

#149 Exploring Masterminds with Nettie Owens

Fri, 8/19 7:15PM 34:46

SUMMARY KEYWORDS

mastermind, people, question, business owner, business, nettie, person, book, work, experience, kinds, run, friends, retreat, conversation, important, feel, simplified, group, contribute

SPEAKERS

Michelle Glogovac, Nettie Owens

M Michelle Glogovac 00:01

You're listening to the mind simplified life podcast and this is episode number 149.

M Michelle Glogovac 00:12

Welcome to the my simplified life podcast, a place where you will learn that your past and even your present. Don't define your future. Regardless of what stage of life you're in, I want you to feel inspired and encouraged to pursue your dreams, simplify your life and start taking action today. I'm your host, Michelle Glogovac, and I'm excited to share my stories and life lessons with you will take you on my own journey. This is my simplified life.

M Michelle Glogovac 00:46

Hey friends, welcome back to another episode. I'm your host, Michelle Glogovac, and I'm so happy to be back after skipping last week, thanks to more illness in the family but all is good now and I feel healthy, and the coughing is just minimal. So we have an amazing guest today. Nettie Owens is a business owner, a master networker, mastermind creator, author, entrepreneur, mother, her list of accomplishments go on and on. And when we started to record, I had told her that I wanted to talk about being an entrepreneur and being a parent at the same time, especially with the kids going back to school. And yet the moment she opened her mouth, I took it another turn, and we discuss masterminds. If you're in the online space at all, you hear a lot about masterminds. And they are groups that get together. Usually it's a virtual group, you have a zoom call, or you're talking via Voxer and emails. And then oftentimes there's masterminds that cost 1000s of dollars. And I'm not totally familiar with what they entail, how much they cost, what you can get out of it. So I was really, really thrilled to hear that Ned, he had all of this experience around masterminds. So we dive right into what is a mastermind? How much should they cost? Should you be spending a lot of time and money on them? What type of people should be joining them? What should you be looking for in a mastermind, and so much more. So I am so excited for you to learn all about this because it was a very educational interview for me too. Hi, Nettie.

N

Nettie Owens 02:36

Hello, Michelle, it's good to be here.

M

Michelle Glogovac 02:39

I'm so excited to get to talk to you and see you. And for us, it's the first day of school. So I know we have all kinds of things to talk about as parents and business owners. Can you take a moment to introduce yourself to everyone please?

N

Nettie Owens 02:54

Sure. So a nanny yawns. My company is the safari group. And with that, we do a couple of things, mostly connecting amazing people through amazing business owners through masterminds, and other collaborative communities so that they can reach their biggest goals.

M

Michelle Glogovac 03:14

And networking is such a big deal, especially as a solopreneur. I know that meeting new people meeting the right people. It's not just hard when you're at home, and you're online, but finding the right mastermind. Let's talk about that. I want to talk about your journey. But since you mentioned masterminds there, I've never been a part of one, especially a paid one because I kinda Yeah, you're like, Oh, good. You're getting

N

Nettie Owens 03:43

like, oh, since you already this

M

Michelle Glogovac 03:47

They're expensive, and I'm like, What is the deal for some that are expensive? I've had, I've got groups of women that, you know, we'll meet on like zoom, or we'll bounce ideas and we'll Voxer and we'll call that a mastermind, but it is okay. And so are you working with those kinds of masterminds? Are the paid ones that are you know, \$10,000?

N

Nettie Owens 04:10

Yes. So, and that's why I just said yes, and paused for emphasis. But But both and that kind of runs the gamut. So there's networking, which we do and part of the networking as you even already mentioned, as solopreneurs. As business owners connecting with people, we logically and naturally just gravitate towards having interesting conversations that have a mastermind feel. I run a mastermind event twice a year and it's not outrageously expensive. It is invitation

only so that we ensure the right people come into the room, but because of what you just said it's important to have a community where you can come in and have a conversation that you're not having somewhere else with people who have been there tried it well, whose life experiences can add to the conversation? And that's also why I said, Yes, your conversations with your, with your women friends and colleagues, our masterminds. And then we do have others that are ongoing, where we meet once a month, and we have the format of a mastermind. And the format of a mastermind, which is different than just a conversation is that one person brings an issue to the table. And once they present their issue, which usually takes less than five minutes, I mean, so this is not some big drawn out experience, it's very specific and to the point, then that person sort of steps back, and the rest of the group contributes. And in the masterminds that I run, I think it's really important that we hear from everyone. And so we do take a lot of time to make sure to go around. So even somebody is like, well, I'm in a totally unrelated fields, I'm not sure I have something to contribute. There's always something and sometimes those out of the silo kind of conversations or remarks are the most impactful. So So yes, there are some networking slash mastermind opportunities, which are very reasonable and easy to get started in checkout. And then there's the more expensive ongoing, but I think having a mastermind is so important that we try and make sure that we price it excessively. And then, you know, so I think that sometimes the way people run their mastermind is that you pay to play. And so they price you to get your buy in from a financial standpoint, but the way that we run them, we vet them, we vet the people who come in. So because it's invite only, we don't have to have that high financial bar to keep the wrong people out of the group. And the wrong people being more like the wrong fit of a person. Not that there's ever a wrong person. I don't I don't feel like there's a wrong person.

M

Michelle Glogovac 07:16

And so I think when I think mastermind, and I hear surround yourself with people who are, you know, ahead of where you are, they've already been in the trenches where you are, and so they're gonna have that experience to give to you. But what about those people who are ahead? That, you know, can you still help them? Like, at what point are the ahead, people looking for more ahead people? And you, you know, that isn't a good fit? Or, you know, is it just a mesh that makes it a good fit?

N

Nettie Owens 07:47

I'm so glad you brought that up? Because I've wondered that same question myself. I'm like, if everybody's, then how does that work? So we look for peer groups, which means that the people that you're working with may not be ahead of you, in one aspect, but everybody comes with their own experience and expertise, which means you as a business owner may have tried this idea, but not this one. And another person has like, Let's take, for example, running events. This is something that I've done in my company a number of times in lots of different formats. I know you've done it, Michelle. And so I've had people come to me and asked me questions about what it's like to run an event. How do you fill the seats? How do you price it? How do you what are the logistics, all of that kind of stuff? Well, I've not I've not launched a podcast. So I have this experience over here. And I can expand on that. But, and I've, and I've recorded a podcast, but I haven't, I haven't gone through the process of like, launching one recording a whole bunch of episodes, you know, getting all the marketing around it. And so somebody else could give me that information. But we're still about the same business wise as far as where we

are in how long we've been in business or our level of income coming in, or whatever that might be. So we're, when I pair people up in a mastermind, like you said, it would be a logical that everybody is one step ahead or two steps ahead from the rest of the group, but there's no way to make that happen. But we can look for a diverse set of experiences and from that, come up with just a really great mesh of people. And most of the times the people who come out of the mastermind come out friends because you've just shared something meaningful together and it's just as impactful as the for the person who's giving as it is for the person who's receiving and sometimes even more impactful but because I've had people come out of a mastermind, or come into a mastermind not really knowing what they could contribute based on their own experiences and whether there was going to be a fit. And they leave. And they're so validated in their own experience, and being able to articulate that being able to contribute. And maybe it gives them an idea for a new program or a new way to reach clients or something like that. So it's, you know, it's not just us showing up and asking your question, that you're going to benefit but you being able to answer other people's questions, because the other thing that happens is, as you respond in the mastermind, people see you as an expert, and when they need something, they're going to come to you. And you can either give that to them, it might just be asking a quick question. Or it might be somebody saying, Well, you know, exactly what I need, and I want to hire you. I mean, so that happens too. And we support all all of those things, you know, coming out of a mastermind.

M

Michelle Glogovac 11:07

What do you think of the ones that say you have to have a minimum income to join, I've seen some where they're like, you know, you have to have already made your six figures, you need seven figures. And then I've had friends who say, just fudge your numbers on the application, and go in anyway. And since I've never done one, you know, obviously, I haven't fudged anything. And I recommend budget seven figures. I'm nowhere near that. Yeah. Not yet, for many yet.

N

Nettie Owens 11:40

Um, so I think it's really important to be honest about where you are in your business. And a lot of times a mastermind provides that barrier to ensure that the people who are coming into the room have a similar enough experience that they can contribute meaningfully. So it can be really frustrating for a person who has a larger business, to be in a room with people who have not reached six figures. And the reason is that some of the experiences that they've had are different, you know, they they may not have employees, they may not know what it feels like to have a very large capital campaign, they, they might not have had to, to manage certain even PR kinds of things that a smaller company, a larger company has to do, but a smaller company does not. So, you know, I, I wouldn't fudge the numbers, I think it's really important to be matched with peers. If you're looking for guidance, mentorship or consulting, then yes, go to that person that has that next that has the what you need, and ask them your question. But as far as a mastermind is concerned, you really do for your own benefit, also want to be in a room with likely suited situated people. I don't put a minimum number on my masterminds because because we're so carefully looking at each person. And if somebody said that they made a certain amount we'd know because we go and check them out right and see whether or not that was true. But it just it kind of does a disservice to everyone. I do think that there is room for everyone in the in a mastermind somewhere and that there are so many different kinds that

you can find one, that's going to be a good fit. But I don't think that it needs to be a hard stop at a certain dollar amount. There's other there are other factors. And you know, depending on what the mastermind is gathering about it might be there might be some other litmus test or limiter that's going to identify, you know, what brings those peers together?

M Michelle Glogovac 13:59

How long are masterminds usually for six months, a year shorter.

N Nettie Owens 14:05

It could be once a month, you could have, you could have a mastermind where you just show up once it doesn't have to be. And that's kind of how the the events, the live event ones that we host end up being some people only come to one ever and we do them over three days, the first two days or the first day is really getting ready for what you're going to bring to the mastermind, because the time that you have presenting and getting the feedback is about 20 minutes. So it's not a huge amount of time where you're specifically working on your work thing, which means you have to be ready to ask the right question. And if you come into it, and you're like, I don't know what I really want to talk about today, which has happened and it's fine and that's actually why we've started adding some preparatory time ahead and then and then we come in. But, you know, there's no reason why it has to be six months or a year. And it's really nice to have the camaraderie of coming back to the same people who know and understand the challenges that you're facing. But it's I don't feel like it's necessary. I've brought complete strangers together for an hour and had magical results, because because if everybody's on the same page with being generous about offering support, then then everybody gets what they need.

M Michelle Glogovac 15:37

What would you say is the difference between a mastermind like, that's one that's for three days, and something called a retreat, because I feel like, you get that word retreat. And then that means a two or three day time together? Because I'm not familiar with a mastermind being a three day thing. I love that idea. I'd like the non commitment.

N Nettie Owens 15:57

Yeah, yeah, um, I have to tell you about the one coming up. So a retreat, I don't feel like it has the same focus. A retreat could be could there could be a mastermind element to it. And you may have some really amazing conversations. But I think of the Christian biblical phrase, you know, where two or three are gathered in my name, they are I am also right. So we need to, we need a minimum number of people to come in to contribute them in the mastermind is that you're really tapping into not just your knowledge, but this larger, universal knowledge. And sometimes people have sort of intuitive hits about what they might want to say, I've had people say, like, I don't know why I'm saying this right now. But I kind of feel like I should tell you this. And that just comes through during the mastermind. And certainly, that can happen in a retreat. But when we go into a mastermind, we are very specifically asking a question where, in

my mind, if I'm retreating, I might be sleeping in, and then taking a yoga class. And then maybe I'm having a deep conversation with a friend about my branding, if that, you know, for I'm on a business retreat, or I might learn something, I might have like a session where I'm being educated about something. And it could be a mastermind retreat, in which case, you might have all of those elements where there is an element of self care. And, and then also, in that time, you're going to be conversing and building this discussion.

M

Michelle Glogovac 17:38

So how did you get into all of this?

N

Nettie Owens 17:42

Um, so my, my background is not at all like, I don't have a business background in in that that's not what I was educated for. So when I went to school, I studied computer science. And I did use that skill set right out of college. And then very shortly after I started my own company, and I did residential organizing, but I was very focused on chronic disorganization. So I work with people who had ongoing challenges, often brain based differences that would impact their ability to get or stay organized. And, and I did that for many years and built up the company, I had half dozen organizers that would go out into the field, I trained them in my methodology. And, and I, and then at some point, I was just noticing that people were asking more me more about business questions, or applying those concepts in a business setting. And so I started to shift my business. So in 2017, I began working more along the lines of productivity, and accountability in creating a plan and then implementing that plan. And was also that year that we opened up a program called Momentum accountability, where I basically I wasn't helping you set your goals, but I would help you stay on top of them. I was, I was a paid for accountability, buddy. Like, you could, you could just use me and then you didn't have to show up for somebody else I showed up for you, and you didn't, all you have to do is, you know, pay me to be there. And, and that was working really well. And I had a small group of people jump right on that opportunity. And I thought, well, I'll bring these folks together for a half day workshop. And that way we can set their goals for the next, you know, month or so of what they want me to hold them accountable to and, and we'll talk about productivity concepts in general and stuff. And so after that, after that, I thought Kashi this was such a great group of people. We should We should have a mastermind. So the second retreat to the second workshop was the half day. And then the second half of the day, if you stayed on, we masterminded and that it literally grew from a half day to a half day plus to a full day to two days to what we do now for three days. And this fall mastermind that's coming up is the first time where the whole focus is the mastermind and getting ready for the mastermind. Prior to this, we've, we've really had a focus on creating your strategic plan and masterminding is part of that. But now we've really taken out all of the other language that we were using to just focus on, on getting ready for the mastermind and having that experience,

M

Michelle Glogovac 20:47

Is it a certain type of business that are joining the mastermind, is it all females is a mix of all kinds of things?

N

Nettie Owens 20:56

It's definitely a mix, gender wise, more very welcoming to any and all you know who might come over, you're showing up. And that's true for across the board, you know what you're bringing to the table, I find that it's a better fit for people who have been in business longer. Because because it's harder to find those peers to bounce ideas off of, and you're so busy with your team. And oftentimes, you're so busy having to show up for your team and be the leader, that this gives you an opportunity to get the support that you need, where you can really just let your hair down and and, and just be fully present for yourself and ask questions that, you know the other people in the room are going to have some experience with and some, you know, feedback with. So it's never been all all women, although I do tend to attract a lot of women into our group. What I found interesting is that when I for these events, we tend to have more women show up, you know, just percentages wise for the networking, we tend to have more men show up. Interesting. I haven't. I haven't made any conclusions on why that might be. But I've just noticed. That's all.

M

Michelle Glogovac 22:29

When people show up for the mastermind, would you say that there's like one overarching theme that everyone is running into that they have questions about whether it's scaling, whether it's building their team marketing, is there one real area that just continues to pop up?

N

Nettie Owens 22:48

Well, I think marketing comes up a lot. I would say that there's often questions around branding around reaching the right customers around asking for more for higher prices. And so those tend to be the the questions that pop up the most I think, if I look at it, and I've also seen themes, so I noticed just in general, that a lot of the clients that I work with, they go in these like cycles, where they're all dealing with about the same challenge at the same time. I don't know why it makes it nice, because then I can sort of have like, these are the resources that we're using in this particular season. But beyond that, then probably the another big theme that comes up is just leadership really like knowing how to be a leader or dealing with the mindset kinds of challenges that come with being in a leadership role and navigating that I do feel like people really are open to being open and let their guard down and share pretty vulnerably. And because of that they tend to get what they need. I have noticed that when people come into the mastermind, and they're protective, they're like, I want to show up, I want people to like me and respect me. So I don't want to I want to, you know, I don't want to appear unprofessional, or say something that people aren't going to like. And so when you have those kinds of cards up, it's not as meaningful, it's not as meaningful for the other people because they don't really get to know you. And it's not as meaningful for you because you don't end up getting what you need. But for the people who are willing to say, Whoa, I'm struggling like and this is what I'm struggling with. And I know I'm going to just trust that this room has what I need. They get the best benefit from their time.

M

Michelle Glogovac 24:57

It almost seems that this is some of my experience. To that you're better off with strangers. So that you don't have to have that worry of your business, at this person, because you. And you

that you don't have to have that worry or, you know, on, this person knows me. And now they're going to know what's really going on, you know, behind closed doors. And I think the same goes with, you know, I have certain friends who are business owners that I can just totally tell the truth. You know, this is how much I made last month, this is what I'm going through struggling right now that nobody knows, but my husband. And I think it's important to have those relationships because otherwise, you know, you're putting on not a fakeness for saving or have, you know, well, no, everything's all hunky dory and nothing's wrong. Oh, yeah.

N

Nettie Owens 25:44

And it never is. I do agree, we do have a policy of, you know, kind of what happens in Vegas stays in Vegas, when we come into the when we come into the mastermind, and also that preparatory work helps to break down those barriers, so that by the time we come into the discussion, you're ready to be open with the people who are, who are around you. But I don't think you're wrong. I've definitely heard some comments over the years, like, oh, I don't know, you know, if I want this person who's going to also be there to know these things. And you have to decide what you're comfortable sharing. But, but I have seen, the more you're willing to be open, the better results you get.

M

Michelle Glogovac 26:33

Yeah, and I can speak from experience, because there is a group that I'm with now that one of the women has become a client of mine. And so I don't feel that I can say everything, because I don't want her to think that she's not getting, you know, the highest quality of service, or you know that something might be wrong, when nothing's really wrong. It's me as a business owner who, you know, needs to expand on certain parts. But there's that line, that for me, personally, I feel like, Oh, I can't just cross it and say anything. So I have to go rely on you know, other people outside of the group for certain things.

N

Nettie Owens 27:12

I can understand that. And one of the things that I've come to understand, just as a lot, as a business owner, as a person, we can be really amazing in one area and struggling another, and probably that's very likely the case. And it doesn't make us bad business owners. It doesn't make us bad people. It doesn't make us less professional. But it is unlikely we're gonna have all our shit. All our stuff. I love time, and makes you want to know, and I like you more. Probably the best time to back it up. So So you know, I think I think there needs to be an understanding that just because somebody's bringing a question to the mastermind doesn't make them a bad business owner, it doesn't make them bad at the service they deliver, you could be exceptional, exceptional at the thing that you do, and still have trouble marketing it or you might still be frustrated about your pricing structure, or you might still have doubts or, or questions about hiring or something like that. And you know that that does not diminish you delivering your service to a high level. Like, I think that I think that it's a mature, understanding about how we are in business and how we are on this planet. That, perhaps is something that gets missed by younger business owners only because they haven't been around the block enough to realize that, you know, they're what I've seen in my own, my own looking back at myself as a younger business owner was like, Oh, well, if I'm a good business owner, then I'm exceptional all across

the board. That means I do running my business really well. And I'd never dropped the ball on my marketing, and I deliver my services at a very high level. And that's just not real. We're human work. There's no way that's going to ever be the case. Yeah.

M Michelle Glogovac 29:26

So how do people connect with you and get that invitation to your mastermind?

N Nettie Owens 29:31

Well, I'm so glad you asked. It's actually super, super easy. You just go to momentum CEO network.com and you'll have the opportunity there to kind of to come in and just check us out for free. See what kinds of things are happening in our networking groups. There's also an opportunity to apply for a trial membership. We give you a free trial membership to see that sorry. chance to get to know you. And also, for you to see if you're you're interested in a good fit to continue. From that same place, there's more information about momentum Live, which is the mastermind. But you need to be, you need to be in that circle. And then we reach out to you and let you know, you know that about what's coming up and see if you're interested to join us for that time.

M Michelle Glogovac 30:25

Perfect. Thank you so much, Nettie. I love this. This wasn't even where we were originally gonna go. And I love when it happens perfectly.

N Nettie Owens 30:36

I know, I feel like we need to talk about parenting in school and being that can be the next one. It can.

M Michelle Glogovac 30:43

Yes, yes. When the next book comes out? Well, we'll talk some more again.

N Nettie Owens 30:48

Yeah, I forgot to mention that there

M Michelle Glogovac 30:50

mention, mention the book.

N

Nettie Owens 30:53

All right, enchanting the book. So a lot of the people who are in the network and in the mastermind, have been very generous to, to allow me to interview them. And those interviews were compiled into what's now two books, and the third book is underway. The whole series is called what businesses need to know right now. And it was started in the pandemic, it really to answer that question like, oh, my gosh, the world is, you know, falling apart, what do we need to do? But it continued, because that question continues to be relevant. So the second book, even though it's under that same theme, is how to flourish in uncertainty. And so really talks more about like, things were coming out of the pandemic, or things were shifting and changing. But now what, you know, it's not back to normal, quote, unquote. And then this next book is really talking more about structures and productivity. Same thing, you're still a variety of business owners answering that question. And it's just, to me, it's fun. And, and so interesting, like, everybody has just got such wonderful information and ideas, you could pick the book up at any page, and you're gonna get an idea that you could apply in your business. It's just, it's just really chock full of good stuff. So you go to what businesses need to know.com It's on Amazon, it's on. From there, you can find all the links, let's just put it and we have every format, audio book, Kindle, hardcopy soft copy, whatever. It's all there.

M

Michelle Glogovac 32:37

Perfect. Thank you so much. It was so great to get to chat with you get to know you. And I certainly loved learning more about masterminds. I obviously needed to be schooled on some more, so I appreciate it.

N

Nettie Owens 32:51

Well, I'm so glad you asked the question, because honestly, I don't talk about the ins and outs very often. And it's really fun to explore this idea with you.

M

Michelle Glogovac 33:00

Thank you.

M

Michelle Glogovac 33:02

Well, friends, what did I tell you? Nettie is a wealth of information on all things mastermind. And I'm looking forward to not only getting more out of the masterminds that I'm currently in with people that I consider friends, but also looking at what other masterminds I might be able to join even for just one weekend or one half day session. I know that for me, time is limited. I cannot meet with people for hours on end, in the hopes of getting something out of it. But having a set amount of time, knowing that it doesn't need to go on every single month for a year. That really gets me excited knowing that there are other options out there. So if you haven't looked at a mastermind, start one join one. There's no rhyme or reason no right or wrong to any of this. And so I think that's encouraging to know that we can create this if we want to. But there's also some really great established masterminds like the ones that Nettie

puts on that all you have to do is simply join. So remember that you're not in any of this alone. You don't have to do this alone. There are plenty of people who want to hear what you're going through how they can help you and vice versa because you too, have information and knowledge and experience that can help someone else