



Point of View

Dear Marketplace Friend,

Business books come and go; most of them do the world a bigger favor in the go mode than they do in the come mode. (Example: anything written by Donald Trump is better on the way out than it is on the way in.)

One of the winners of the last decade was **Good to Great: Why Some Companies Make the Leap... and Others Don't**, by Jim Collins. From '01 to now, it has become a textbook for business leaders who want their efforts to create perpetual achievement in their commercial enterprise. One measure for successful books is the number of spin-offs - both official, and virtual - that they produce.

One of **G2G's** "children" is this week's emphasis: **Good to Great in God's Eyes: Ten Practices Great Christians Have in Common**, by Chip Ingram (published by Baker Books, 2007). To call it a "spin-off" is not intended to denigrate the book; in fact, Chip was just catching some of the slipstream of public acclaim generated by Collins to put a substantive book into play..

Multiple copies of this 229 page hardback have been given to me by friends who know that I appreciate good stuff; in fact, it has been in my reading stack for over a year. During the last decade, Chip has been a pastor to a growing California church, a radio voice to an appreciative national audience,



and a successor-leader in a worldwide parachurch ministry. All the while, he has observed Christians in various settings... and spotted the conditions shared by those who are out to make a difference rather than just take up space. In short, he was taken with those who were out to be Great in God's Eyes. As he says in his introduction: *"When I see the practices identified in this book in a Christian's life, the result is almost always a rare level of maturity and fruitfulness. Conversely, when I don't see these practices in a person's life, the result is almost always mediocrity... In fact, a haphazard, go-with-the-flow approach will almost guarantee a mediocre spiritual life... But those who dream of eternal impact in the Kingdom of God, who envision crossing the finish line as one of God's great saints, are motivated to do whatever it takes to be used powerfully by God."* Greatness is never a result of passive lethargy!

What follows are ten chapters devoted

to ten practices that Chip highlights. Here's the Executive Summary: Think great thoughts. Read great books. Pursue great people. Dream great dreams. Pray great prayers. Take great risks. Make great sacrifices. Enjoy great moments. Empower great people. Develop great habits. *Hmmm; sounds like a leadership program that I'm familiar with...*

In that second chapter - Read Great Books - he says this: *"I want you to catch a vision, to realize that you can sit under the teaching of history's greatest minds and most devoted hearts, and to see how a life can be transformed by the experiences of those who have lived by faith and experienced God's work."* That encouragement is etched into the foundation stones of this summer's **Points of View...**

Want some time with Moses? Or, David? How about Paul the Apostle, or John the Beloved? Jim Collins? Peter Drucker? Bob Buford? Chuck Swindoll? Sit down with their book(s)... and gain their wisdom (*and divine truth, if they are part of that collection called "Bible!"*) during your quiet moments...

Bob Shank

Bob Shank is Founder and Chief Mentoring Officer of The Master's Program (TMP).

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