

TRANSFORMERS

Master Mind

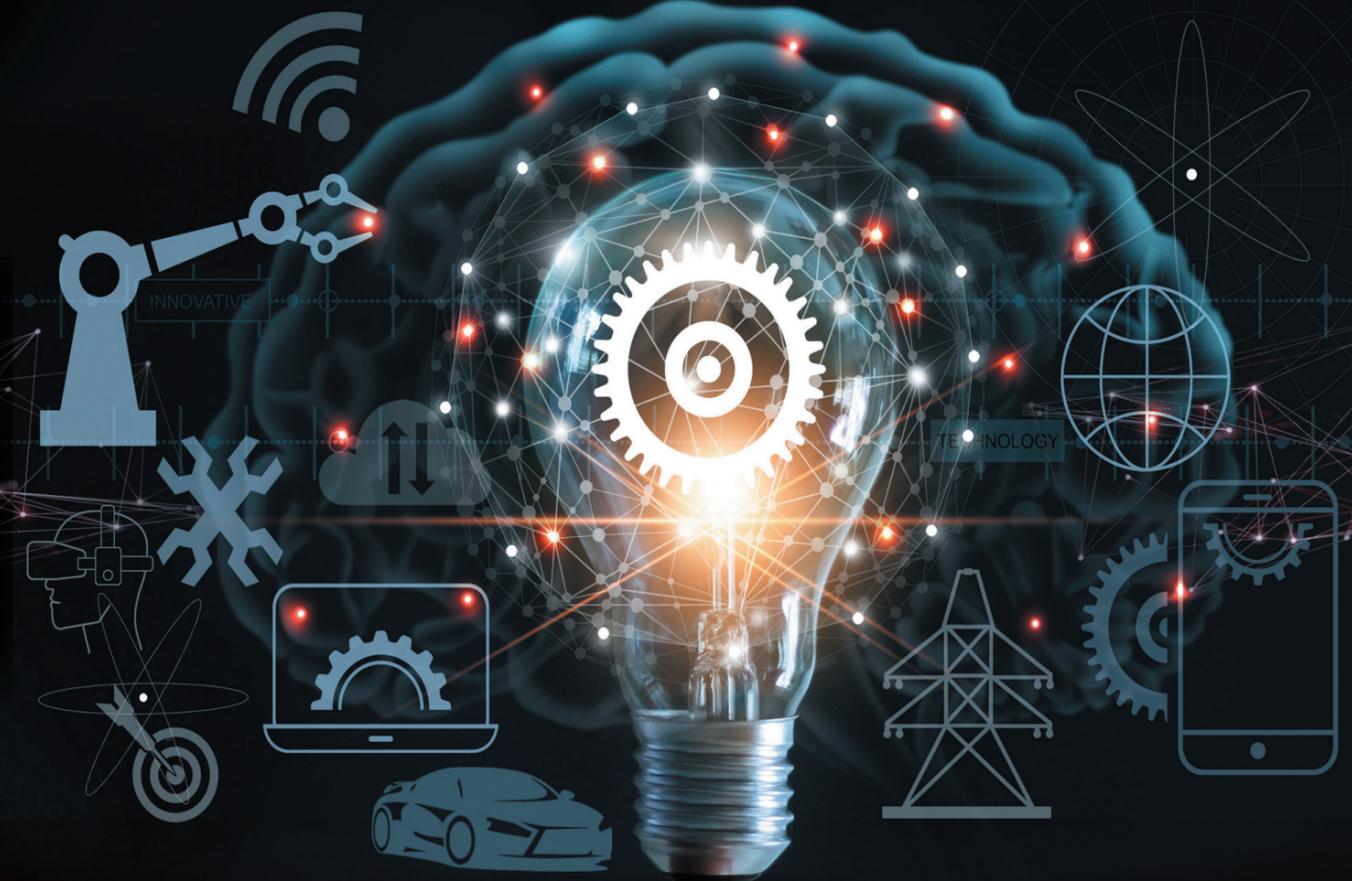


Greg Bunch is an automotive industry entrepreneur and a successful multi-location shop owner. He is also an industry-leading speaker, trainer, and consultant who founded the Transformers Institute.

Greg's automotive journey began in southern California where, as a teenager, he fixed Volkswagens as a hobby. He became a master technician and has also been a service advisor and a manager before making the transition to starting his own shop. He has since grown it to a multimillion-dollar company that has sold over \$70 million in service since he opened his doors in 2001.

His journey has led him to share his knowledge by serving on the boards of Ratchet and Wrench magazine and the Automotive Institute of Science and Technology. Greg's unique approach to life and business has inspired people to work hard to become the best that they can be. His mission is to 'transform' the auto repair industry while helping others do the same.

Greg resides in beautiful Colorado with his wife Elaina and has five children, and eight grandchildren. He enjoys spending time with his family, exploring the great outdoors of Colorado, off-roading, performance driving, and traveling.



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**THINK BEYOND BUSINESS
EXPECT TRANSFORMATION**

What is a Mastermind Group?

Learn Game Changing Strategies from World-Class Shop Owners

Think of a bank of batteries in series. That one bank can produce exponentially more energy than a single battery on its own. Similarly, to understand the amazing dynamic of a mastermind meeting, visualize a giant floating brain in the room, representing all the collective wisdom, knowledge, triumphs, tragedies, and experiences of the entire group. This brain represents all that the members have to offer and it's available for any member to tap into at any time, take what best applies to their specific goals and business model, and it allows them to find a success that they'd never thought possible. Mastermind groups have historically been made up of members from multiple industries who have all achieved a substantial level of success and, therefore, have many experiences to contribute to the group.

The Mastermind concept was brought into the mainstream in the 1930s by Napoleon Hill, a journalist and author of multiple books, including *Think and Grow Rich* and *The Laws of Success*. While interviewing the

most successful people at the time such as Henry Ford, Harvey Firestone, Thomas Edison, Andrew Carnegie, Napoleon Hill asked each one what they did differently than their competition and what they attributed their success to. They all credited their Mastermind meetings as the main key to their success. The Mastermind concept has been adopted by successful business owners throughout history and many still agree that it's one of the best investments you can make in yourself and your business.

What Makes this Mastermind Different?

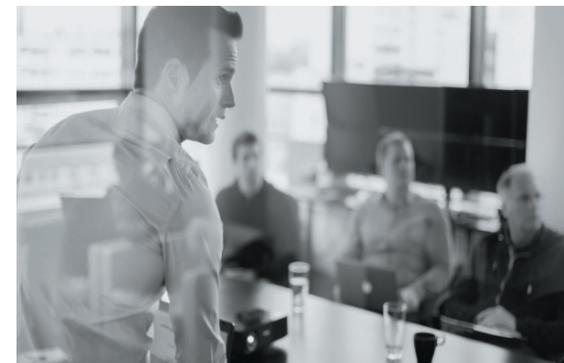
Our Mastermind meetings are based on collaboration of the members, as opposed to a specific curriculum.

Multiple business models are supported and encouraged. We believe that there can be value in each model and are more so interested in supporting each other to rise to higher heights.

Transformers' mastermind groups are single industry, bringing an additional value to the original concept. Members come from around the country and non-competing markets. This creates a diverse, strong environment where transparency can be possible without conflicts of interest.



Each group meets four times a year for a 2-day event. All members get a specified session time to present their current challenge to the group and receive feedback along with strategies and ideas. There are short breaks in between each session allowing members a mental recess so they can be completely focused and engaged for each member's session.



What's Expected of You With Membership?

- Leave your ego at the door
- Be willing to be honest and transparent, and accept/receive all feedback graciously
- Not only glean nuggets, but also be willing to contribute
- Fully attentive during member sessions
- Attend all meetings for the benefit of the whole group and yourself

Our selection of Mastermind Groups combines shop owners and key leaders from around the country, who share a common goal: to maximize their business while transforming the industry for the better.