



# Point of View

Dear Marketplace Friend,

*Healthy, sustainable societies require the creation of healthy, sustainable organizations, and great organizations and societies can only be built by human beings who can grow and create meaningful success. If you believe that, then talking to people who had remarkable lives and lasting impact seemed a natural thing to do.*

I sure believe that, but I didn't say it - at least, not in those words. That's from **Success Built to Last: Creating a Life that Matters**, by Jerry Porras, Stewart Emery and Mark Thompson (Wharton School Publishing, 2007). Porras wrote with Jim Collins in their landmark business book, **Built to Last**, released ten years ago about those great, sustainable organizations alluded to in the opening statement.

Our presidential race will focus on that *healthy, sustainable society* issue... and many of the policies proposed for our country will work against the likelihood of *healthy, sustainable organizations*. The business section at Barnes & Noble - or, the business magazines stacked on your desk for summer skimming - will suggest ways to favor your organization *despite* the market's or the next administration's efforts to the contrary. But that "*human beings who can grow and create meaningful success*" piece is up to each of us



- as individuals - to address. That's the focus of this week's book feature...

This isn't a "Christian book," but the underlying theme honors our Creator and His good work in making people with incredible potential. Their approach: open-ended conversations with enduringly successful people who have made a difference -- people who had stayed the course in some significant pursuit for 20+ years. They distinguished between short-term leaders who tend to tell others what time it is, and the few who, instead, build clocks that outlast them. **Builders**, in their vernacular. In **Success...**, the last words - found on page 216 - deliver their summation: "*If there is such a thing as the secret we have found, this would be it: if you want Success Built to Last, then Create a Life that Matters (to you).*"

Paul toured Athens before presenting himself to the lofty philosophers on Mars Hill and noted their partial insight: "*For as I*

walked around and looked carefully at your objects of worship, I even found an altar with this inscription: **TO AN UNKNOWN GOD**. Now what you worship as something unknown I am going to proclaim to you..." (Acts 17:23) This threesome did great work with 200+ Builder's stories - from Clara Adams-Ender to Dieter Zetsche - all of whom discuss, with their own phrasing and processes, the pursuit of a personal calling, lived to create a life that matters to "you."

Roberta Jamieson, the CEO of the National Aboriginal Achievement Foundation in Canada, says it this way: "When you come into this world, you were given instructions - sort of a toolkit of your talents and special gifts that you are given. Your life's task is to put those tools to use for the seventh generation. How much purpose and power would you have if you knew your choices would impact your community and country for seven generations?" Great insight; I wonder Who gave out those instructions and gifts? And, is life supposed to matter to just me? Or, *is it supposed to matter to the Giver, as well?*

**To an Unknown God.** What these 200 **Builders** are doing for the seventh generation, **Kingdom Builders** do for *eternity*. What they do to worship something unknown, we're working on, founded on the insights of Almighty God through **The Master's Program**. *What would they find if they interviewed 200 of us?*

Bob Shank

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