

## Mastermind: March 2 - 6, 2021 PREVIEW AGENDA

<b>Monday, March 1</b>	<b>Group Leaders arrive (Mike, Stuart, Zachary)</b>
<b>Tuesday, March 2</b>	<b>Day One: Mastermind ARRIVALS</b>
5:00PM - 6:00PM	Welcome Meetup
	Dinner
<b>Wednesday, March 3</b>	<b>Day Two: Mastermind: DISCOVERY</b>
	Breakfast & Individual Meetups on own
9:00AM - Noon	Mastermind Agenda
Noon - 1:30PM	Lunch & Individual Meetups on own
1:30PM - 4:30PM	Mastermind Agenda
	Dinner
<b>Thursday, March 4</b>	<b>Day Three: Mastermind: PERFORMANCE</b>
	Breakfast & Individual Meetups on own
9:00AM - Noon	Mastermind Agenda
Noon - 1:30PM	Lunch & Individual Meetups on own
1:30PM - 4:30PM	Mastermind Agenda
	Dinner
<b>Friday, March 5</b>	<b>Day Four: Mastermind: GROWTH</b>
	Breakfast & Individual Meetups on own
9:00AM - Noon	Mastermind Agenda
Noon - 1:30PM	Lunch & Individual Meetups on own
1:30PM - 4:30PM	Mastermind Agenda
6:00PM - 7:00PM	Farewell Meetup
	Dinner
<b>Saturday, March 6</b>	<b>Day Five: Mastermind DEPARTURES</b>
	<b>Day One: Mastermind ARRIVALS</b>

Breakout meetings as needed.  
Bathroom breaks added as needed.

**“Robust dialogue** starts when people come together with open minds. They’re not trapped by preconceptions or armed with a private agenda. They want to hear new information and choose the best alternative, so they listen to all sides of the debate and offer their own contributions.”

From the book **Execution: The Discipline of Getting Things Done**  
by Larry Bossidy, Ram Charan, Charles Burck

## Mastermind: March 6 - 10, 2021 PREVIEW AGENDA

Saturday, March 6	Day Five: Mastermind DEPARTURES
	Day One: Mastermind ARRIVALS
5:00PM - 6:00PM	Welcome Meetup
	Dinner
Sunday, March 7	Day Two: Mastermind: DISCOVERY
	Breakfast & Individual Meetups on own
9:00AM - Noon	Mastermind Agenda
Noon - 1:30PM	Lunch & Individual Meetups on own
1:30PM - 4:30PM	Mastermind Agenda
	Dinner
Monday, March 8	Day Three: Mastermind: PERFORMANCE
	Breakfast & Individual Meetups on own
9:00AM - Noon	Mastermind Agenda
Noon - 1:30PM	Lunch & Individual Meetups on own
1:30PM - 4:30PM	Mastermind Agenda
	Dinner
Tuesday, March 9	Day Four: Mastermind: GROWTH
	Breakfast & Individual Meetups on own
9:00AM - Noon	Mastermind Agenda
Noon - 1:30PM	Lunch & Individual Meetups on own
1:30PM - 4:30PM	Mastermind Agenda
6:00PM - 7:00PM	Farewell Meetup
00:00PM	Dinner
Wednesday, March 10	Day Five: Mastermind DEPARTURES

Breakout meetings as needed.  
Bathroom breaks added as needed.

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## ***Tentative Agenda Day 1 Success Mission: DISCOVERY***

### TOPIC 1A: IDENTIFYING YOUR TRUE PURPOSE

Full disclosure of why you're in business and identifying your short and long-term goals. Our focus is on MINDSET.

### TOPIC 1B: PREVAILING PROBLEMS

Specific challenges or opportunities facing you in the moment. Our focus is on: CURRENT ROADBLOCKS/OBSTACLES.

### TOPIC 1C: MASTERING A TRAVEL NICHE

From group sales to luxury travel, choosing and pursuing a better-defined NICHE. Our focus is on TARGETING.

## ***Tentative Agenda Day 2 Success Mission: PERFORMANCE***

### TOPIC 2A: SALES

Discovering more effective conversion methods for you. Our focus is on SELLING SKILLS.

### TOPIC 2B: CLIENT RETENTION

Discovering best practices to delivering loyalty-grade customer service. Our focus is on CUSTOMER SERVICE SKILLS.

### TOPIC 2C: TIME MANAGEMENT

Discovering more efficient work practices to sustainably maximize performance and productivity. Our focus is on EFFECTIVENESS.

### TOPIC 2D: TEAM

Building smarter, sensible support personnel and networks. Our focus is on TEAM BUILDING.

## ***Tentative Agenda Day 3 Success Mission: GROWTH***

### TOPIC: 3A: NEW BUSINESS DEVELOPMENT

Sourcing more of the right clients. Our focus is on MARKETING IDEAS & STRATEGIES.

### TOPIC 3B: SOCIAL MARKETING/DIGITAL MEDIA

Creating achievable strategies that produce measurable results. Our focus is on SOCIAL MEDIA BY DESIGN.

### TOPIC 3C: BUILDING WORTH

Achieving entrepreneurial objectives to raising the value of your business. Our focus is on INCREASING COMPANY VALUATION.

## To Maximize Our Mastermind Experience ...

### Please **BE** ...

- GRATEFUL: Say *Thank You* (whether or not you agree with opinions expressed).
- GENEROUS: The more you give the more you get.
- RESPECTFUL: Maintain a judgement-free zone.
- AUTHENTIC: Bring the true-you - share your fears, ambition, failures and successes.
- HEARD: See something, say something that contributes or questions.
- FLEXIBLE: Anticipate real-time agenda changes to enable our mastermind to evolve.
- ON-TIME. Sessions will begin on-time so your promptness is significantly appreciated.

### Please **DO** ...

- Arrange break-out meetings with colleagues to explore ideas.
- Explore every inch of the resort and try something new every day.
- Leverage social media (post photos, showcase the resort, share learning experiences with colleagues back home).
- SMILE BIG the minute you leave your room! Let's leave a lasting, positive impression on the staff and the guests at The Grand at Moon Palace.
- Exercise.
- Communicate with your leaders urgently if something is not agreeable!
- HAVE FUN!

### Please **DON'T** ...

- Solicit or sell your services to guests.
- Over-indulge on the *drinky-drink*.

### Two **MORE** notes ...

- While Mike and Stuart are your Mastermind Leaders, decisions will be made as a collective team and all voices heard.
- ***Be on the lookout for your big AH-HA moment(s)!***