



Member Mastermind Target – Challenge – Opportunity Worksheet

As a Member Mastermind, you have the unique opportunity to seek input from the group on what's most important to you. There should be *very little prep time* required and nothing to fear. Most of your time is allocated to your fellow Members so they can offer advice, connections, and solutions.

The primary objective of your group is to provide the foundation for *high-level collaboration*.

This worksheet is to make it simple to decide if you are going to choose to discuss a Target, Challenge or Opportunity. The first 2 minutes tell us about your chosen TCO. The next 3 minutes is for clarification questions. The remaining 15 minutes will be Chair moderated input from your fellow group Members. You are asked to remain silent so you can find the key takeaways from listening to the group's comments and suggestions.

There are *no sales presentations*, PowerPoints, political or religious topics.

TARGETS – Who are you working with? How can we help you to find more of your ideal clients?

Explain your ideal client.

Industry Sector:

Size:

Contact within the company:

What help do you need from the group?

CHALLENGES – What do you need help with?

What is your challenge or question to the Group?

What do you think is the solution?

What is your "ask" of the group?

OPPORTUNITIES & INFORMATION – What is changing in your industry that is creating an opportunity?

Define the Opportunity?

What actions are needed to capitalize on the opportunity?

How can your fellow Members help you to take advantage of the opportunity?