



Point of View

Dear Marketplace Friend,

Vision. Strategy. Assignments. If you've been around me in the context of **The Master's Program**, you've had that triad drilled into your thinking. If not, you are rightly curious. *What's up with that?*

I've declared those three downloads as key indicators of real leadership. Find the source of those essentials within any community or team, and you've found the wellspring of real leadership. **Vision** answers the "Where are we going?" question. **Strategy** addresses the "How will we get there?" confusion. **Assignments** give the "If I'm part of the team, what am I supposed to do?" query clear direction.

If that's important for an *enterprise*, it's important for an *individual* - or, a *couple* - as well. Proof: a constant string of books, cable programs and magazine covers that propose a version of the "50 Things to Do/Places to Visit/Experiences to Share Before You Die" feature. Folks who want to live an extraordinary life are on the lookout for **Vision** and **Strategy** that takes them to pinnacles never visited by those who settle for a place in the middle of the bell curve...

Cheri and I have operated for the years with a "Top 10 Next Adventures" list, with a commitment to knock items off the list as frequently as we can... and then to replace them with a next wave of nominees. We fear life with



a checked-off and unrefreshed list: no *Next Adventures*, no *Vision*. No *Vision*, no *Future*...

The same thinking holds importance as it regards the part of our life that connects with Eternity. What we address in TMP under the auspices of "Kingdom Calling" warrants the same kind of intentional leadership as the professional and personal aspects of my life-time on Earth. When you head into the consideration of your Eternal Kingdom existence, what kind of list makes sense?

Evangelicals are marked by three key distinctives: they hold to the **Authority of the Scriptures**, the **Necessity of Conversion** and the **Responsibility of the Great Commission**. What happens when you hitch those to the qualifiers for leaders?

It means, in my life, that I must have **Vision, Strategy and Assignments** in mind for my role in God's game plan - the "Great Commission" - to reach "market saturation" (*the whole world*) with His "core product/

service" (*the offer of forgiveness and salvation through the Cross of Jesus Christ, which He called "the Gospel"*). If I took that approach with my business career (*and, I did*), and I do that with my personal life today (*which I do*), how can I explain - to Him - that I failed to employ the same intentionality with regard to His Kingdom?

My hero - Paul/Tentmaker/Apostle - was laser-focused. He spent two years in Ephesus. During that time, his scribe - Luke - reported that the entire population of the region had the chance to hear Paul's message and decide for themselves. When he completed his mission in that key city, he left behind a church formed with the people who accepted his message about the Authority of the Scriptures and the Necessity of Conversion. How did he know it was time to leave? He made his criteria for exit clear to the church's elders when he said: *"...Therefore, I declare to you today that I am innocent of the blood of all men. For I have not hesitated to proclaim to you the whole will of God..."* (Acts 20:26-27).

He had said everything he had to say, and he had said it to everyone he was responsible to reach. He could leave with closure; he would exit with integrity.

Maybe you have a *"50 Things to Do..."* list. Here's a question: do you have a *"50 People to Reach"* list, as well? If you are to be *"innocent of the blood"* of those closest to you, what would that require?

Paul took on the responsibility for the Roman world of his day, one regional hub at a time. He kept his career - tentmaking - active as a funding source, but found the time to get

the message - the Gospel - in front of entire populations.

Your message is your story, wrapped within His Story. Your audience is your network: the people you'd invite to your kids' weddings (*close enough to expect a good gift, and a day-off spent in a suit*).

If you have a **Vision** for how they spend a Saturday with you in June, shouldn't you have a **Vision** for them joining you in Heaven, for Eternity?

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