

For Immediate Release

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Passionate Thinkers Launch Silicon Valley Mastermind Group

“*Thoughtstorm*[®] has established itself as a favorite tool of the entrepreneur.”

Mountain View, CA November 13, 2007 – A recent *Wall Street Journal* article discussed entrepreneurs' biggest problems -- and how they solve them. Even the most realistic entrepreneur underestimates the difficulties in building a business. Flexibility, realism and passion are among the ingredients for success. Mike Hayden, sponsor of the new *Silicon Valley Mastermind on Steroids* says, “To reveal insights on solving these business difficulties, we use the *Thoughtstorm*[®] process to create opportunities not imagined before.”

Here’s what Mr. Hayden will tell you when you interview him. The *Thoughtstorm*[®] process we use in our Mastermind Group is deceptively profound in its ability to generate insights for entrepreneurs and business people. Participants’ heads spin for days afterward. Why? Because our process aligns our group so we can cooperate toward developing ideas and solutions ... instead of arguing, competing, and being uncooperative. Thus, our group develops better ideas and solutions than any one person could develop alone. We ask ourselves questions. How does advertising increase demand? Under what circumstances are people eager/reluctant to spend money? What sustains motivation? What inspires people? How can a manager help subordinates develop pride in their work? What does the world need and want that we could deliver?

Call (408) 817-5684 for interview, group presentation, or employee training.

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