



MENTOR. COACH. ADVISOR. CONSULTANT. MASTERMIND. WHICH DO YOU NEED?

(And Why a Mastermind Might Be Better)

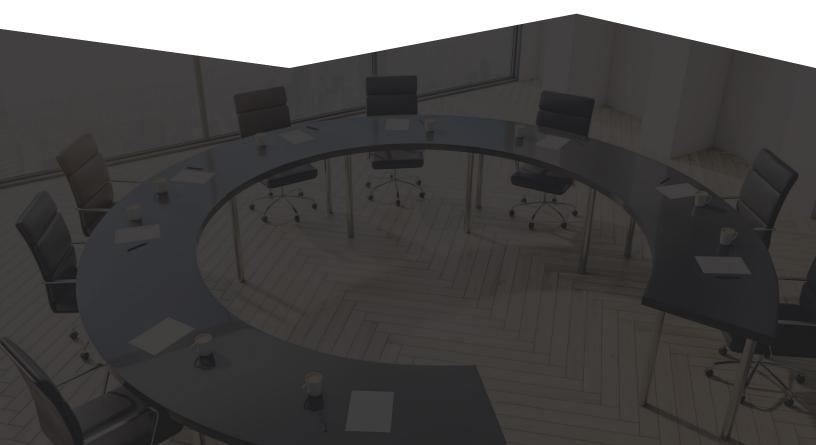
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EVERYONE DESERVES TO BE SUCCESSFUL

"No matter how brilliant your mind or strategy, if you're playing the solo game, you'll always lose out to a team." — Reid Hoffman

People sometimes confuse the difference between a mentor, coach, advisor, consultant, and mastermind and the value each offers. They are not all the same. So why do people find these knowledgeable individuals on standby? Each of these roles solves a problem in a unique way. To find out which is best for you, you should consider the results you expect to achieve. What are their areas of expertise, how long do you anticipate working with them, and why? To help get you started on the right track, here is a breakdown of each of these roles as a quick reference.



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(The Role Model) MENTOR

When You Need Advice, Motivation, and Support for Professional Development

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WHAT IS A MENTOR?

A mentor offers their knowledge, experience, advice, and contacts to help you grow, gain confidence, and improve skills. They possess some or all of the qualities that make a successful coach, consultant, or advisor.

In addition, they have extensive business experience, are experienced in your field, and can help fast-track you along your growth path. Mentors steer the mentee in the right direction, serving as role models who share their knowledge, resources, and expertise to help you advance.

PRO

PROVIDE PERSONALIZED, RELIABLE & REAL-WORLD ADVICE, IS SOMETIMES OFFERED FOR FREE CON

BASED ON THE MENTORS' OWN EXPERIENCE, SOMETIMES HARD TO FIND SINCE IT IS VOLUNTARY

VALUE: Experience, guidance, and connections. Can help fast-track you along your growth path.

COST: Varies. Free or similar to coaches and consultants who offer paid mentorships at \$150 to \$300 per mentee or \$50 to \$3,000 per program.

WHO: Role models share knowledge, experience, connections, and advice with another person who does not have that experience to help them advance.

COMMITMENT: Time-bound or ongoing, more long-term relationship.

ACCOUNTABILITY: Mentor and mentee decide how they would like to be held accountable; set goals, timelines, and check-ins.

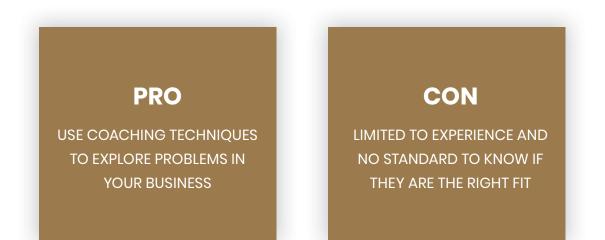
(The Guide) COACH

When You Need Guidance to Move Toward Your Goal

WHAT IS A COACH?

By asking you questions that others are hesitant to ask, a coach provides clarity and answers that help you understand how to move toward your goals. They present new ways of thinking by contributing this unique approach to help guide you forward.

The coach's goal is to get you out of a rut by helping you understand why your plan is failing to produce the anticipated results. A coach doesn't perform the work for you; instead, they provide insights to help you understand your goals, focus on what you need to do, and find the best strategy to achieve them.



VALUE: Not hired for being the expert of an industry, but for a process of discovery to improve a skill or solve a problem.

COST: \$100 to \$1,000 per one-hour session or average \$70K annual salary.

WHO: Guides you in a very specific area of performance to help you find the answers for yourself.

COMMITMENT: Time-bound process with established start and end dates. Short-term relationship. Contracted over months or years at a time.

ACCOUNTABILITY: They have specific performance measures and outcomes for their work.

(The Problem Definer) ADVISOR

When You Need Specialized Expertise to Make a Decision



WHAT IS AN ADVISOR?

An advisor provides guidance based on professional knowledge and personal experience about what should be done in a specific situation. They can provide early warnings about emerging problems and will make recommendations for a course of action or decision you must make.

They are frequently asked to serve as an advisor to a company leader to fill in the gaps and help during this process. Using their experience, advisors can be a valuable source of knowledge for you or your company by offering general mentoring services and long-term strategy.



VALUE: Deep knowledge of their respective disciplines. Provide recommendations about actions to take in a specific situation.

COST: A percentage of a company's gross revenue, in-kind, or role in an organization.

WHO: Problem definers with specific expertise or experience to help you make the best decision. in a particular way. Fulfill a leadership role as an individual, team, or company.

COMMITMENT: Long-term basis, often assume leadership role in company to guide them to decide on the best solution.

ACCOUNTABILITY: Meetings with client and/or office hours at different stages throughout the engagement.

(The Planner) CONSULTANT

When You Need a Plan to Solve a Specific Problem



WHAT IS A CONSULTANT?

Consultants are problem solvers with proven methods and strategies. They have resources, knowledge, or experience that can supplement your efforts. The consultant first finds out what you or the team are doing before creating a new strategy or result. Then, they carry out tasks that you or your team could complete if you had the necessary skills or resources.

Consultants lend their specialized support to provide a detailed step-by-step plan and offer advice, recommendations, and solutions. Once the assignment is complete, they move on to the next one. Consultants can be highly beneficial if a business lacks the tools or skills necessary to achieve a goal.

PRO

SPECIALIZED KNOWLEDGE AND AREA OF EXPERTISE, UNBIASED OBJECTIVE COULD BE EXPENSIVE, LIMITED AVAILABILITY, EXECUTE SHORT-TERM PROJECTS

CON

VALUE: Industry experience, expert guidance, and execution of plans. Address a very specific problem and provide solutions.

COST: Approximately, \$150 to \$300 per one-hour session.

WHO: Plans, guides, and executes a defined project in a particular field or industry. Individual, team, or company that fulfills a functional role.

COMMITMENT: Short-term basis, address a very specific problem and provide a solution.

ACCOUNTABILITY: Scope of work sets expectations and boundaries; agreed upon work plan; and project management to completion.

(The Network) MASTERMIND

When You Want to Grow Exponentially With a Trusted, Accountable Community Committed to Your Success



WHAT IS A MASTERMIND?

Masterminds are one of the most powerful tools used by successful people. They are designed for entrepreneurial individuals and groups who want to build real connections, gain new ideas and perspective, and leverage the peer mentor support and knowledge they need to grow exponentially.

A Mastermind is a select group of mutually committed individuals who support each other to achieve higher-level goals and grow. They meet regularly, share common goals, are accountable, and provide advice, resources, and support to help each other elevate their goals and push beyond limits they may not think possible.

PRO

CONNECTION, ACCOUNTABILITY, IDEAS & SOLUTIONS, FASTER GROWTH NOT ALL MASTERMINDS ARE THE SAME, DIFFICULT TO FIND AND ACCESS

CON

VALUE: Access to a curated, trusted network that offers new knowledge, accountability, connection, resources, and support to scale faster and smarter.

COST: Monthly fees can range from \$250-\$1500 or annual fees of \$15K up to \$100K.

WHO: Growth-minded peers who share common goals, resources, connections, and experiences – peer accountability partners; non-compete industries and complementary skills.

COMMITMENT: Varies. Short or long-term, meet once a week, bi-weekly or monthly for months or years; strong connections enable lifetime value.

ACCOUNTABILITY: Layers of accountability. Smart goals and action plans; accountability partners; peer mentor groups; brainstorms and strategy sessions; progress tracking; and network support.

WHAT YOU SHOULD KNOW

IS A MASTERMIND RIGHT FOR ME?

If you're looking for more than baseline problem-solving techniques, niche knowledge, or a single business strategy, it could be time to take your learning to the next level. The appeal of mastermind groups is that participants push one another to set and achieve goals, generate ideas, provide feedback and advice, and peer mentor support through connections, accountability, and trust. A Mastermind Group's goal is to support one another in problem-solving and business and professional growth that drives each other to achieve more impact, influence, and success.

WHAT IF I AM NOT READY?

By taking the time to weigh the various options outlined, you can make the best decision for your growth journey. A Mastermind Group's essential value is about surrounding yourself with ambitious like-minds. People who challenge you to elevate your goals, inspire you to take action, and want you to succeed. You will find that a mastermind has all the qualities of a mentor, coach, advisor, and consultant. That is *Why a Mastermind Might Be Better* for those ready for a select group of trusted advisors you can learn, share, network with, and build stronger connections, which leads to exponential growth.

HOW WILL I BENEFIT?

Masterminds are great for growth-minded individuals in different industries to learn from and connect with others who share their interests, brainstorm ideas, network, and support one another by providing feedback and guidance as they work toward a common objective. Other key benefits include:

A Trusted Network

Don't you wish you had a supportive community of people who can offer trustworthy advice and speak from experience? An effective Mastermind group provides just that. It's like having a board of advisors who understand your situation, are aware of your potential, and are motivated by your success.

New Ideas & Solutions

When you participate in a Mastermind, you will be surrounded by other knowledgeable business owners, leaders, and managers who share your perspective and are familiar with different industries. They present you with new viewpoints and encourage you to approach problems open-mindedly. It functions as a think tank for you or your company.

Accountability

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When you are the only one holding yourself accountable, achieving success can be more challenging. But reflecting on your goals and aspirations aloud to a group of people who support you and want to see you succeed has power. It feels like a new level of drive suddenly emerges within you.

Exponential Growth

The outcome of utilizing each of the benefits above is rapid growth. You're guaranteed to succeed faster than you ever imagined when you have a trustworthy board of advisors who offer accountability, support and insight from real-world experiences.

SUCCESS ISN'T ACHIEVED ALONE.

APPLY TO A MASTERMIND BY DESIGN EXPERIENCE!

We help leaders thrive by managing all aspects of our mastermind experiences to save you time, so you can build strategic connections, grow ideas, and take action to advance your goals — faster and smarter.

I'm Ready to Mastermind

MASTERMIND BY DESIGN LLC