

### What Is a Mastermind Alliance?

I think that these four statements from “Think and Grow Rich” chapter 10 best summarize Napoleon Hill’s concept of the mastermind alliance:

1. **A mastermind alliance is the “coordination of knowledge and effort, in a spirit of harmony, between two or more people, for the attainment of a definite purpose.”**
2. **“No two minds ever come together without, thereby, creating a third, invisible, intangible force which may be likened to a third mind.”**
3. **“When a group of individual brains are coordinated and function in harmony, the increased energy created through that alliance, becomes available to every individual brain in the group.”**
4. **“When two or more people coordinate in a spirit of HARMONY, and work toward a definite objective, they place themselves in position, through that alliance, to absorb power directly from the great universal storehouse of Infinite Intelligence.”**

I believe that the principle of the mastermind is a natural law. So it is possible for people to stumble across this principle and use it to attain their goals without even fully realizing what they are doing.

I also believe that it is more powerful to understand and use this principle on purpose—by conscious design.

The laws of physics and mathematics have existed since the dawn of creation, but only really began to be understood in the mid 1600’s due to the works of Sir Isaac Newton and others. The understanding and practical application of those laws led to the technological revolution that continues to this day.

The acceleration began when people of intellect began to study those laws and apply them by conscious design.

A mastermind may be as simple as a study group, but not all study groups are mastermind alliances.

Napoleon Hill made a distinction between ordinary teamwork/cooperation and a true mastermind alliance. A mastermind alliance involves a deeper commitment to a **Definite Major Purpose** and a spirit of harmony.

### The Importance of the Mastermind

1. No individual mind is complete. Any significant, noteworthy Definite Major Purpose can only be achieved by multiple people working together in a spirit of harmony.
2. Andrew Carnegie attributed his entire fortune to his mastermind alliance.
3. Napoleon Hill indicated that the discovery of the mastermind principle was responsible the choice he made for his life’s work.
4. No individual has amassed a large fortune without the help of other people. The really large fortunes occurred only after the founding people created large, often massive, organizations. That is essentially what a multi-national corporation is.
5. Not creating a mastermind alliance is one of the primary causes of failure to implement the “Think and Grow Rich” philosophy. If you neglect to implement this principle, you dramatically increase the chances that you will not achieve your Definite Major Purpose.

If you choose to rigorously implement this principle with other people who have at least a working knowledge of this principle, the odds of your success are dramatically improved.

**Do not neglect this step.**

## Mastermind Group Guidelines

1. A mastermind must be made up of two or more people. As you begin to implement this philosophy, I recommend starting with one person and then increasing the size as necessary.
2. There **must** be a **specific Definite Major Purpose** for the alliance. This can be a list of clearly defined goals around a common theme.

A true mastermind group is different from a support group. A support group is a group of people who agree to help each member achieve their individual goals rather than achieve COMMON goals.

Andrew Carnegie's mastermind was focused on the Definite Major Purpose of manufacturing and marketing steel.

A support group is extremely helpful and will benefit from some aspects of the mastermind principle, but it is not a true Carnegie mastermind alliance.

3. There must be a **coordination of knowledge and effort** between the members of the group. Every member of the group must have a specific role and a specific set of duties, responsibilities, or deliverables that they are individually responsible for.

There cannot be full coordination of effort without agreement on a Definite Major Purpose for the group.

4. Each member of the group must benefit individually from the efforts of the group. The benefits should be agreed upon in advance.
5. The group must create a specific plan or plans for the attainment of the group's Definite Major Purpose. The individual members can create their own plans, but the plans must be reviewed and approved by the entire group.
6. Every member of the group must agree to work together in a spirit of cooperation and perfect harmony.
7. Here are suggested qualities to look for when selecting members of your mastermind group. I think that the first four are the most important:
  - a. **Positive Mental Attitude**
  - b. Applied Faith. They must believe the objective can be achieved and they must demonstrate that belief with action.
  - c. Dependability
  - d. Loyalty
  - e. Ability to do the job
  - f. Willingness to go the extra mile
  - g. Persistent
  - h. Organized
  - i. Disciplined
  - j. Action oriented

8. The mastermind group should meet at least one time per week until the members determine the plan or plans they are going to follow to achieve the goal. After the plans have been developed, the group should continue to meet at least once each week for the purpose of reviewing the progress towards the achievement of those plans.

If you think about it, one of the reasons people form businesses/companies is so that the members economic needs are met so that they can afford to devote their time to the definite major purpose of the group. Because it is their career/job, the members of the most successful mastermind alliances often work together on a daily basis.

9. It is best if each member of the mastermind group understands the mastermind principle as explained by Napoleon Hill. I suggest that member of the group should continually study Napoleon Hill's materials on the mastermind group from the following sources:
  - a. Law of Success.
  - b. Think and Grow Rich.
  - c. Think Your Way to Wealth.
  - d. Science of Success
  - e. Your Right to be Rich
10. It is best if each member of the mastermind group study and understand ALL of the principles of success as outlined by Napoleon Hill in his major works.
11. Depending on the nature of the meeting, it will be helpful if there is a specific agenda. Or maybe In the beginning, part of this agenda must be to review the Definite Major Purpose of the group and the specific intention to apply the mastermind principle.

For more detailed information about the power of a mastermind alliance, please refer to chapter 10 of "Think and Grow Rich." I've attached this chapter as a PowerPoint presentation to encourage slow, focused, thoughtful reading.

Feel free to email me if you have any questions or need any additional information.

Have a Great Day!

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