

TTC Post-Course Mastermind Program Proposal

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1. INTRODUCTION

The purpose of this document is to summarize the findings of the needs assessment conducted upon completion of the TTC design course, and explain how those findings have informed the recommended Mastermind Program Proposal.

2. BACKGROUND

The Transformational Travel Council was founded as a consulting and speaking platform by Michael Bennett and Jake Hauptert in 2018. Since then it has grown into a cooperative member community focused on delivering transformative education, training, and events that increase awareness and foster the expansion of transformational travel, regenerative destinations, and human solidarity. The Council has developed a series of products and programs to serve its community of over 300 Members representing over 40 Countries. One of the core offerings is the [Transformational Travel Design Course](#), which is currently a 10-week course which promises to help participants build new product(s), connect with a global classroom, generate leads, and become transformation economy ready. Upon completion of the course, participants are encouraged to submit a “capstone project” which supports application of the core principles of the program. In 2022, a course participant leveraged their background in learning and development to re-design course materials, and included recommendations to launch a post-course Mastermind Group offering to offer ongoing support for implementation of capstone projects.

Mastermind Groups are on the rise due to the rise of remote work and the desire to have consistent professional support and community outside of the traditional confines of work, especially for entrepreneurs/solopreneurs. From a business standpoint, they are a very scalable solution, and there is potential for this format to also be designed to serve the ally community outside of the TTC course. To support this consideration, consider reviewing options for [fee structures for masterminds](#).

3. METHODOLOGY

The needs assessment was composed of 1:1 interviews with five course participants, one advising call from a TTC Ally and Course Alumni ([Tom Fels](#)), and one advising call from a TTC organizational leader ([Michael Halle](#)).

1:1 interviews with course participants: The interviews were conducted with participants who expressed interest in a post-course mastermind (two additional course members expressed interest, but were unable to participate in interviews during this window - [Paul Wolpert](#) & [Cara Schuster](#)). These interviews lasted 60 minutes and drew out motivations for joining the Transformational Travel Design Course, discussed gaps in course material, and additional support desired from a post-course mastermind group format. Course participants interviewed included:

- [Stu Luchs](#) - Hospitality Consultant
- [Lisa Armstrong](#) - Wellness Coach
- [Crystal Carnahan](#) - Female Leadership Coach
- [Judith Volker](#) - Hospitality Property Concept Developer
- [Tammy Muller](#) - Aspiring Retreat/Tour Designer & Host

4. SITUATIONAL ANALYSIS

TTC Design Course Feedback:

Based upon discussions with course participants, alumni, and TTC leaders, this is what I gather to be the key points around course strengths and gaps:

- Strengths:
 - Community-building among values-aligned individuals who have a common vision to support the Transformational Travel Movement
 - Expanding the visions of group members for the possibilities of Transformational Travel within their business
 - Extremely well facilitated by Tanner, so that participants felt discussions were balanced, and questions were directly and openly addressed
 - Excellent job of presenting overarching philosophy and concepts around designing transformational travel experiences
 - Featured effective storytelling of mentors in Transformational Travel Design, which provided real world case studies, offering inspiration and practical guidance for aspiring Travel Designers
- Gaps:
 - Lacked guidance in more practical aspects of travel design (aka Insurance, Marketing, Budgeting, etc.)
 - Case Studies and Interviews Videos were unnecessarily long (could benefit from editing)
 - Course work could have been more experiential in nature, with proposed action items or “activation challenges” to encourage participants to put concepts into action. (aka, reach out and conduct an interview with a potential partner for your action step this week)

- Lacked emphasis on “Human-Centered Design” principles to guide experience design and encourage members to keep the customer top of mind (opportunity to encourage customer interviews within course materials)
- Lacked a structured approach to supporting members in making progress through check-points or facilitated feedback on capstone project
- Capstone Project Completion rates are currently at 50% and could benefit from additional mechanisms around accountability
- Course is composed of different players in Transformational Travel Domain who have different goals, services, products so sometimes questions or learnings were misaligned (consider option to create “tracks” for different members within cohort)
- Did not appear to have a strong emphasis on metrics or outcomes throughout the course

TTC Post-Course Mastermind Group Opportunities:

- Desire for a balance of deepening understanding of course themes (not moving onto new topics/themes but focused on integration of existing content/ideas), while having more open space for timely thought partnership among peers
- Desire for shared ownership among the group for the experience, where there is a commitment to contribute to ongoing learnings for one another
- Desire to keep up motivation and momentum generated during course with existing peer group connections through consistent meetings where there is already a sense of alignment and trust, as well as understanding of one another's goals/visions
- Desire to share ideas around resources among peers for the next phase of development and implementation related to capstone projects
- Desire for accountability for applying concepts of the program and sharing lessons learned
- Desire for exploring opportunities to partner and collaborate within the community on future projects or concepts
- Desire for access to ongoing mentorship and insights from those who are a couple of steps ahead in business or transformational travel experience deployment

5. RECOMMENDATIONS

POST-COURSE MASTERMIND PROPOSAL

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- a. Executive Summary**
- b. Program Goals**
- c. Proposed Program Details**

- d. Proposed Session Agenda**
- e. Proposed Mastermind Roles**
- f. Measurement & Evaluation**

a. EXECUTIVE SUMMARY

Through a Post-Course Mastermind Group, the TTC can create an additional product offering, which will allow participants will have the opportunity to:

- Move from understanding concepts to practical application and implementation of concepts
- Practice and exercise the “experiential learning” cycle which is a core tenant of TTC Design course, by putting concepts into action, and reflecting on application in a group setting
- Receive support for real-time problem-solving with relevant challenges related to current business realities or implementation of capstone projects
- Continue to have access to mentorship and peer support in a consistent manner to accelerate progress on designing and delivering transformational travel experiences, and turning these services into revenue opportunities more rapidly

b. PROGRAM GOALS

- i. Support TTC Design Course participants development and implementation of Capstone Project Concepts
- ii. Strengthen collaborations and partnership among members of TTC Design Course

c. PILOT PROGRAM PROPOSED DETAILS

- Proposed Start Date: After June 19th (in the future, launch right after course to support people with their capstone)
- Cadence of Meetings: Every two weeks (optional thought partner sessions in the weeks between)
- Length of Mastermind: Start with three months (6 sessions)
- Duration of Sessions: 90 minutes
- Ideal Number of Participants: 6-8
- Ground Rules:
 - Attend at least 4 of 6 sessions
 - Keep an open mind
 - Appreciate each person’s contributions and make space for everyone to share and feel supported
 - Show up ready to give as well as receive
 - Don’t be afraid to challenge or offer a new perspective others have not considered

- Investment: Since this is a pilot, this will be free of charge for the first cohort. We will request feedback and a potential recommendation, based upon participants' experiences.
- Communication Channels: Weekly E-mail Summary and WhatsApp Channel for Real-Time Updates/Questions/Resource Sharing

d. PROPOSED SESSION AGENDA(S):

- Welcome [5 min.]
- Revisit Course Theme [15 min.]
 - We will rotate who will review course content, and be prepared to review core concepts and takeaways from the designated lesson
- Discuss Practical Application [25 min.]
 - Each participant will be invited to discuss and propose what opportunity they see within their current business activities to put the course concept into action prior to the next session. [3 min. each]
 - Group Feedback, Encouragement, or Reflections on individual shares [1 min.]
- Group Problem-Solving [30 min.]
 - A group member will volunteer for the session to present a problem or a challenge they are facing, and allow the group to offer perspectives or solutions for consideration
- Closing [15 min.]
 - Review key points from the session
 - Confirm volunteers and guest mentor for next session

e. PROPOSED MASTERMIND ROLES

Mastermind Coordinator:

- Arrange meetings, set agendas, and recruit guest mentors/co-facilitators
- Capture notes and share after meetings
- Facilitate session discussions, as necessary

Participant Co-Facilitator:

- Review and present concepts
- Support Time Tracking - helping to hold the container and facilitate balanced sharing
- Facilitate conversation (optional)

Guest Mentor:

- Offer insights on relevant topics, based upon experience gained in transformational travel
- Be available for questions from the group on relevant topics
- Share feedback on participants challenges, based upon lessons learned

f. PROPOSED MASTERMIND PROGRAM JOURNEY

Session 1

- Revisit Course Theme: Where I am & Accurate Location
- Guest Mentor: TBD
- Participant Co-Facilitator: TBD

Session 2

- Revisit Course Theme: How I plan
- Guest Mentor: TBD
- Participant Co-Facilitator: TBD

Session 3

- Revisit Course Theme: How I go (self & spirit)
- Guest Mentor: TBD
- Participant Co-Facilitator: TBD

Session 4

- Revisit Course Theme: How I go (others & bridging)
- Guest Mentor: TBD
- Participant Co-Facilitator

Session 5

- Revisit Course Theme: How I go (systems & stewardship)
- Guest Mentor: TBD
- Participant Co-Facilitator: TBD

Session 6

- Revisit Course Theme: How I Return
- Guest Mentor: TBD
- Participant Co-Facilitator: TBD

Post-Mastermind Group Celebration

Consider options to have a group gathering in person in collaboration with TTC Mastermind member or with an existing Ally (aka [Sandra Fernandez-Osores](#))

g. MEASUREMENT & EVALUATION

This can be shaped with key input from the TTC with regards to how this product might complement other offerings, where we can collaborate on designing desired outcomes, core metrics and mechanisms for evaluation.