

PURSUE

Pursuit Groups & 1:1 Coaching



*When you have accountability to specific people at a specific time, you increase your chance of success by 95%.**

*Statistic taken from a study by The American Society of Training and Development.

WHY PURSUIT GROUPS?

You know that achieving a dream is hard.

You jumped into this thing because you thought it would bring freedom and fulfillment to your passion. But what you've discovered is that, too often, it's harder than the day job you left behind.

To make matters worse, you're not doing it in a vacuum. You're going rogue in an unprecedented time in history. We're living in a hyper-plugged-in cultural moment that has serious implications.

Think about it: Isn't it weird that we have access to unlimited content (often for free), yet implementing that amazing content rarely happens? And, how is it that we feel more connected than ever and so far from real humans at the same time?

It's tempting to think this is just the way it is. Zombie driving and digital loneliness. There is a better way, friends. But, it's not going to happen on its own.

Pursuit Groups are inspired by the mastermind groups concept but updated for the digital world. They're a personal support system that knows you, cares about you and helps you make really good decisions. They provide fierce accountability that gives you the boost you crave to build the business you've been dreaming about from the beginning.

Sound like something you're craving? Read on. This might just be the turning point you're looking for.

GETTING STARTED:

IT ALL BEGINS IN YOUR HEAD

Author and researcher, Carol Dweck, says there are two types of people in the world: those with a fixed mindset and those with a growth mindset. A fixed mindset assumes that things are as they are. A growth mindset believes that things are as they are, up until now. The difference is the latter lives with a sense of possibility for something new. The former don't have that burden. They'd rather be right about the fact that destiny has predetermined their fate.

At TMYD, we believe wholeheartedly that a growth mindset is mandatory for success and we're regularly fighting against giving into the enemy of a fixed mindset.

HOT SEAT MODEL

The hot seat model is designed so that at each group meeting, one member is in the "hot seat". That person comes ready with a problem they need solved or a job to be done. The smart participants share what they're trying to solve for, along with any material that would be helpful to read ahead of time.

WHEN IT'S YOUR TURN IN THE HOT SEAT:

- Come prepared with a problem to solve or job to be done.
- Clearly articulate that problem or your desired outcome to your group.

WHEN YOU'RE LISTENING TO THE PERSON IN THE HOT SEAT:

- Show up and be present the way you want the group to show up for you.
- Listen for where the hot seat member is resisting something and question it.
- Listen for specificity and concrete measurables. If they can't measure it, they won't know if they've achieved their goal.
- Above all, exercise neutrality, curiosity and generosity.

GROUND RULES

This group framework is successful when everyone understands and operates within the same set of ground rules. These set expectations and give you the tools to show up for one another in a powerful way.

1. Confidentiality is key

What's said in the group, stays in the group. When you can trust that your group is a safe place, it increases vulnerability in a way that affects change significantly.

2. Commitment to Yourself

Commit to the pursuit of your dreams by coming prepared and present to every session. It's what you and your fellow dreamers deserve.

3. Respect your group's time

Respect one another by showing up on time and ending on time.

4. Keep your word

When you break your word, own it for what it is. Ask for forgiveness. A broken commitment (no matter how small - like not showing up on time) is often a cry for help.

5. Make requests

Do you have a need? Are you looking for a solution to a problem and want feedback? Do you want to re-negotiate a commitment? Make a request.

6. When in the seat: help them, help you

Be open, honest and straightforward. A clear, alternative perspective from a friend who has your back (especially when it's uncomfortable) can be an incredible gift if you decide to receive it that way.

7. When with the seat: listen first & look for resource

Listen to the actual words they use to describe their situation or problem. Ask, "What I'm hearing you say is 'this' - am I hearing you correctly?" Look for resource they can't see. Your questions and perspective, even if it feels obvious to you, may open up possibilities that person couldn't see before.

8. Respect the seat, bring the heat

When you want to share something, check your intentions first. Are you giving neutral feedback or wanting to fix something that's not yours to fix? Extend the same grace and fierceness toward the person in the hot seat as you will want extended to you.