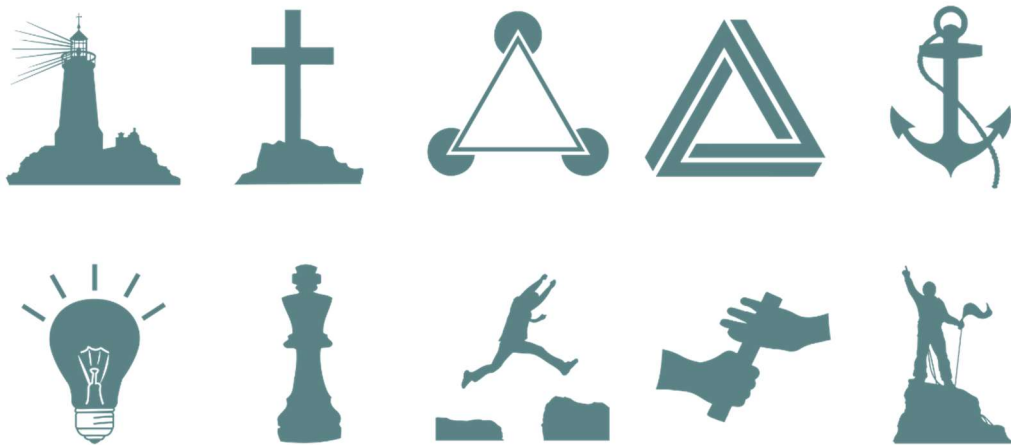


LASTING GREATNESS[™]

THE 10 COMPETENCIES ESSENTIAL TO
MAXIMIZING YOU AND YOUR ORGANIZATION





THE 10 COMPETENCIES ESSENTIAL TO MAXIMIZING YOU AND YOUR ORGANIZATION™

19 KEYS TO LASTING GREATNESS™

Lasting Greatness is the flagship teaching of The Whitestone Forum — a seminar that has been put on for years. Traditionally, it has been taught in ten segments: *The 10 Competencies Essential to Maximizing You and Your Organization*.

For a digital-friendly format, these 10 Competencies have been condensed into the *19 Keys to Lasting Greatness*: short, jam-packed videos that emphasize key material within the larger Lasting Greatness seminar.

19 Keys to Lasting Greatness™



BENCHMARKING

KEY #1: THE PERFECT MODEL TO PURSUE



ROLES & OFFICES

KEY #2: CREATING POWERFUL ROLES AT EVERY LEVEL

KEY #3: GROWING EVERY PERSON INTO GREATNESS

KEY #4: FIXING THE EVER-RECURRING PEOPLE PROBLEM



COMPETING STEWARDSHIPS

KEY #5: IDENTIFYING THE CORE COMPETING STEWARDSHIPS

KEY #6: ALIGNING THE CORE COMPETING STEWARDSHIPS

KEY #7: SUSTAINING THE ESSENTIAL WIN-WIN-WIN



LEADERSHIP

KEY #8: LEADERSHIP EXISTS ONLY TO SERVE STEWARDSHIP

KEY #9: BEYOND SERVANT LEADER: THE JESUS-WAY OF LEADING

KEY #10: FULFILLING THE JESUS-WAY OF LEADING



MARKETING

KEY #11: THE 2000-YEAR-OLD ROOTS OF ASTUTE MARKETING

KEY #12: THE ANCHORED VALUE PROPOSITION



POWER

KEY #13: EFFECTIVELY HANDLING THE THREE TYPES OF POWER

KEY #14: THE HUMBLING SECRET OF GROWING ORGANIZATIONS



STRATEGY

KEY #15: THE GREATEST STRATEGY EVER

KEY #16: READIED RESPONSES VS. READY RESPONSES



TRUST

KEY #17: HOW TO “DO” TRUST IN EVERY ORGANIZATION



GREATNESS

KEY #18: THE ART OF TIMELY DECREASE



LEGACY

KEY #19: REDEFINING RISK TO BUILD MEANINGFUL LEGACY

Application & Action | Key #1: The Perfect Model to Pursue

1. Select benchmarking sources very carefully
["All Scripture is breathed out by God and profitable for teaching...that the man of God may be complete, equipped for every good work." 2 Timothy 3:16-17]

2. Anchor to the uppermost standard(s)
["But seek first the kingdom of God..." Matthew 6:33a; "...and of his kingdom there will be no end." Luke 1:33b]

3. Monitor benchmarked organizations for ongoing relevancy and positioning and make appropriate adjustments
[Old Testament always instructive but surpassed by features of the Kingdom revealed in the New Testament, e.g., the law and grace]

Application & Action / Key #2: Creating Powerful Roles at Every Level

1. Wisely identify and assess the roles currently needed
*["And he gave the apostles, the prophets, the evangelists, the shepherds and teachers."
Ephesians 4:11]*

2. Clearly define each role (authority and responsibility)
[Lord and Savior, for example]

3. Astutely project future organizational roles needed
[the Lamb was slain from the foundation of the world]

4. Identify, allocate, and communicate the organizational resources necessary to succeed (e.g., vest authority and responsibility on a practical working basis)
[Holy Spirit empowering...Acts 2; giving of the Word...John 1; equipping the saints...Eph 4:12-16]

Application & Action | Key #3: Growing Every Person into Greatness

1. Select qualified persons to fill each role (gifts, experience, apprenticing framework, proper temperament matched to role)
[God's selection of Abraham, David, Esther, Jesus, Paul, etc.]
2. Inform other constituents of roles taken and commensurate authority and responsibility
[interrelated roles: every Christian believer's role is to tell the whole world about Jesus' role as Lord and Savior!]
3. Think and act developmentally—disciple and mentor—with just the proper measures of praise, training, exhortation, and discipline
[Paul's ongoing connections to Timothy, including Paul's epistles/letters in the Bible...1 Timothy and 2 Timothy]

Application & Action | Key #4: Fixing the Ever-Recurring People Problem

1. Think and act **developmentally**, with just the proper measures of praise, training, exhortation, and discipline *[Paul's ongoing connections to Timothy, including Paul's epistles/letters in the Bible...1 Timothy and 2 Timothy]*

2. Think and act **redemptively**, with just the proper measures of grace, consequence, correction, and additional training
[God's handling of David's Bathsheba incident; Christians' lives]

3. Think and act **organizationally**—promote, discharge, reassign, and adjust positions
[God acting as documented throughout the Old Testament!]

4. Continually communicate and (re)align
[the various major and minor Old Testament prophets challenge the kings on behalf of God]

Application & Action | Key #5: Identifying the Core Competing Stewardships

1. Clearly identify the organization's core stewardships...move beyond mere win-win to win-win-win!

[John 3:16; the Great Commission in Matthew 28]

2. Support organizational vision of stewardship, relying on the proven track record of leadership
[Jesus to the Father in the garden of Gethsemane: "Nevertheless, not my will, but yours, be done." Luke 22:42b]

3. Sacrifice—even very significantly—in the short-term, thereby acting as a steward in accordance with the vision

[the Cross (but then later seated at the right hand of God); the Apostles]

Application & Action | Key #6: Aligning the Core Competing Stewardships

1. Craft the key roles being assumed and their respective alignments to the stewardship vision
*[“...And he gave the apostles, the prophets, the evangelists, the shepherds and teachers”
...Ephesians 4:11]*
2. Advocate all constituents to the extent possible for the good of the organization—rising above personal grievances—in order to fulfill stewardship
[“Father, forgive them...”...Luke 23:34a]
3. Richly reward alignment-fulfilling people for fruitful stewardship
[God’s reward for Christ-foundation-focused already-saved believers...1 Corinthians 3:9-14]
4. Honor dramatic sacrifice with commensurate reward
[the resurrected Jesus sits at the right hand of the Father]

Application & Action | Key #7: Sustaining the Essential Win-Win-Win

1. Always keep everyone focused on the win-win-win and rewards through effective and vivid communication
[the final chapters in The Revelation to John]
2. Maturely understand that not all will avail themselves of or sustain a winning status
[the Pharisees...the missing 380]
3. Create mechanisms for identifying disconnects as they occur—"losses" instead of "wins"—then act wisely to effect win-win-win
[first the garden of Eden...then repeated organizational failure...then the Cross]
4. Persevere even when the ones you are stewarding demonstrate inconsistency
[Peter's lapse: denying Jesus three times]

Application & Action | Key #8: Leadership Exists Only to Serve Stewardship

1. Relentlessly instill the understanding that leadership exists only to serve stewardship
[the entire Kingdom-stewardship narrative]
2. Consistently emphasize the ongoing, long-term anchor stewardships that the organization serves via vision and mission statements
[John 3:16 (vision); Great Commission (mission)]
3. Affix the current generation between the historical and future leaders in the “marathon relay” race
[Hebrews 11 “Hall of Faith”; Paul’s investment in Timothy, the next generation]

Application & Action | Key #9: Beyond Servant Leader: The Jesus-Way of Leading

1. Install and constantly instill a leadership emphasis of “fully shepherd and fully servant” that is appropriate to the authority and responsibility of each role
[Jesus’ washing the feet of the disciples]
2. Ensure that the authority of each office is honored by the key leaders of the organization
[Peter’s sermon/response in Acts 2:14-36]
3. Communicate, teach, and exemplify the Jesus-way of leading
[Jesus in the Gospels]

Application & Action | Key #10: Fulfilling the Jesus-Way of Leading

1. Make certain that the leadership/organizational structure is in true alignment with the organization's vision and mission
[the Great Commission's full range, from sinless Jesus to willing believers completely aligned with all New Testament instructions]
2. Construct effective roles in your organization with proper span of control (shepherd) and span of service (servant)
[“...the apostles, the prophets, the evangelists, the shepherds and teachers,...” Ephesians 4:11; Acts 6:1-7]
3. Equip front-line service personnel as well as middle management, empowering them with the necessary resources to cooperatively reach the stewardship target—customers
[the Holy Spirit empowers believers; the local church sends out believers]

Application & Action | Key #11: The 2000-Year-Old Roots of Astute Marketing

1. Determine key marketing elements (e.g., “4 P’s of Marketing”)
[for example, John 3:16 and Acts 1:8 for evangelization]
2. Determine and pursue sustainability of the “value proposition”
[the gospel of the Kingdom of God and the sufficiency of the Cross for all eternity]
3. Understand the current status of marketing migration (e.g., mass customization) and apply crafted recipes for serving customers
[Paul’s multiple approaches to presenting the unchanging gospel]

Application & Action | Key #12: The Anchored Value Proposition

1. Foundationally, remember that the discernment of anchors is tricky and subject to follies like pride and sunk costs
[Jesus' clashes with the Pharisees]
2. Identify truly key, sustainable anchor(s) and...drop anchor!
[Paul: "For I determined to know nothing except Jesus Christ, and Him crucified"]
3. Be prepared financially and emotionally to be in season or out of season and cling to truly key, sustainable anchors... caution: setbacks normal!
[Paul's counsel to Timothy regarding preaching]

4. Remain flexible in everything else except those anchors, in order to serve all the better
[Paul: "...I have made myself a slave to all, that I might win the more"... that's in tension with #2 above — #2 and #4 together embody The Anchored Value Proposition]

5. Equip internal customers
[Priscilla and Aquila deeply explaining God's way to Apollos in Acts 18:24-26; the saints' equipping fellow believers via the different roles in Ephesians 4:11-16]

6. Expect tense times and imperfect processes in determining and constantly affirming The Anchored Value Proposition
[the early Church and today's Church—at least that portion of the Church truly pointing to "Christ and Him crucified"]

Application & Action | Key #13: Effectively Handling the Three Types of Power

1. Understand the different faces of power inherent in any position (i.e., office-power, moral-power, self-power)
[2 Timothy 1:7; 1 Peter 5:2-3]

2. Study, absorb, and apply superior approaches to the three different dimensions of power in each of the roles in life: businessperson, nonprofit leader, parent, etc.
[Jesus, perfect in His ministry and acceptance/fulfillment of the Cross]

3. Always properly exercise power and exorcise power, especially difficult when the circumstance is very lonely
[Paul's counsel to Timothy regarding "seasonal" preaching]

Application & Action | Key #14: The Humbling Secret to Growing Organizations

1. Seek opportunities to properly submit to others in the organization in every direction: upstream, downstream, and lateral submission (mutual submission)
[Ephesians 5:21 and, once again, Jesus]
2. Properly train, equip, and empower those on the front lines, so that downstream submission will not be an unmitigated disaster
[Acts 1:8; 2 Timothy 2:2]
3. Sincerely cherish each necessary role and person filling it...and refrain from the “role envy” that is so destructive
[Acts 6:1-7; Exodus 20:17]

4. Delight in the opportunity to submit to others and empower them!

*[“...and he saw the Spirit of God descending like a dove and coming to rest upon Him; and behold, a voice from heaven said, ‘This is my beloved Son, with whom I am well pleased.’”
Matthew 3:16b-17]*

Application & Action | Key #15: The Greatest Strategy Ever

1. Craft a very positive, visionary strategy
[the Lamb was slain from the foundation of the world—God’s unshakeable-kingdom strategy is the ultimate value proposition to humanity]

2. Ensure that meaningful vision and mission are integral to strategy
[“that none would perish” vision; the Great Com-mission to go forth and make disciples]

3. Recognize that much of strategic success is rooted internally and requires a robust, meaningful, persevering response by “insiders”
[none of the New Testament epistles were written to outsiders!]

Application & Action | Key #16: Readied Responses vs. Ready Responses

1. Believe the best...expect the worst—simultaneously!
[ideal Eden, yet “the Lamb was slain...”]

2. Reward success!
[our Father in heaven rewards His servants who build on the foundation of Christ...1 Corinthians 3:9-14]

3. Respond appropriately to internal and external failure (options: accommodation, correction/discipline, pass by/release/ expel, redemption); pray for wise discernment regarding which option to use at which time
[the entire Bible is full of God’s infallible handling of failures]

4. Still—regardless of the quality of your responses—maturely understand that some will not avail themselves of a winning status in the organization

[the Pharisees]

5. Expect strategic success and resiliency to rise from successfully deploying readied responses to expected failures in exactly the right mix and with the right timing, including failures happening within the execution of the strategy itself!

[the Kingdom of God is still unshakeable despite the fact that many churches have fallen by the wayside in numerous ways!]

Application & Action | Key #17: How to “Do” Trust in Every Organization

1. Actually “do” trust by doggedly applying Keys #1-#16 (and more, of course)—because merely talking about why others should trust you or your organization is usually not very effective
[refer to each of the previous sixteen Keys to Lasting Greatness]
2. Guard your hearts and minds that you and your team would make the choices that do not destroy the trust you have spent months and years building
[Aaron allowing the golden calf worship by the Israelites; David and Bathsheba]

Application & Action | Key #18: The Art of Timely Decrease

1. Discern your gifts and perform your assigned roles fully and competently
[Abraham; Isaiah; Paul; John;...instructionally, Paul enumerates gifts in his letter to the Corinthians and in Ephesians 4:11 defines certain roles for the Church]

2. Utilize all the appropriate tools and processes possible to anchor and then foster greatness in your organization
[the Word of God to anchor and instruct, e.g., the focus of Keys to Lasting Greatness]

3. Acquire, nurture, and execute a pervasive mindset of “timely decrease”
[“He must increase...I must decrease.”]

4. Seek after and delight in the opportunities to practice the art of timely decrease—over and over again!

["Blessed is the man who fills his quiver with [children]!" Psalm 127:5;

"make disciples of all the nations,... teaching them to observe all that I have commanded you..."

Matthew 28:19-20;

"Let the elders who rule well be considered worthy of double honor, especially those who labor in preaching and teaching" 1 Timothy 5:17]

Application & Action | Key #19: Redefining Risk to Build Meaningful Legacy

1. Redefine risk as “not doing something that lasts.”
[Jesus Christ eschewed everything but eternal focus—even what appeared to be short-term fit fully into eternity]

2. Resolve to create winning legacies, not losing or indifferent legacies.
[God and His unshakeable, eternal Kingdom]

3. In the fullness of time, smoothly pass the baton in each and every role.
[Elijah to Elisha; Paul to Timothy]

4. Precisely craft the dynamics of greatness—competency, timely decrease, role-departure—for each assigned role.
[Paul ran his leg of the marathon relay race well...2 Timothy 4:7]