



SECOND IN COMMAND  
**MASTERMIND GROUP**

**lift** INTEGRATOR  
COMMUNITY™

“A MASTERMIND GROUP IS A PEER-TO-PEER MENTORING GROUP  
USED TO HELP MEMBERS SOLVE THEIR PROBLEMS LED BY AN  
EXPERIENCED 2IC, WITH INPUT AND ADVICE FROM THE OTHER  
GROUP MEMBERS”

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POWERED BY YOU

# MOST SECOND IN COMMANDS FEEL LIKE THEY ARE ON AN ISLAND.

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The Second In Command (2IC) is the doer, a business builder with an execution focus. He or she is a leader who understands how to put teams in place and get things done to scale a great business. The Second In Command are often the Vice President, COO, or General Manager. The 2IC is comfortable in a number two role and is literally the “glue” holding the company together.

The best 2IC's have “been around the track” a few times. They have experienced wins and losses in business and have learned from their experiences. They are like the conductor of a symphony. They run the show and ensure the business is getting the very best out of people. This means they not only understand each of the functional areas individually, they also understand how the functions work together to create an integrated business model. The very strongest Second In Command must think at a “systemic” level.

The most experienced 2IC is a true strategic partner to the Visionary. They serve as a sounding board for ideas and a partner on business planning and strategy. Great 2ICs are both capable and empowered to address problems at all levels of the company, ensuring that people are always getting stronger and more effective.

This ability to think across the business, matched with an ability to lead people and drive execution make the 2IC a rare team leader.

***“A recent study estimated a mere 2% of the population has the right stuff to be a 2IC. Even a smaller percentage are seasoned and experienced strategic thinkers”***

# WHERE DOES THIS RARE INDIVIDUAL GO FOR LEARNING, ADVICE, AND COUNCIL?

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Until now there has not been a forum for experienced 2ICs. How do we become better at what we do, because we are a “rare team leader”, where do we turn if we have a question or a problem to solve? We are self-starters and have an appetite for learning, we usually find a solution to try. Maybe there is a better way, the ability to discuss the issue with a group of experienced 2IC’s to discover the best solution.

I have found myself in this situation and wished I had a group of experienced 2ICs I could meet with on a regular basis. We would learn and grow from each other, share ideas and experiences, push each other and ultimately make us better Leaders. If you have been searching for a Mastermind Community, a group of professionals that understand what I do! The search is over!



## **Doug Tenpas - Pinnacle Business Guide**

The most important thing I can tell you is that I have walked in your shoes. I was a skilled 2IC, I have been in the trenches, I have dealt with adversity and success. I know the importance of strong relationship between the Visionary and the 2IC.

I know this to be true from over forty years of experience, a great 2IC is a requirement to having a exceptional business. The 2IC needs to drive profitability and enable work-life balance with the Leadership Team.

My expertise is guiding and mentoring 2IC’s to be the best they can be. The secret to being a great 2IC is to be able to lead the business with best-in-class operational execution. This group will make this a reality.

I choose to work with a limited number of 2IC’s. I seek out 2IC’s that will not settle for anything other than being their best. If you are committed, focused, ready to learn and have some fun “YOU” should be in our Mastermind Group.



# MEMBERSHIP DETAILS

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Individual Mastermind Groups will be limited to **12 Members**.

## In-Person

- The Group will meet **10 times per year**. No meetings in July or December.
- The meetings will start at **7:30 am** and conclude at **2:00 pm**.
- The cost will be **\$750 per month**.

## Virtual Meetings

- The Group will meet **10 times per year**. No meetings in July or December.
- The meetings will start at **8:00 am** and conclude at **12:00 pm**.
- The cost will be **\$500 per month**.

Joining the 2IC Mastermind Group is much more of an investment in your professional growth than it is an investment in your business.

The truth is Mastermind groups only provide value to those who are committed to it. This means attending meetings regularly, helping your peers whenever possible, and being open about your own problems and concerns with your business.

In short, you get out of it what you put in. If the 2IC Mastermind Group is not something that you can fully commit to, whether because of time or lack of direct business benefit, then this group is not for you. However, if you believe in the premise behind the 2IC Mastermind Group: Second in Commands, who face similar challenges in their professional roles and need perspectives that Visionaries, employees and customers cannot provide you should register today!



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