



Point of View

Dear Marketplace Friend,

"...he still speaks, even though he is dead." (Hebrews 11:4) Though that was written about Adam's son, Abel, it applies to some whose insights survive them. *Peter Drucker was that kind of wisdom source.*

Drucker was profound in his simplicity; he could couch wisdom in essential terms. With business leaders, he provoked clarity with a few simple questions. The first of these was essential: *"What is your business?"*

When adapted for non-profits and ministries, he amended the question ever so slightly: *"What is your mission?"* Polite rephrase, but the unrelenting query remains clear: *do you really understand what your business is?* One way to zero in on the answer is to clarify what it is *not*. People do that often, casually, when they recognize, *"We have no business doing that..."*

I work for a large, multi-national enterprise that has operations on every continent, and in every country. We have representatives diffused across the human community; it's global. The parent company is called **The Kingdom**, but it exists through dba (*doing business as*) surrogates, most of them organized as "not-for-profit" ministries, but sometimes fronting as for-profit businesses. *What is our business/mission?*

If we had to choose just one Yellow Pages heading, I believe it would best be



conversion. That is the best description of our core competence; it's the category within which we have absolutely no competition. If you're looking for transformation - a complete metamorphosis that produces supernatural change - we're the only game in town.

Any claim to affiliation with the Kingdom that offers less than that is not bringing our best service to their market. We're not listed under the *"do nice things for people, but don't make them uncomfortable by bringing up unpopular beliefs"* heading. Our conversion message - our Founder called it "The Gospel" - evokes emotional responses. Some people reject it out-of-hand; for the folks who respond to it, they become Raving Fans, and it enables powerful, life-improving impact.

One of our earliest distributors wrote to some of his satisfied customers and described their experience this way: *"As for you, you were dead in your transgressions and sins, in which you used to live when you*

followed the ways of this world and of the ruler of the kingdom of the air, the spirit who is now at work in those who are disobedient. All of us also lived among them at one time, gratifying the cravings of our sinful nature and following its desires and thoughts. Like the rest, we were by nature objects of wrath. But because of his great love for us, God, who is rich in mercy, made us alive with Christ even when we were dead in transgressions - it is by grace you have been saved. And God raised us up with Christ and seated us with him in the heavenly realms in Christ Jesus, in order that in the coming ages he might show the incomparable riches of his grace, expressed in his kindness to us in Christ Jesus. For it is by grace you have been saved, through faith - and this not from yourselves, it is the gift of God - not by works, so that no one can boast. For we are God's workmanship, created in Christ Jesus to do good works, which God prepared in advance for us to do." (Ephesians 2:1-10)

Our brand (*The Kingdom*) is being compromised today by some counterfeit suppliers who are confusing the market by saying that conversion/transformation isn't necessary; that people are just fine the way they are - living in what our Founder calls "sin" - and don't need to change. These charlatans are still operating under the brand's trademark (*the Cross*), but they're off-message, and are subject to their franchise being revoked by Headquarters.

Without competition - and, without any qualms - we're very clear about what our business is: non-customers (*Headquarters calls those people "lost"*) need to be **converted**. Anything short of that misses our

business plan by a mile. Everything we do - ultimately - points toward that transaction.

That's what we're about, over here at **The Master's Program**. Tell me: *what's your business?*

Bob Shank

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

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