Darla: Hi there this is Darla Ledoux with Aligned Entrepreneurs. Welcome to today's lesson in the power of community. I'm going to talk about the 5 qualities to look for when you're choosing an intentional community to help you get something done in your life. Just in the last 2 weeks alone I have had wine with a friend of mine. I have had dinner with someone else. I've had a quick conversation with someone and I've called a fourth person just because I was feeling stressed out.

All 4 of these people are people that I have been in a mastermind with. People who have been a part of my community based on my decision to invest in my business and join a group that was really committed to growing themselves and growing their business. The friends that I made in my earliest mastermind group, some of them are still friends today. Those are the same people that have lifted me and helped me to grow. Starting from the very first time I ever did a telesummit where you opt in and you get a lot of great free content from different speakers. I had seen this happening and I was like, "I could do that."

I asked the different people that were in my mastermind if could interview them and if they would promote me. I didn't totally know what I was doing but I got the gist of it. I added 500 people to my email newsletter list which isn't a ton for a summit but it was really exciting when prior to that I only had about 50 people from maybe friends and family on my list. It was amazing.

I share this because I really encourage you to find an intentional community to help you achieve your goals in 2016. There is nothing like having a mastermind, having a group of likeminded souls who are on a similar journey. This is why I design my core program to include this component because there's been nothing like it for me in really transforming myself and my business and allowing my visibility to grow. My Amplify Program is all about that. I want to just give you some things to think about when you're choosing a program and a community to tap into to help you to grow this year.

What do you want to think about when you're choosing a community? The first thing to consider is values. For me it's a really important that I'm a part of a community that has a value system that's similar to mine. Now your values will grow and change even over the course of a year but as you become more aware of what you want and what you're creating, things will shift a little bit but the core of your value system is pretty solid. You know what's important to you and you know what you want to create.

I would really trust this. You don't want to get in a group where people value different things and they're on a different journey because you're always going to be feeling like you should be doing something different. You'll always be comparing yourself and feeling like you don't quite stack up if that make sense. Value system is really, really important and there's tons of community out there. Take your time and really determine which one is right for you.

The second thing that I find is really important in choosing a community is a leader. You want to have a mastermind with a leader. I share this because I've gone the other path. I've seen lots of people do this where they decide, "I'm not going to invest in coaching this year. I'm not going to invest in a program. We're just going to make our own mastermind." To get a group of friends together and they decide to meet once a month or every week or whatever and before long the mastermind starts to deteriorate. This happened in one that I was in with a group of coaching students.

The reason is there's no leader. I'm a huge believer in a paid mastermind where there's a leader who's being paid to hold the space, whose job is to keep focus on the goal and to not allow bright shiny objects or allow the group to go off track. Here's what happens when you don't have a leader. Let's say there's 5 people. Person 1 decides, "I don't really feel like doing whatever I said I was going to do this month. I'm not really going to do it." Then Person 2 has a similar thought because we're energetically connected and they [really 00:05:10] do it. Then they show up and they're not going to call out Person 1 because they didn't do their thing either and there's not anyone who's outside the system to take a big look and see what you're agreeing to.

Before you know it the whole group can lower their consciousness. They can get into fear and scarcity and not actually complete the mission at hand so a leader is important. You want a leader again that embodies the value system that's really important to you. They don't just talk about it but they actually live it. You want to have a leader who has the type of life that you want to have if that makes sense. I can coach you on whatever life you want to create and that's great. It doesn't have to be the same as the life I want to create.

However, if the value system is different, if I can't imagine having a business of a certain size then you probably don't want me as your coach. I changed communities when I realize that I wanted to make my personal life a little more important to me and I wanted to line up with other people whose lives were more important to them as well. You want a leader and you want to really pay attention to the life that they have not just the marketing message.

The third thing that's really important in my opinion is retreats. This could be you call them anything you want but live in-person connection with the people in your community. You can really do a lot of connecting by phone or in Facebook and all of that but it's a whole different experience once you've met someone, you've connected with their energy, they get to know you on a personal level, you may be have drinks together or go for a hike or whatever and now you're connected in a way that you wouldn't think to connect if you don't get together in person.

The other thing that's really important about this is if you have a great leader who can really see you, you're able to really pick up on someone's energy field and help them move past blocks because you can see them physically. If you show up all confident on your website but in person you don't look that way, you don't present that way, there's going to be a disconnect. There's no way to get that information if you're not in person.

You need to be in person to get that kind of feedback. That's the third step and the first to think about.

Here's the fourth thing that's really interesting. You really want a group where there's a safe space where you can be vulnerable. You want a leader who's vulnerable, who's transparent, whose keeping it real and you want it to be okay for you to be vulnerable in this space. You also want it to be okay to be strong. I've experienced groups where there's so much vulnerability that nothing ever gets done. Everybody is crying all the time. I've done it. I've cried in front of a room many times. Then there's a room where everybody has got it together and they're like … this is more of a masculine energy of "I did this. I did that. I did this."

You really want to be able to have a balance to where it's okay for you to be vulnerable about what's really so for you. It's okay for you to allow people to contribute to you. That's a vulnerable thing to receive help especially publicly. It also needs to be okay for you to be strong. You don't want a leader of your mastermind who's not strong enough to allow you to be strong, in your full power. You really want it to be okay to also like really have it going on and celebrate and enjoy your growth and even shoot past whoever is leading it because it's just that effective. That's important and you may not know this right away. You may have to test it out to get a vibe of that.

The last piece that has become more and more important to me is love and generosity. There are groups and communities and we see this all the time. Most of the workplace is this way where there it's like the doggy dog kind of vibe. There's a lot of competition. There's a lot of scarcity. The thoughts that I don't want to share what I'm doing because someone else might do it. It doesn't serve the community. When you walk in to a space of love and generosity, you can feel it. You're instantly accepted. People see the biggest version of you and they're really willing to contribute to you even before they really know you. That's an amazing space of love and generosity. You deserve to have a space like that.

In my opinion having an intentional community is one of the very best things that we can do as humans but even people who aren't in business. Let's say you want to lose weight. Having a community that's also committed to losing weight makes a difference. That's why Weight Watchers has been in business so long. Whatever your goal is, you deserve a community of people who have a similar value system. You deserve to have a leader who's looking out for you best interest and your goals. You deserve to be able to connect with people in person, to be vulnerable when you want, to be strong and to really receive love and generosity in your life.

If you can do this, you can do anything because connecting with your right clients is no different than connecting with colleagues or friends or collaborators. It really isn't. Connection is a skill that you need to nurture and you really need to master in order to build a thriving business. With that, I really want to share that this community that you choose and if I am someone you really resonate with just shoot an email to support at alignedentrepreneurs.com we're happy to chat with you about that and that's not what this video is about.

I really encourage to get in that community because those are the people that are going to lift you and those are the people who will promote you, who will guide you and who will really help you to soar. This is Darla LeDoux with Aligned Entrepreneurs and have a fantastic and profitable week.