



WHITESTONE
Seminars™

Group Guide

This guide provides helpful information and suggestions for **how to best structure your own group-use of Whitestone Seminars!**

The Whitestone Forum does not have officially-endorsed groups. We encourage you to “own your equipping” — **convene your own group at work, at home, or at church using this guide and other *Groups* resources!**

Currently, there are two Whitestone Seminars that have been published, available for free at whitestone.org/seminars. As new seminars are added, this Group Guide will be updated accordingly.

Section I: Seminar Overviews

LASTING GREATNESS™

<i>Seminar Description</i>	<p><i>Lasting Greatness™</i> is the flagship seminar of The Whitestone Forum™. Join us as we learn the principles and truths that we not only enjoy in the Kingdom of God every day but that we can also successfully apply in every one of our organizations.</p> <p>From benchmarking and strategy to stewardship and leadership to management and marketing, the unparalleled, practical practices of the Trinity are in vivid and exhilarating display!</p>
<i># Videos</i>	19 “Keys” — each with an accompanying Application & Action video
<i>Average Time per Video</i>	<p>“Key” Videos: Average 9 minutes</p> <p>“Application & Action” Videos: Average 5 minutes</p>
<i>Recommended Timespan and Cadence</i>	One semester (five months of weekly meetings)

MATCH MADE:
THE POWER OF PLATFORMS™



<i>Seminar Description</i>	<p><i>Match Made: The Power of Platforms™</i> compares and contrasts the matchmaking “platform” practices of the modern tech giants Google, Facebook, and Amazon. Then the Kingdom of God is revealed to be the extraordinary pioneer and the modern category leader of all matchmaking platform structures!</p>
<i># Videos</i>	Five core videos (The related “Application & Action” questions are provided via PDF downloads, without corresponding videos)
<i>Average Time per Video</i>	12 min
<i>Recommended Timespan and Cadence</i>	About one month (five weeks of weekly meetings)

Section II: Content Details

LASTING GREATNESS™

Competency	Video	Length
Benchmarking	Key #1 – The Perfect Model to Pursue	Key: 7 min A&A: 5 min
Roles & Offices	Key #2 – Creating Powerful Roles at Every Level	Key: 9 min A&A: 5 min
	Key #3 – Growing Every Person into Greatness	Key: 8 min A&A: 5 min
	Key #4 – Fixing the Ever-Recurring People Problem	Key: 12 min A&A: 5 min
Competing Stewardships	Key #5 – Identify the Core Competing Stewardships	Key: 10 min A&A: 3 min
	Key #6 – Aligning the Core Competing Stewardships	Key: 7 min A&A: 5 min
	Key #7 – Sustaining the Essential Win-Win-Win	Key: 5 min A&A: 6 min
Leadership	Key #8 – Leadership Exists Only to Serve Stewardship	Key: 6 min A&A: 4 min
	Key #9 – Beyond Servant Leader – The Jesus-Way of Leadership	Key: 8 min A&A: 5 min
	Key #10 – Fulfilling the Jesus-Way of Leadership	Key: 8 min A&A: 6 min
Marketing	Key #11 – The 2,000-Year-Old Roots of Astute Marketing	Key: 12 min A&A: 6 min
	Key #12 – The Anchored Value Proposition	Key: 9 min A&A: 8 min
Power	Key #13 – Effectively Handling the Three Types of Power	Key: 8 min A&A: 6 min
	Key #14 – The Humbling Secret to Growing Organizations	Key: 13 min A&A: 6 min

Strategy	Key #15 – The Greatest Strategy Ever	Key: 9 min A&A: 6 min
	Key #16 – Readied Responses vs. Ready Responses	Key: 12 min A&A: 5 min
Trust	Key #17 – How to “Do” Trust in Every Organization	Key: 6 min A&A: 4 min
Greatness	Key #18 – The Art of Timely Decrease	Key: 12 min A&A: 5 min
Legacy	Key #19 – Redefining Risk to Build Meaningful Legacy	Key: 12 min A&A: 5 min



Video	Length
Google & Facebook: Key Comparisons & Contrasts	11 min
Amazon, Too: Key Comparisons & Contrasts	10 min
The Kingdom of God: The Ultimate Matchmaking Platform	21 min
Foursquare: In Relentless Pursuit of Optimal Utilities	10 min
Incomparable Fulfillment: Here & Now, There & Then	9 min

Note: “Application & Action” questions for Match Made: The Power of Platforms™ are provided via PDF downloads, without corresponding videos