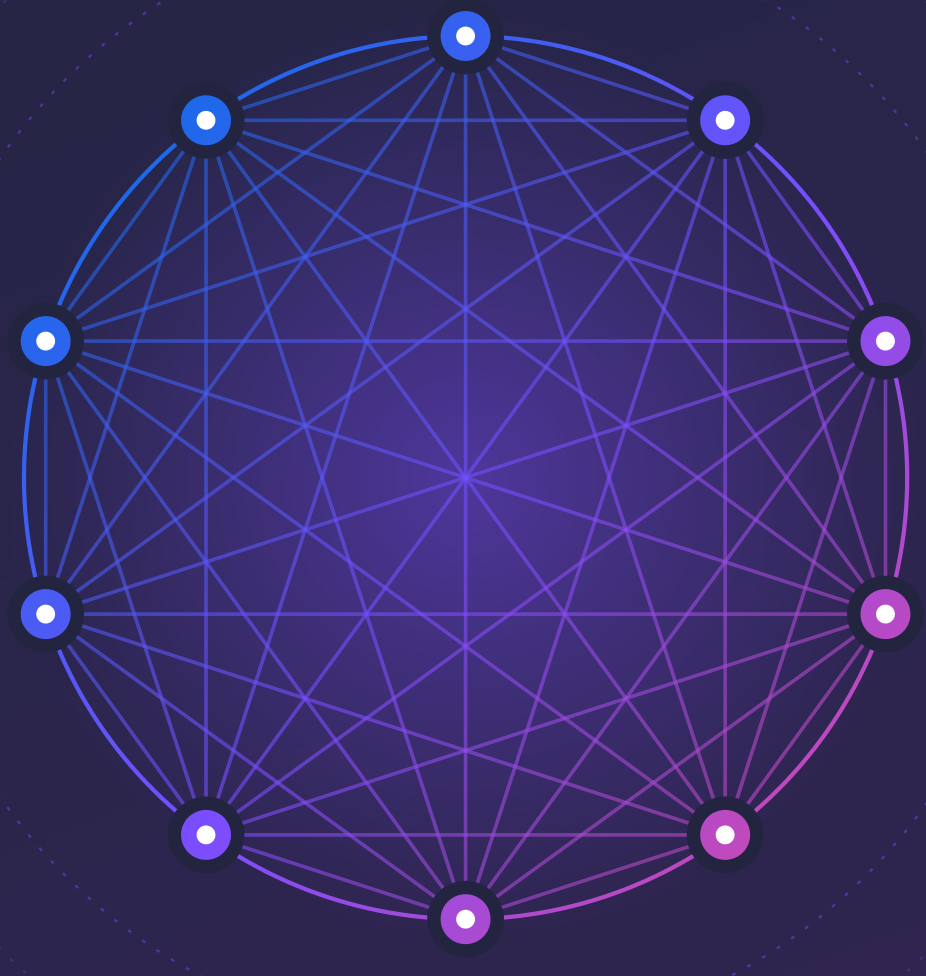
From solo hustle to group flow

Group Flow Coaching

Stop building alone.

A visual guide to weekly group coaching, mastermind accountability and the power of a community of founders with shared goals.



A short primer by **Kyle Pearce**

Introduction

You know what to do. The hard part is doing it every week.

Most founders don't have an information problem. They have a consistency problem. You've bought the courses, saved the threads and written the plan. Then the week gets away from you, nobody notices, and the plan quietly dies.

This guide covers the fix I found after leading hundreds of workshops, masterminds and retreats: a small group of founders with shared goals who meet every week, plan their week out loud and report back on Friday. I call it Group Flow Coaching.

> **"You are the average of the five people you spend the most time with."**
>
> Jim Rohn

Inside this guide

01 The solo hustle trap
02 What group flow is
03 Group vs 1:1 coaching
04 Collective identity
05 Six conditions for group flow
06 The weekly rhythm
07 Your week on one page
08 Creating without selling
09 Flow State OS
10 The human edge
11 Online weekly, in person quarterly
12 The Founders Mastermind



ABOUT THE AUTHOR

Kyle Pearce started DIY Genius in 2011 because he saw how standardized schooling could leave creative people behind. He wanted to make learning more creative, playful, and experiential.

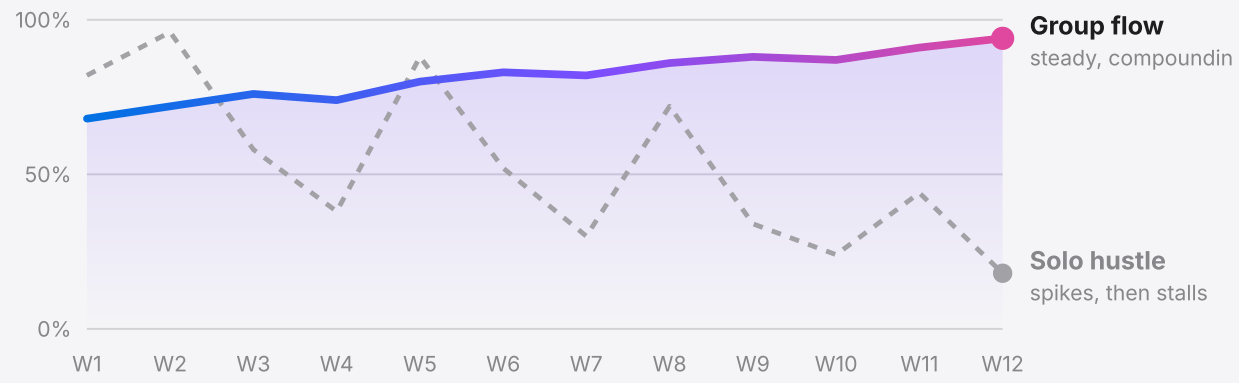
He has spent the last decade helping experts teach outside the system by turning what they know into live workshops, group coaching programs, and retreats where people can put what they learn into practice.

01 The solo hustle trap

Solo hustle runs on motivation. Motivation runs out.

We're told to work harder, wake earlier and push through. That works for a week or two. Then a client emergency, a flat launch or a slow month hits, and there's nobody around to notice you've drifted.

Weekly goals completed over one quarter (illustrative)



1

No witness

Nobody knows if you skipped your goal, so skipping costs you nothing.

2

Shiny objects

Every new tool or idea looks more fun than the work in front of you.

3

The rollercoaster

The highs and lows of business hit harder when you ride them alone.

4

No mirror

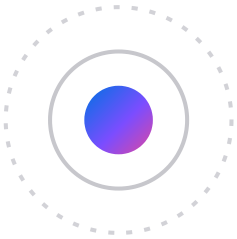
You can't see your own blind spots. Founders a few steps ahead of you can.

Most people who buy an online course never finish it. Information without accountability rarely turns into action.

02 What group flow is

Flow is better with other people.

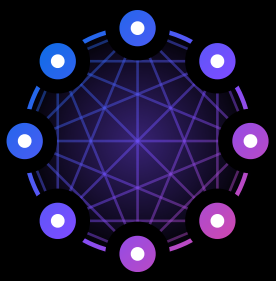
Psychologist Mihaly Csikszentmihalyi found that our best moments come when we stretch toward something difficult and worthwhile. His student Keith Sawyer studied what happens when a whole group reaches that state together. He called it group flow.



INDIVIDUAL FLOW

One person, deep focus

You lose track of time on a hard task. Powerful, but it lasts as long as your own energy does.



GROUP FLOW

A group in sync

Everyone works toward a shared goal. Each person's energy lifts the others, and the group carries you on low weeks.

> **"It depends on interaction among performers and it emerges from this process."**
>
> Keith Sawyer, Group Genius: The Creative Power of Collaboration

What group flow feels like

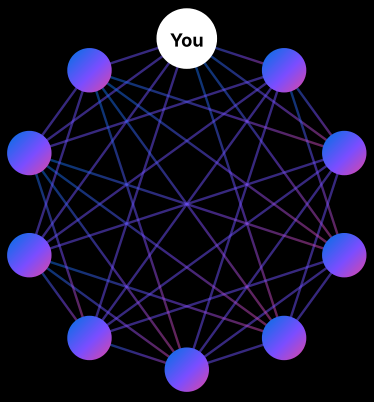
Think of a time you were surrounded by people on the same mission, pushing each other forward. Time moved fast. Ideas built on ideas. You left with more energy than you came in with. A good mastermind gives you that feeling every week.

Why group coaching gets better results than 1:1

1:1 coaching has one line of accountability: you and your coach. In a mastermind, every member holds you to your word, and you hold them to theirs.



1:1 coaching
1 line of accountability



Mastermind of 10
45 lines of accountability

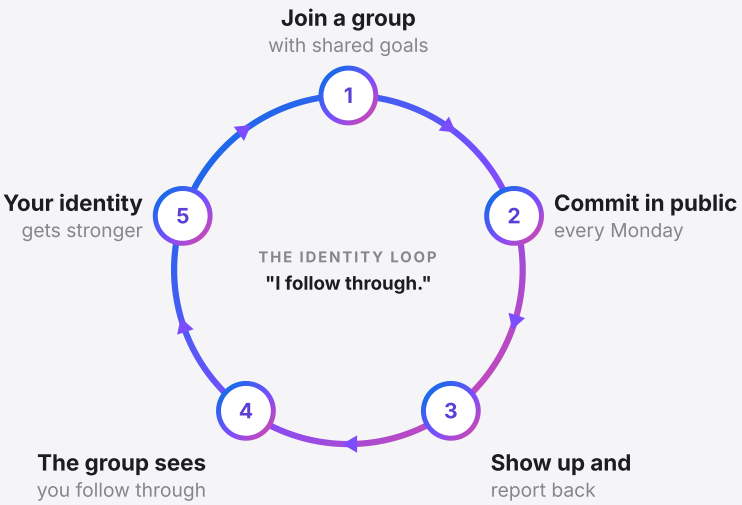
	1:1 COACHING	GROUP FLOW COACHING
Who notices if you slip	Your coach, on call day	Every member, every week
Perspectives on your problem	One	Eight to twelve founders
Proof it can be done	Your coach's story	Peers winning in front of you
Your role	Client receiving advice	Member who also helps others
What you walk away with	A plan	A plan, a network and friends

You also learn by teaching. When you help another member solve a problem, you see your own business more clearly.

04 Collective identity

You rise to the identity of the room.

When you join a community with clear standards, you step into a new identity: a founder who shows up, sets goals and follows through. To stay part of the group, you uphold that identity. Accountability stops being a rule someone enforces. It becomes who you are.



THE MEMBER STANDARD

To be part of the group, you:

- Show up every week, including the bad weeks
- Name one priority and your top 3 goals on Monday
- Report what got done on Friday, honestly
- Give as much as you take
- Sell every week, not only build

It's hard to skip your goal when eight people will ask about it on Friday.

05 Six conditions for group flow

What makes group flow happen

Group flow doesn't happen by accident in a Facebook group or a Slack channel. It needs structure. These six conditions come from the group flow principles I've used across hundreds of masterminds and retreats.

01

Shared goals

Everyone is working toward a similar outcome: more clients, more revenue, more freedom. A shared mission gives the room direction.

02

Equal participation

Everyone speaks, everyone shares their numbers, everyone has skin in the game. Nobody sits in the back.

03

Everyone shows up

Consistency is the product. Missing a week breaks your momentum and the group's.

04

Peer accountability

Your commitments are public and your peers follow up. Psychological safety makes honest reporting easy.

05

Yes, and

Conversations build on ideas instead of shooting them down, so members think bigger.

06

High standards

Clear goals and real expectations push every member to keep levelling up.

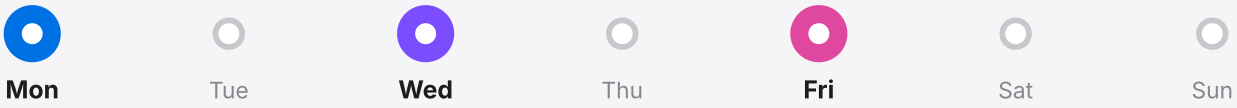
Great leaders create more leaders, not followers.

In a good mastermind, every member ends up coaching someone else.

06 The weekly rhythm

Plan on Monday. Get coached midweek. Check in on Friday.

Group Flow Coaching combines weekly group coaching with weekly mastermind sessions. The rhythm is simple, and it repeats every week of the year.



MONDAY · MASTERMIND

Plan your week

Name your one biggest priority and your top 3 goals. Say them out loud to the group.

- One priority tied to revenue
- Top 3 goals for the week
- One thing you need help with

MIDWEEK · COACHING

Get unstuck

Bring the obstacle that's slowing you down. Get live coaching and ideas from the coach and your peers.

- Hot seat coaching
- Feedback on offers and funnels
- Workshops and live training

FRIDAY · CHECK-IN

Report back

What got done, what didn't, what you learned and what moved revenue. Celebrate the wins.

- Goals: done or not done
- Sales actions this week
- Lessons and next week's focus

Short feedback loops

You never go more than a few days without someone asking how it's going. Drift gets caught on Wednesday instead of next quarter.

Small wins compound

52 weeks of finished priorities beats one burst of motivation in January. Consistency is where the results come from.

07 Your week on one page

One priority. Three goals. One honest check-in.

Every Monday you fill in one card. Every Friday you mark it up in front of the group. Here's what a typical week looks like.

Week 14 · Maya, course creator Example

BIGGEST PRIORITY

Book 5 discovery calls

TOP 3 GOALS

- ✓ 1 Send workshop invite to email list
- ✓ 2 Follow up with 12 warm leads
- ✗ 3 Publish one client case study

FRIDAY CHECK-IN

2/3	6	3
Goals done	Calls booked	Offers made

Lesson: Personal follow-ups booked more calls than the email did.
Next week: Case study goes out Monday morning, before anything else.

What makes a good priority

1. **Tied to revenue.** It leads to a client, a sale or a conversation with a buyer.
2. **Finishable in a week.** Big projects get broken into one week's worth of progress.
3. **Easy to verify.** On Friday, everyone can tell if it's done.
4. **Said out loud.** A goal you share with the group is a goal you're far more likely to finish.

08 Creating without selling

The builder's trap: shipping everything, selling nothing

AI tools like Claude Code and Codex make building feel like progress. You can ship a new app, funnel or feature in a weekend. But a product nobody hears about earns nothing, and so many founders spend months creating and almost no time selling.

DRIVES REVENUE →

THE MONEY WORK

Uncomfortable, but it pays

- Sales calls and follow-ups
- Making offers
- Asking for referrals

THE FLOW ZONE

Energizing and it pays

- Live workshops
- Client delivery
- Launches

BUSYWORK

Feels like nothing, earns nothing

- Inbox and admin
- Scrolling for ideas
- Reorganizing files

THE BUILDER'S TRAP

Feels great, earns little

- Another app or feature
- Tinkering with AI tools
- Redesigning the website

FEELS PRODUCTIVE →

The Friday question

Every check-in, the group asks: what did you do this week that could lead to a sale? It's hard to hide in the builder's trap when the room tracks calls booked and offers made.

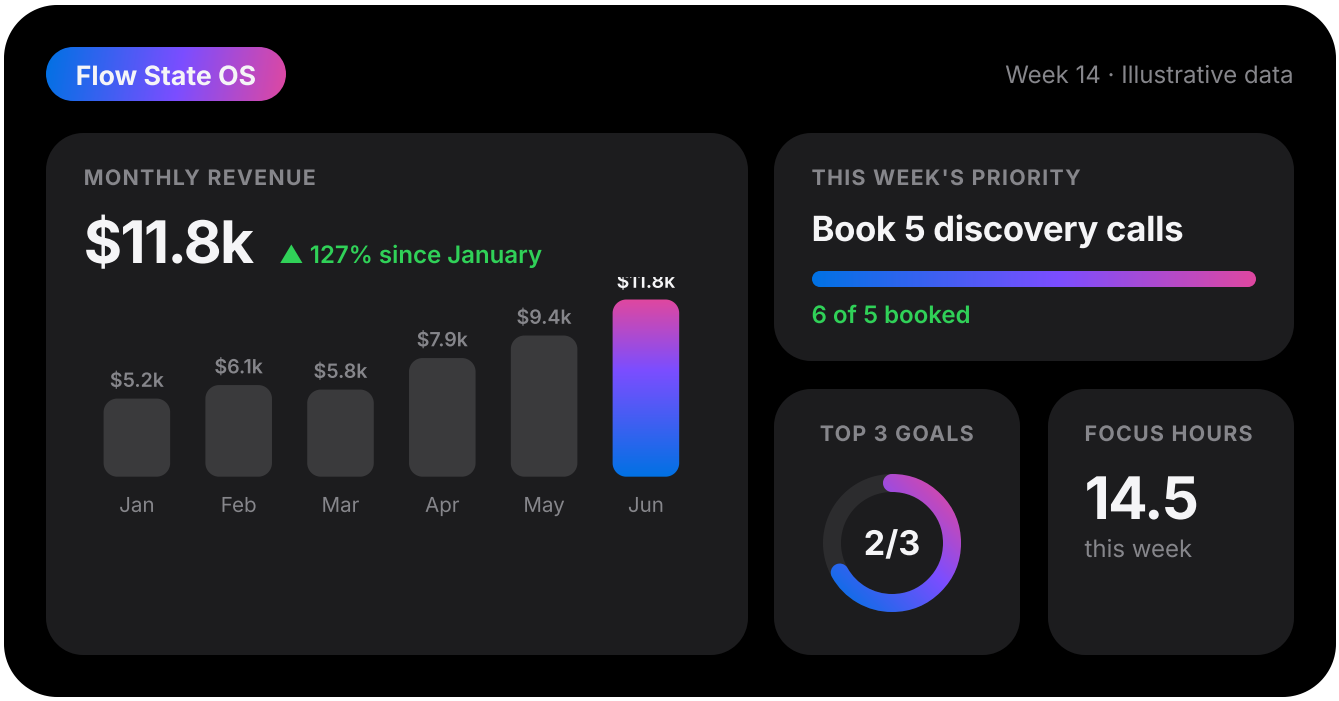
Build less, sell more

Use AI to finish the building in hours, then spend the time you saved talking to buyers. The group keeps you honest about where your hours go.

09 Flow State OS

See your progress. Focus on what drives sales.

Flow State OS is our deep work dashboard. Members use it to plan the week, protect focus time, track goals and log revenue each month, so you can see the improvements and keep your attention on the work that leads to sales.



Weekly planning
Your biggest priority and top 3 goals, ready for Monday's mastermind and Friday's check-in.

Monthly revenue tracking
Log revenue every month and watch the trend. Progress you can see keeps you going.

Focus timer and site blocker
Protect deep work blocks from distractions, with focus music built in.

AI coach
Ask for help breaking a big goal into this week's steps, any time between sessions.

10 The human edge

AI can make the plan. It can't help you keep it.

We love AI tools and use them every day. But as AI makes building cheaper and faster, the things it can't do become worth more: trust, relationships, community and the courage to sell.

WHAT AI DOES WELL

Build and draft

- Write code, copy and emails
- Draft a business plan in minutes
- Summarize research
- Automate admin and follow-ups

WHAT A COMMUNITY DOES

Hold and connect

- Holds you to your word every week
- Notices when you go quiet
- Refers clients and opens doors
- Celebrates your wins with you
- Buys from people they trust

People buy from people. Sales, connection and community are the skills that grow in value as AI spreads.

How members use AI

Let AI do the building, drafting and admin in hours instead of weeks. Then spend the time you saved on calls, workshops and relationships.

What the group adds

A room of people who know your goals, ask about them every Friday and want to see you win. No model can do that for you.

11 Online weekly, in person quarterly

Online every week. In person every quarter.

Weekly sessions keep you consistent. Quarterly retreats deepen the bond. Treks, temples, meditation and long dinners turn a group of peers into lifelong friends, and that trust carries back into the weekly calls.



Q1 **Chiang Mai, Thailand**
Temples, jungle treks, Thai cooking

Q2 **Pokhara, Nepal**
Himalayan views and lakeside co-working

Q3 **Ubud, Bali**
Rice terraces, rituals and creative flow

Q4 **Rio de Janeiro, Brazil**
Ending the year by the ocean

NEXT RETREAT

Chiang Mai · January 26 to 31, 2027

5 days with 8 to 12 founders: the Monk's Trail, Doi Inthanon hikes, a Thai cooking class and a closing reflection circle.

12 Join us

The Founders Mastermind

A weekly accountability group for adventurous, purpose-driven entrepreneurs: coaches, consultants, experts and founders who want consistent results and a real community. It's the simplest way to experience group flow all year, online every week and in person every quarter.

1 **Weekly mastermind**
Plan on Monday, check in on Friday. Your priority and top 3 goals, every week.

2 **Weekly group coaching**
Live coaching on whatever is blocking you, from offers to funnels to sales.

3 **Flow State OS**
Track focus, weekly goals and monthly revenue in one dashboard.

4 **Quarterly retreats**
Join a retreat every quarter: Chiang Mai, Pokhara, Ubud and Rio.

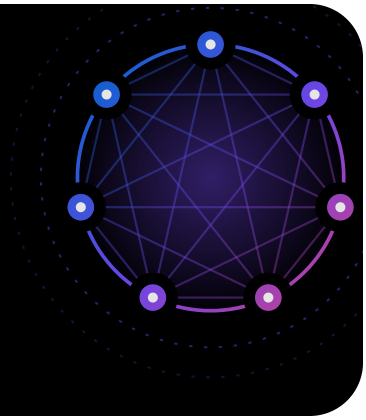
5 **Signature Workshop Accelerator**
Get consistent clients with one live workshop a month.

6 **Flow Experience Design course**
Focus, creative flow, deep rest and group flow.

Stop building alone.

Book a free discovery call. We'll look at your goals, your current week and whether the mastermind is the right fit for you.

Experience group flow →



Why it matters

Your community is your biggest advantage.

AI is making information, code and content cheap. What it can't copy is who you know, who trusts you and who you spend your weeks with. That's the advantage that compounds.

01

Your network is your net worth

Almost every big break comes through a person: a client referral, a partner, an introduction, a seat at the right table. One conversation in the right room can change your whole year. The wider and deeper your network, the more opportunities find you instead of you chasing them.

02

The room sets your standard

When the people around you launch, sell and follow through every week, that becomes normal for you too. Their ambition raises your ceiling. Their wins prove what's possible. You borrow their belief until you have your own.

03

The fastest way to level up your mindset

Books and courses change what you know. People change who you become. Surrounding yourself with passionate, purpose-driven founders rewires how you think about money, risk and what you're capable of, without forcing it. It happens naturally, one conversation at a time.

Find your people. Show up every week. Let the room lift you.