



# Point of View

Dear Marketplace Friend,

Admittedly, my consumption of books is a bit, shall we say, *different*. Atypical. Abnormal. Unique? *No question...*

If it's a content-heavy nonfiction heavyweight, I'm likely to do what Richard Koch advises in his book, ***The 80/20 Principle***. Know what you're looking for when you start into the volume... and restrict your attention to the parts you're really after. Why? In most cases, 80% of that books value to you, right now, will be found in 20% of its content. Eat what you came for and leave the scraps on the plate. You owe no apology to the author/chef; you can read the other 80% someday when you retire...

There are times, however, when that 80/20 approach is set aside. Everything on the plate (*page*) in front of you is compelling and you are willing to savor each bite, with no plans to return any leftovers to the kitchen. Here's that kind of Chef's Special: it's ***The Little Red Book of Wisdom***, written by Mark DeMoss (*Thomas Nelson; 2007*).

Full disclosure: though he lives in the Atlanta area, where his public relations firm is headquartered, Mark has been a friend of mine for nearly 15 years. He has a very uniquely positioned professional enterprise: The DeMoss Group was founded in 1991 to serve Christian leaders, organizations and



causes. They don't work for *money*, though they are appropriately compensated; they work for *mission*, and have a clarity of purpose that has helped them to be recognized as one of America's best Christian organization workplaces by **Christianity Today**. A for-profit marketplace enterprise that does only Kingdom work; a unique place for Christians to pursue their Callings...

Mark was raised by remarkable parents who saw their role with six children as much more than just getting them through school and into careers. At 45, he has insight that most 65-year-olds would struggle to match. In ***The Little Red Book of Wisdom***, he devotes about half of the 167 pages to *Wisdom for your Professional Life*, and the balance to *Wisdom for your Personal Life*.

Well reasoned, well illustrated - from his own life, and from the lives of people whose paths have crossed his - this is not a theoretical treatise. Anyone serious about

taking steps to enhance their life - both in their work, and in the rest - will find some "aha" secrets that will transfer into action.

*Example:* stop allowing the "ping" of incoming e-mails to command your office time. Instead, set boundaries around your response time, and allow your focus to be under your control. *Example:* develop - or, reengage - the discipline of handwritten communications. Your words will have value beyond your imagination as they land in the hands and hearts of your recipients. Great business counsel in Part #1.

Part #2 will make similar sense to you. Mark's successful father, Arthur DeMoss, died at 53, and Mark forms a chapter around some of his dad's life habits. "The Wisdom of Firsts" suggests that success is enabled by devoting the *first hour* of each *day* to your *devotion*, the *first day* of each *week* to your *worship*, and the *first tenth* of each *dollar* to your *tithe*. Those aren't anachronisms; they are catalysts for disciplines that are likely to attract God's attention and divine blessings.

Mark's clients regard his wisdom as very valuable; the cost of this book (under \$30) nominates it for nomination as the bargain of the millennium...

Bob Shank

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