



Point of View

Dear Marketplace Friend,

John Maxwell has become a voice in the marketplace over the last few years. He was an influential pastor in a historic denomination, but that ecclesiastical neighborhood was too small for John's vision. He stepped away from his pulpit at Skyline Wesleyan Church in San Diego to reinvent himself as the voice of authority regarding effective leadership. His biblically-founded perspectives rang true to an audience that didn't know **Truth** (one of Jesus' names for himself), but could appreciate *truth*...

Mick Ulkeja has teamed with Bob Lorber to write the just-released book, **Who Are You and What Do You Want?** (Meredith Books, 2008). Both men are great friends of mine. Both have unique backgrounds - Mick as a megachurch pastor, Bob as a business school professor - but have found their voices beyond the limitations of a sanctuary (Mick) or a classroom (Bob). Those settings are great launch platforms, but their wisdom has a market beyond the boundaries of those closed systems.

Mick and Bob allow their reader(s) to ask - and, answer - four essential questions; what they call "Four Dimensional Thinking." The four questions: 1) Who are you and what do you want? 2) Where are you and why are you there? 3) What will you do and how will



you do it? and, 4) Who are your allies and how can they help? Four questions; Four Dimensions; the answers spring from one-of-a-kind people.

In some profound ways, these two Ph.D.s connect at the core level with the critical issues. What I like best about their volume is the last 52 pages; it is a can't-lose blueprint to construct "Your 48-Hour Personal Retreat." In 12 Exercises, they coach the reader through a two day application of their Four Dimensional process.

Their book is faith *friendly*, but it's not faith *dependent*. If you're a Christian committed to sharpening your edge for life, you'll hear the echoes of biblical affirmation behind Mick and Bob's voices. If you are a person still on the path to transformational spiritual discovery, you'll enhance the wonder of the creation through a greater appreciation of yourself, applauding the Creator in the process.

Should Christians serve the rest of our

human family with what we've learned from knowing truth, and knowing the Truth? Listen to Paul's advice: *"Therefore, as we have opportunity, let us do good to all people, especially to those who belong to the family of believers."* (Galatians 6:7-10)

Who Are You and What Do You Want?

would be a great team-building resource for any marketplace working group who knows that stronger individuals make unbeatable collaborators. A business leader would benefit from distributing this resource to her/his org chart downline, giving them two weeks to read it alone, two hours to talk about it together... and then two days to put it into transformational personalization. How about letting your direct reports have two days off this summer to do a 48-Hour Personal Retreat... and allow their results to ratchet their professional potential to a new level?

What a great idea: take the truth into our culture - looking for truth without knowing where to find it - and use that as a stepping stone toward introducing them to the Truth. *"Let us do good to all people"...*

Bob Shank

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