



ACCOUNTABILITY GROUP MASTERY

Implementation Guide - BONUS MODULE

"REGULAR USE OF GROUP MASTERMIND MEETINGS WAS ONE OF THE MOST POWERFUL THINGS THAT I PRACTICED DILIGENTLY IN MY BUSINESS CAREER."

- MR. ANDREW CARNEGIE, THE 1ST BILLIONAIRE

In the accompanying Bonus Module video, you learned how Patrick and Rick have used their accountability group to leverage their time and success, both personally and professionally. This bonus Implementation Guide will give you the necessary information to start your own group, and have it operate at peak capacity. If you are already in a group, this document may give you needed information to jump your group to the next level.

In addition to downloading this Implementation Guide, please be sure to download the additional materials. These materials will be referenced later in this guide.

EXERCISE ONE:

The first and only exercise of this module is simply to study its contents, then have a call with your existing accountability group, or your new accountability group, to review the information, to get everyone on the same page.

OVERVIEW:

A significant benefit of being involved in Business Finishing School is the option to participate in an accountability group with like-minded learners. The fact that you all have agreed to be in this program, means that some of the weeding out process has begun. Being in a group of people who have a similar "drive to be the best" is a great first step.

This process truly separates the extraordinary people from the great people. It is a big and important commitment, in that your life gets built around your weekly accountability meetings. We believe that the mindset is: "I never miss my meeting!" This is what we've personally embraced, and it's worked wonders for us.



We model our process in part after a weekly group that has met for over 34 years. Each of them has created an extraordinary life (including 2 billionaires) and they all attribute their lifelong success to their “ritualized” Wednesday morning meetings.

You must understand that these meetings are not just about business, they are about your whole life. This weekly rhythm will maximize your potential while building deep bonds with important friends and colleagues.

“THE SUCCESS OF EACH INDIVIDUAL OF AN ACCOUNTABILITY GROUP WILL DEFAULT TO THE MOST SUCCESSFUL PERSON IN THE GROUP. THIS IS THE POWER OF THESE TYPES OF GROUPS.”

– RICK SAPIO, CO-FOUNDER OF BUSINESS FINISHING SCHOOL

PREMISE:

We believe that the commitment to being routinely accountable to a group of trusted friends and advisors creates focus, progress and results.

GROUND RULES:

- **Groups rhythms.** Groups need to meet on the phone, at the same date and time, every week. It should be a VERY rare occurrence where a member of the group misses. Groups like this are started all the time, but rarely do they work long-term because the participants don't take it seriously enough. If someone is missing frequently, they should be asked to drop from the group and perhaps rejoin when they can properly commit.
- **Confidentiality.** There is a no-nonsense ‘code of silence’ around these calls. They can only work when each participant feels 100% safe and can be vulnerable when necessary. All sense of self-importance is left at the door. Each group member is committed to the others in the best way they know how. All give 100%. All get 100%. NOTHING that is shared in these meetings may be shared outside without explicit permission. This even goes for communication with spouses as well.
- **Group size.** The ideal group is around 5 people. They may go as high as 8 or 9, but through attrition, they may shrink to 5 or 6 members.
- **Group Leader.** Each group must designate a leader. This needs to be the most thorough, organized, dedicated and the most responsive member of the group. This person will need to be the “go to” person of the group. They also need to be the person responsible for asking new participants to join the group, and asking uncommitted members to leave the group.



- **Group Moderator.** Each week, a different person needs to moderate the call. The Group Leader is responsible for creating the long-term schedule of who will Moderate each call. It is best to simply alternate from one member to the next each week, and continue that cycle.
- **Length of call.** The group should make the final decision on the length of the call, but what is suggested is a fixed, 90-minute call each week.
- **Time of call.** It is best to do the accountability calls very early in the morning. Rick is involved in one accountability group that meets at 4:00am PST (7:00am EST). The reason is that the group involves members that are in multiple time zones. Doing these calls early in the morning allows for a minimal amount of distractions and scheduling conflicts, and a maximum amount of focus.
- **Minimizing small talk.** It is critical that everyone gets right down to business and that small talk is kept to a minimum.

STRUCTURE OF CALLS:

As we have learned from Rick Sapio and Business Finishing School, rhythms and rituals are key to success. This especially applies here. The rhythm for the calls is weekly. The recommended rituals are as follows:

- Soon after the formation of the group, all members should complete and present “The Lifeline Exercise.” There may only be enough time for one member to present their Lifeline, so it may take several weeks for all members to complete this exercise. If a new member joins, they should present their Lifeline for the rest of the group. -Please reference “The Lifeline Exercise” template.
- Each call should start with a check-in. This should be timed by the leader and take no more than 3 minutes per person (but this depends on your group’s specific rules).

Each individual a check-in is comprised of:

- 1) Review your personal and business challenges for the prior week (what was bad).
- 2) Review your personal and business opportunities for the prior week (what was good).
- 3) Quick update/review of your 5 quarterly personal objectives and 5 quarterly business objectives (see below Rhythmic Agendas for more details).

Once everyone has checked in, then go into whatever topic that your moderator and/or Leader has planned that day.

Note: Always come to the calls prepared!



RHYTHMIC AGENDAS:

1) At the beginning of each year, each person emails and presents their annual objectives consisting of 10 personal objectives and 10 business objectives. All goals should be S.M.A.R.T. (specific, measurable, attainable, realistic, and tangible). You may also consider that each goal has both a numeric result and an associated habit, i.e., I want to lose 20 pounds therefore I will work out 5 days per week with a trainer. We have found that virtually ALL goals can (and should) have both components. -Please reference the "Accountability Group Goals" template for this exercise. consisting of 10 personal objectives and 10 business objectives. All goals should be S.M.A.R.T. (specific, measurable, attainable, realistic, and tangible). You may also consider that each goal has both a numeric result and an associated habit, i.e., I want to lose 20 pounds therefore I will work out 5 days per week with a trainer. We have found that virtually ALL goals can (and should) have both components. -Please reference the "Accountability Group Goals" template for this exercise.

2) At the beginning of each quarter each person presents their 5 personal and 5 business objectives for the quarter. These objectives should serve toward the accomplishment of the annual objectives.

3) At the end of each year each person should complete the "Remembering and Creating Exercise". – Please reference the "Remembering and Creating Exercise" template.

OTHER SUGGESTED CALL AGENDAS:

Your group may decide do a review of the 12 Foundational Principles of Business from Business Finishing School over the course of 12 weeks. You can create exercises, or do specific exercises from the modules. You can review important questions, for example:

If you could have a moment in time from your past back to do something differently due to regret, what would it be and what would you change?

In other words, instead of discussing what we are most proud of, what did we do that we are NOT proud of... and/or - what opportunity did we miss that we regret? Topics should have identifiable consequence in our life. This is a chance to deepen our trust as we might here reveal things we don't usually tell people. Make sure you consider and are ready to answer the question: how has this experience impacted you or shaped who you are today? And: to fix the regret, what would you do if you could turn back time, or what have you done since to compensate for it? Do you still carry guilt over it?

At times, something may come up where someone has a critical challenge and the group decides to break from the agenda for that call and focus exclusively on that important issue. These can be the most powerful meetings of all. One example of this, is that during check-in, we hear of some of the extraordinary challenges of one of our group members (who are basically our family members). At that moment, someone can suggest, "Let's table our agenda this week and go to work on helping that group member on this issue." This is when the power of the group shines.



Your group may decide to take the last 5 minutes of each call to review a great “best practice” that one of the members wants to share. This could be anything from a new workout, to a new diet, to a date idea with your spouse, to a business idea or piece of software. These ideas – to be effective – need to be in the frame of “good for the whole” ideas.

Your group may also want to consider ending each call with one sentence each on how each person is feeling, or how they will embark on their day, as an “official close” to the call.

The “Accountability Group Process” is an organic process and the word ‘process’ needs to be emphasized. It is a marathon, not a sprint. Don’t be in too much of a hurry, but be in this process for a couple of years and you will see what kind of magic it brings. Also, be creative. This document is simply a guideline. Add your own genius to the process, and when you do something new and great, share it with the rest of us!

ACCOUNTABILITY GROUP QUICK TIPS:

- Meet by phone each week, on the same day, at the same time.
- Start early so that it won’t interfere with your personal or business life.
- Use a free conference call service.
- Be sure that all members have a calendar reminder the evening before each call and a weekly calendar entry with the dial-in numbers.
- Suggested duration is 90 minutes per call.
- Have one group leader.
- Have the leader create a document listing the annual schedule and the moderator for each call. Simply rotate from moderator to moderator weekly. Moderators discuss any topic they want, and it is helpful if they email it out in advance (especially if it requires “homework”).

REFERENCED BOOKS TO LEARN MORE ABOUT CONCEPTS IN THIS MODULE:

1. Think and Grow Rich, by Napoleon Hill (specifically the reference in the book about regular meetings with mastermind groups.)