nisly (coffee shop) - Joel (ACCEPTED)
Joel Higgins (chiropractic) - Shane (ACCEPTED)
Stephen Brown (electrician) - Shane (ACCEPTED)
Abby Stockebrand (consultant) - Joel (ACCEPTED)
Jason McCool (real estate) - Kari (ACCEPTED)

Sample invitation

Hi x,

Stemming from our experience in the Heartland Together program last month, a group of us are developing a pilot of a Business Mastermind. The purpose of the mastermind is to reduce the sense of isolation for entrepreneurs and support individuals as they navigate business decisions and choose among competing values. Basically, we want to create a structure that will provide support in a safe, connected, and trustworthy way.

We'd like to invite you to be part of the pilot, which would be a commitment of two evenings with five other similar-stage entrepreneurs. The first will be Monday, January 22 from 5:30-8pm, including dinner (location TBD). The second session will be set by the group that night.

How does this sound? Let me know if you're in!

Outline for initial meeting of Mastermind up

1. Opening and Intro (5:30-5:40)-Kari
 - a. Context (Heartland Together Experiment - Building a robust support system for entrepreneurs)
 - b. Purpose - reduce the sense of isolation for entrepreneurs and support individuals as they navigate business decisions and choose among competing values
 - c. Role of Facilitation Team (Convene the group and provide facilitation for the first two meetings)
 - d. Norms:
 - i. It's Vegas, baby! What happens in this room stays in this room—if this will be effective in actually supporting and connecting us to each other, trust in the process and in each other is absolutely essential.
 - ii. If you have everything together personally and in your business; you're in the wrong room. If you actually do, good for you! You don't need this. If, like most entrepreneurs, it feels like you're making it up every day, shielding yourself behind the veneer of "It's fine" will keep you from making progress and won't be helpful to the rest of the group. We share many common challenges, and it will be most effective for you and the group if you show up authentically and willing to be vulnerable.

- iii. Give more than you expect (Dare you to give more than you feel like you receive—The more you invest in others the more you'll receive for yourself)
 - iv. We're playing the Infinite Game (Simon Sinek). There can be more than one winner, the rules aren't always clear, and it keeps going even after we quit playing.
- 2. Participant Intros (5:40-6:25—45 minutes—Includes the facilitation team going first to model vulnerability)
 - a. 5 minutes each to share
 - i. Name and business (1 min or less to talk about specifics of the business or industry)
 - ii. What is one thing you want us to know about you?
 - iii. What is one thing you don't want us to know about you?
 - iv. Why did you choose business ownership?
 - v. What is a big goal or challenge you're needing to make progress on by the end of this year?
- 3. Eat Dinner (6:25-7:00)
 - a. Free conversation with facilitation team asking coach-like questions to keep the group in curious spaces rather than sharing expertise.
- 4. MasterMind Designing Next Progress Steps (7:00-7:36) (Shane)
 - a. Five minute segments for each entrepreneur
 - i. Entrepreneur shares again the big goal or challenge they want to make progress on.
 - ii. (4 minutes) Get as many potential interpretations or action steps in the room as possible.
 - 1. Action steps should be reasonably actionable in the next four weeks.
 - 2. Get half-baked ideas in the room—throw ideas on the wall and see if anything sticks.
 - 3. You don't have to believe that it's the correct interpretation or best course of action before you share it.
 - iii. One of the facilitation team (Joel) will record the interpretations and potential action steps so that the Entrepreneur can just sit and listen.
 - iv. Entrepreneur reflects for two minutes about helpful interpretations they will rent, and choose one action step they heard or thought about that they will implement before the next meeting.
- 5. Set date for next meeting
 - a. Kari will reserve the same room and make arrangements for paying for the meal (assuming the date chosen is available)
 - b. Kari will email assessments of this first meeting to you to be completed.
 - c. At least a week prior to the next meeting, the facilitation team will email out a facilitation guide for that meeting, but will not be present.
 - d. The experiment is officially finished after the second meeting and completed assessment (due shortly after the meeting so we can report on our experiment),

but the future of the group is entirely up to the group and you are welcome to continue meeting as long as you wish. The facilitation team will be happy to help you bring design and structure to that if that's helpful.

- e. Next Meeting February 19th, 2024. Airport room 5:30