Main group compounds have often been considered less interesting and less reactive than their transition metal partners. However, significant discoveries in the past few decades have arguably challenged this long standing dogma. Homogeneous main group compounds have been shown to activate a variety of small molecules, such as H₂, CO₂, N₂, and more, in reactions traditionally ascribed to transition metals only. In this talk, recent advances in main group induced chemical transformations that were discovered in our group will be overviewed.