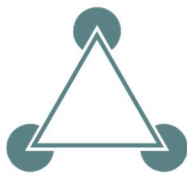


LASTING GREATNESS™

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



BENCHMARKING

KEY #1: THE PERFECT MODEL TO PURSUE

KEY #1: THE PERFECT MODEL TO PURSUE



The Kingdom Benchmark vs. Current Organizational Best Practices

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____



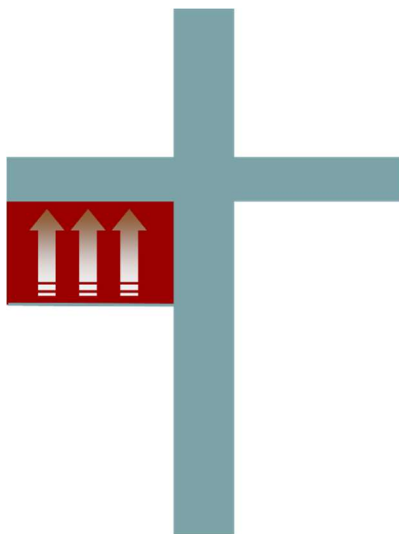
ROLES & OFFICES

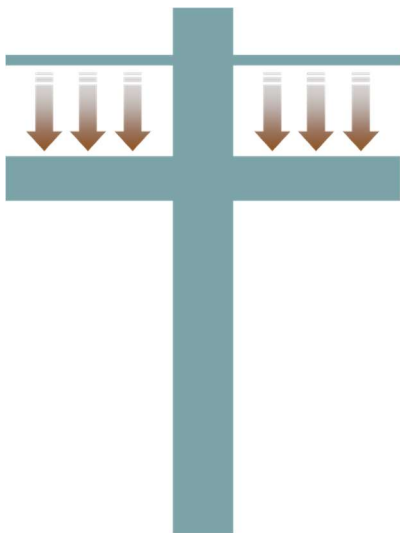
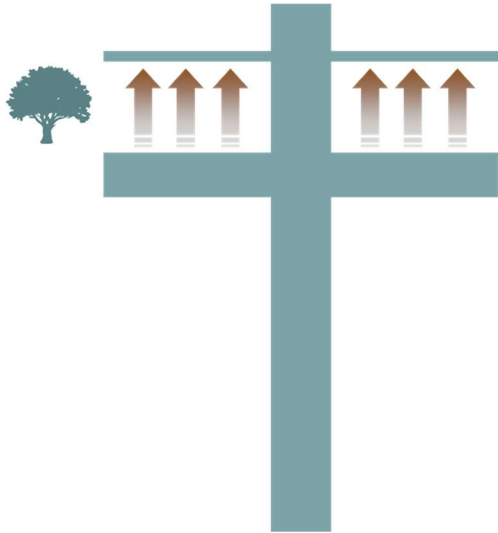
KEY #2: CREATING POWERFUL ROLES AT EVERY LEVEL

KEY #3: GROWING EVERY PERSON INTO GREATNESS

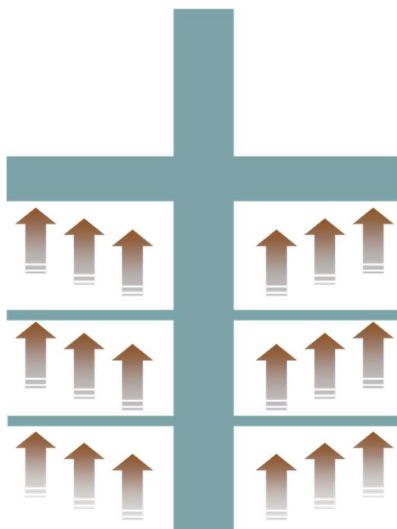
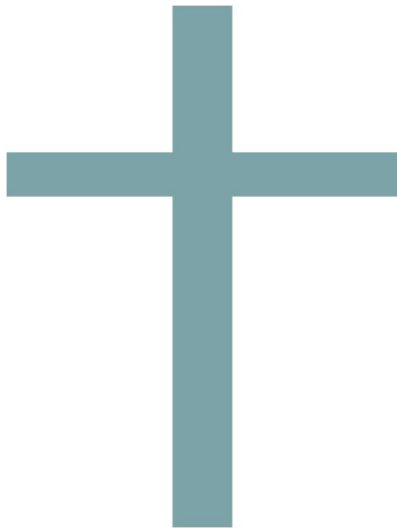
KEY #4: FIXING THE EVER-RECURRING PEOPLE PROBLEM

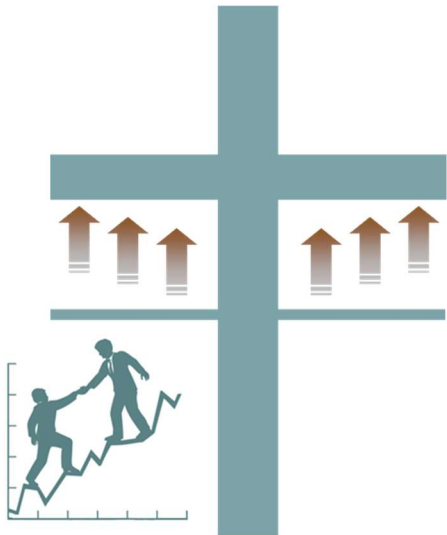
KEY #2: CREATING POWERFUL ROLES AT EVERY LEVEL

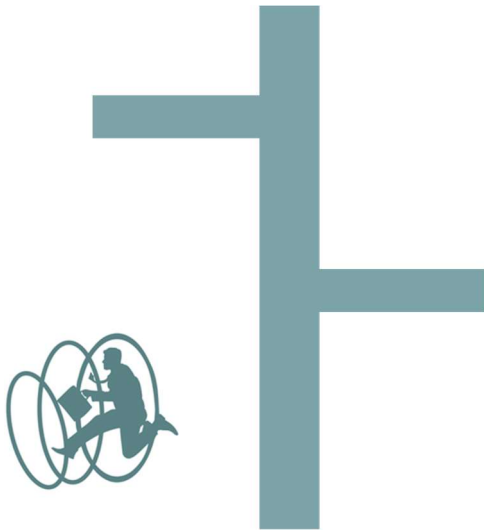




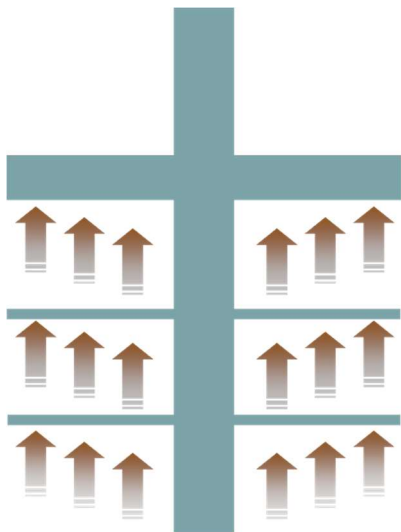
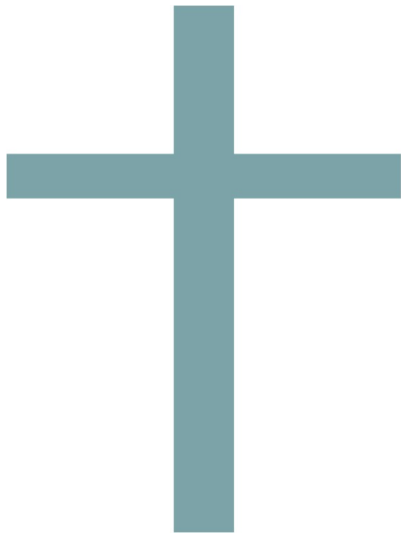
KEY #3: GROWING EVERY PERSON INTO GREATNESS

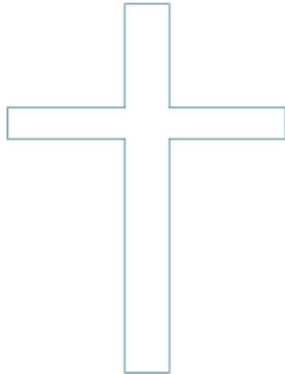




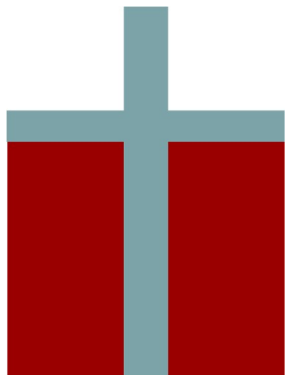


KEY #4: FIXING THE EVER-RECURRING PEOPLE PROBLEM

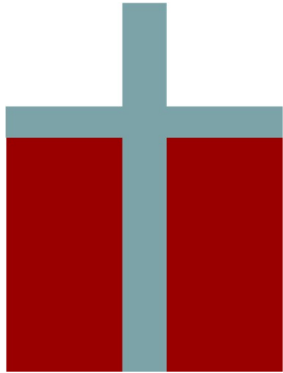




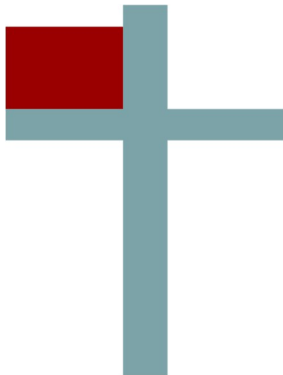
EXAMPLE 1 OF A DISCONNECT



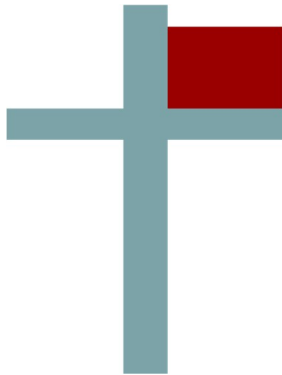
EXAMPLE 2 OF A DISCONNECT



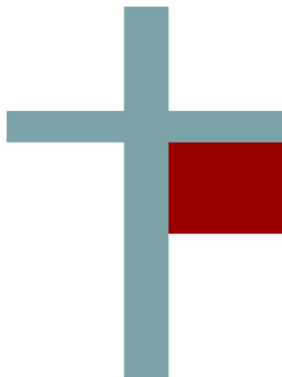
EXAMPLE 3 OF A DISCONNECT



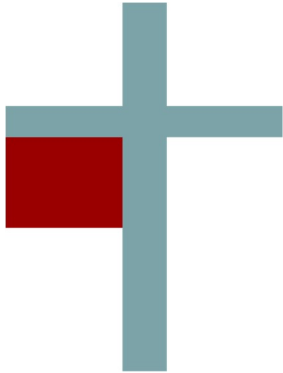
EXAMPLE 4 OF A DISCONNECT



EXAMPLE 5 OF A DISCONNECT



EXAMPLE 6 OF A DISCONNECT



EXAMPLE 7 OF A DISCONNECT



EXAMPLE 8 OF A DISCONNECT



COMPETING STEWARDSHIPS

KEY #5: IDENTIFYING THE CORE COMPETING STEWARDSHIPS

KEY #6: ALIGNING THE CORE COMPETING STEWARDSHIPS

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

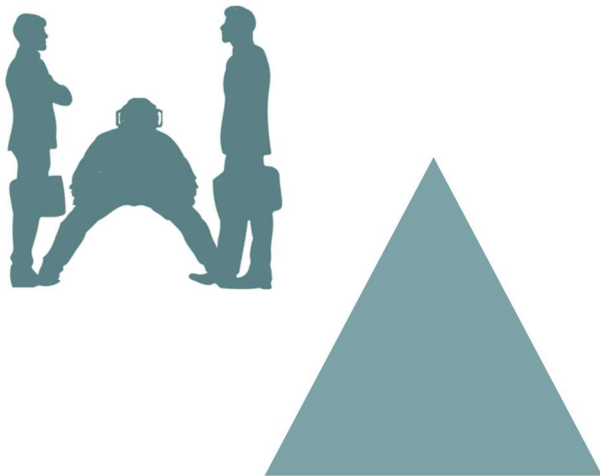
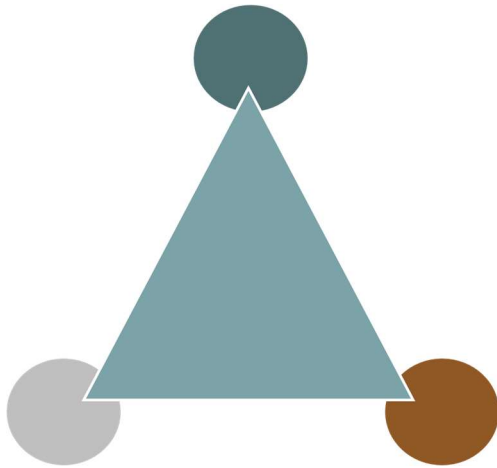
KEY #5: IDENTIFYING THE CORE COMPETING STEWARDSHIPS

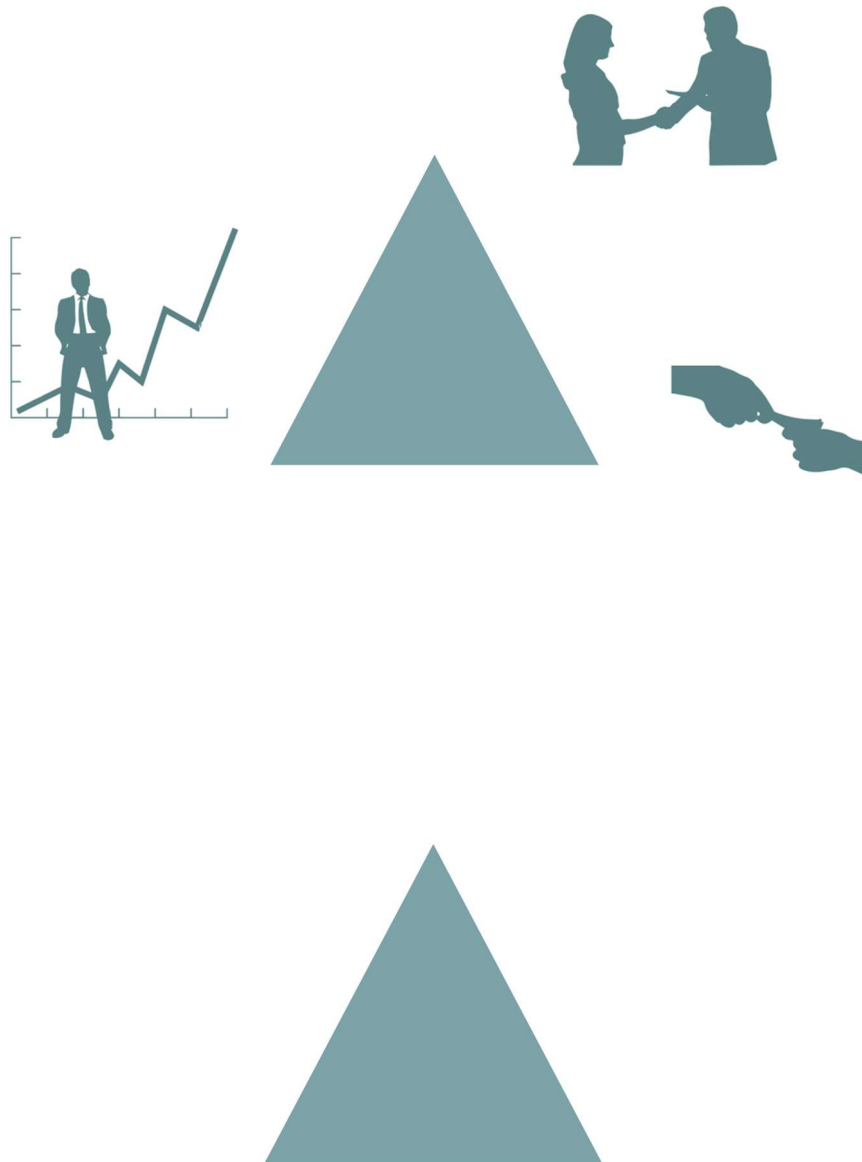


Possible Stewardships...

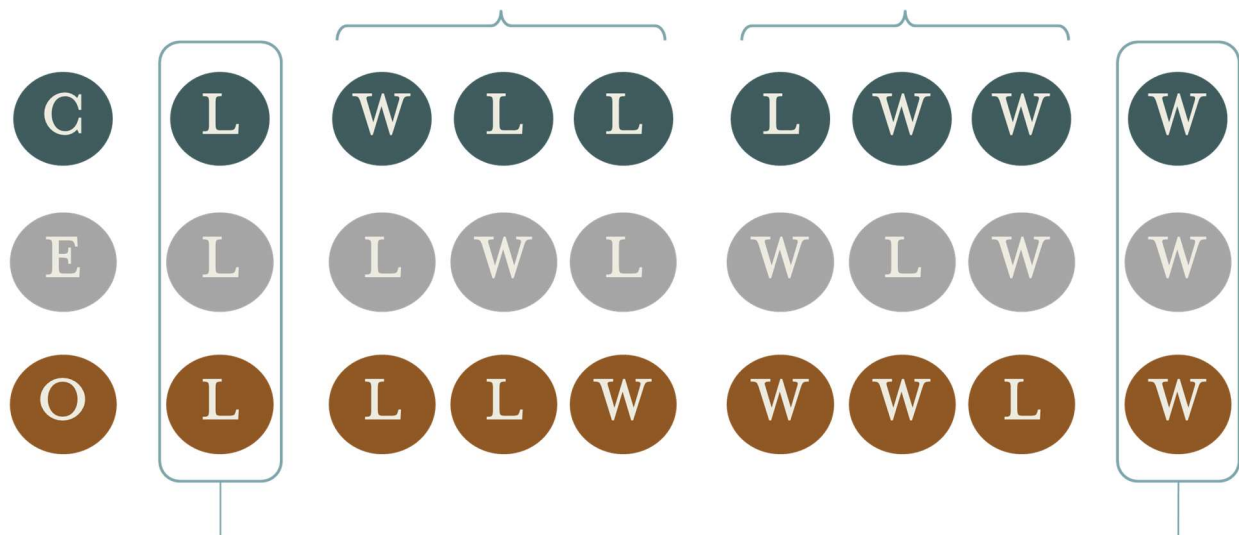
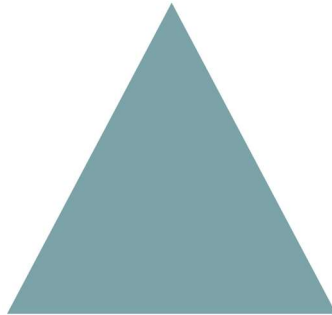
Core

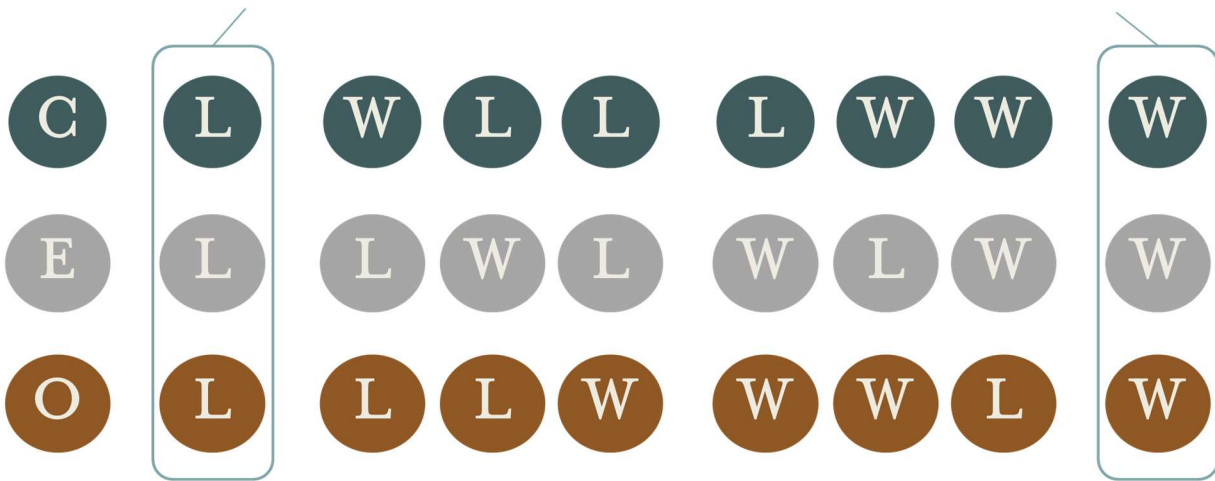






KEY #6: ALIGNING THE CORE COMPETING STEWARDSHIPS



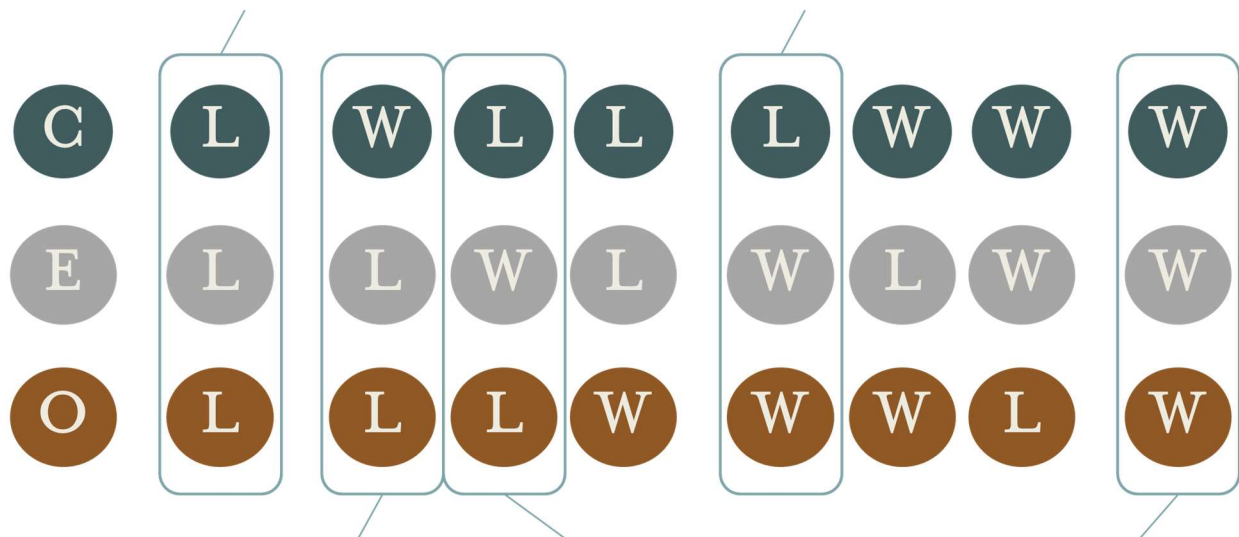
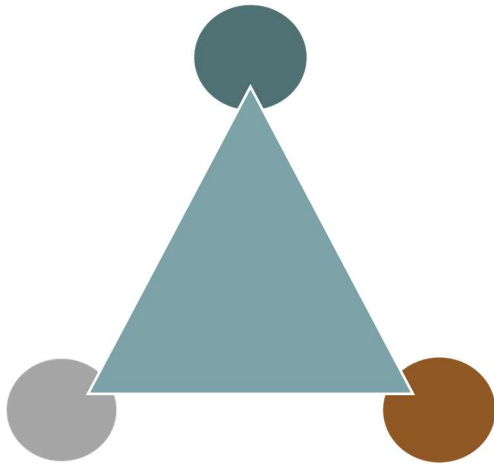


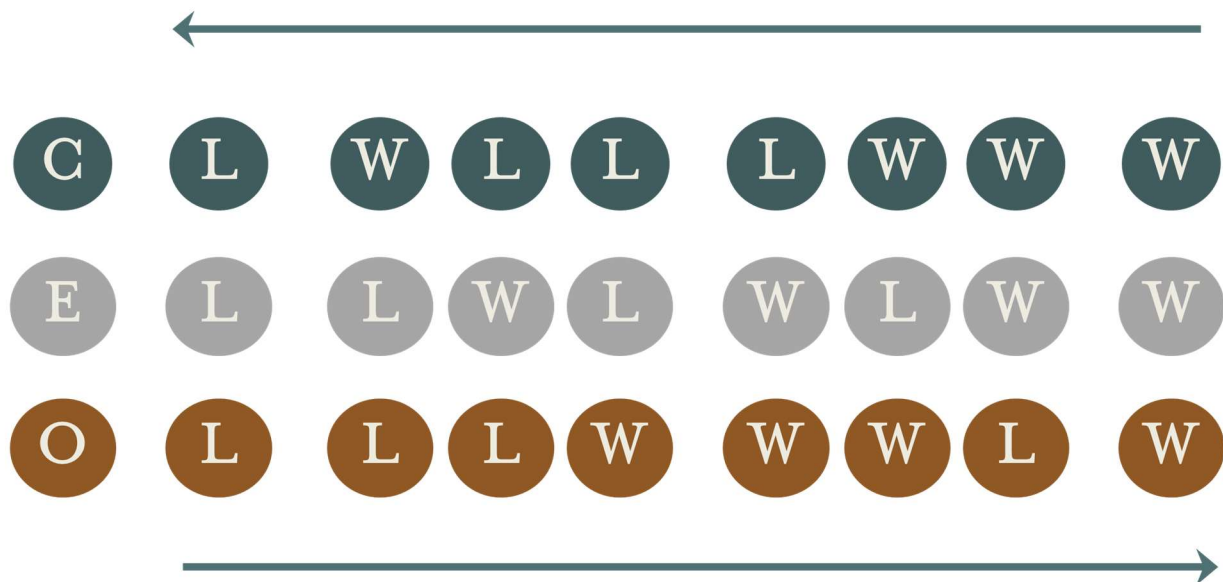
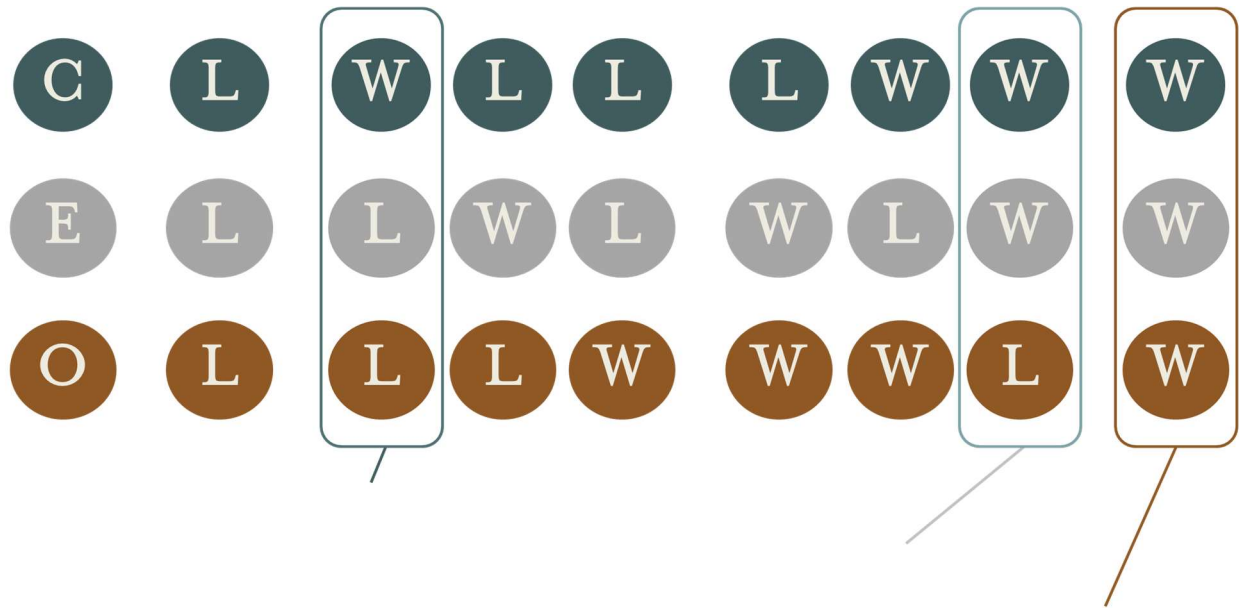
Non-believers

Believers

God

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







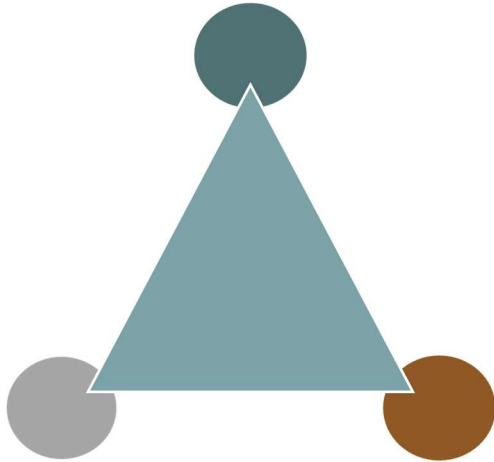
LEADERSHIP

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

KEY #8: LEADERSHIP EXISTS ONLY TO SERVE STEWARDSHIP



*Name your three favorite leaders
from the 18th Century A.D. (1700-1799).*

1. _____

2. _____

3. _____

*Name your three favorite leaders
from the 3rd Century A.D. (200-299).*

1. _____

2. _____

3. _____

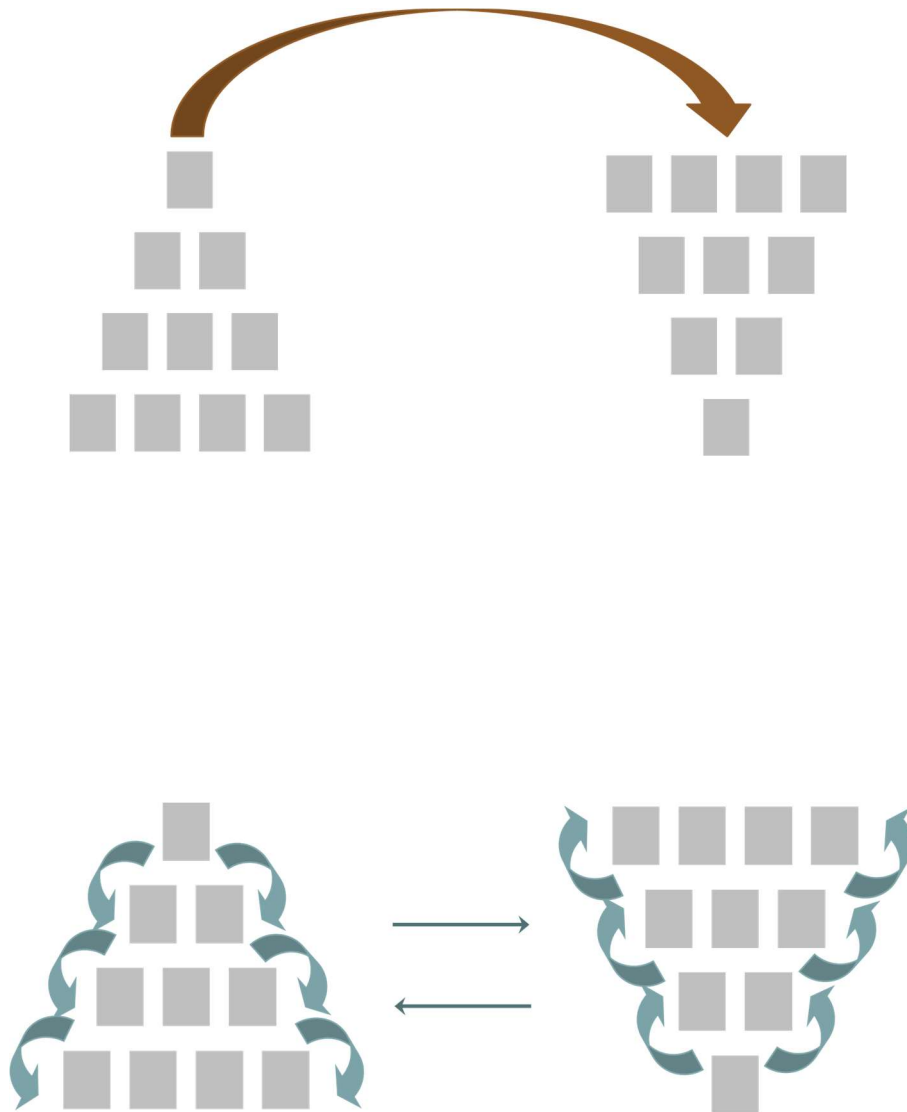
*Name three truly great leaders whose primary result
was not stewardship for their respective organizations.*

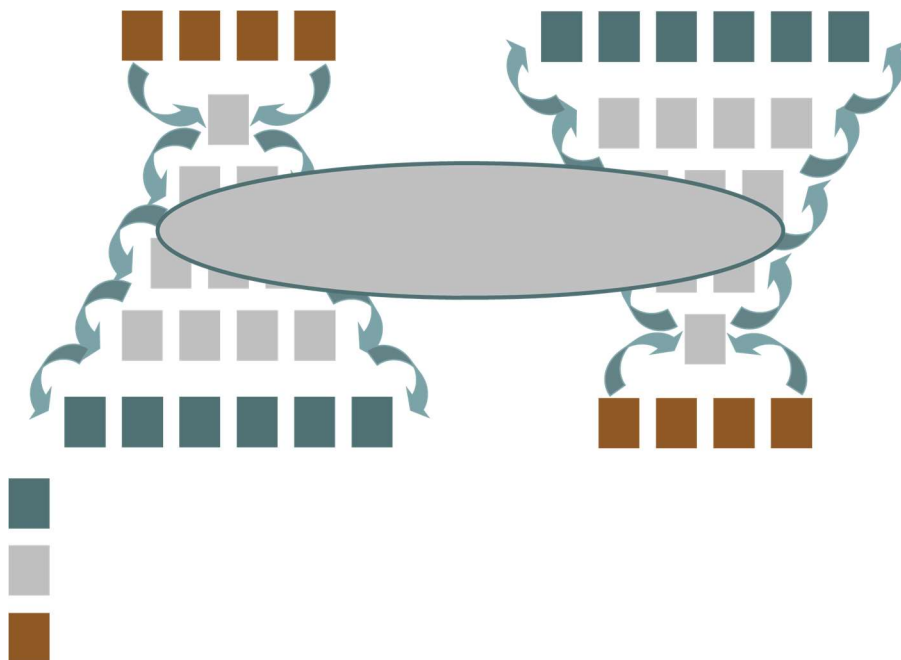
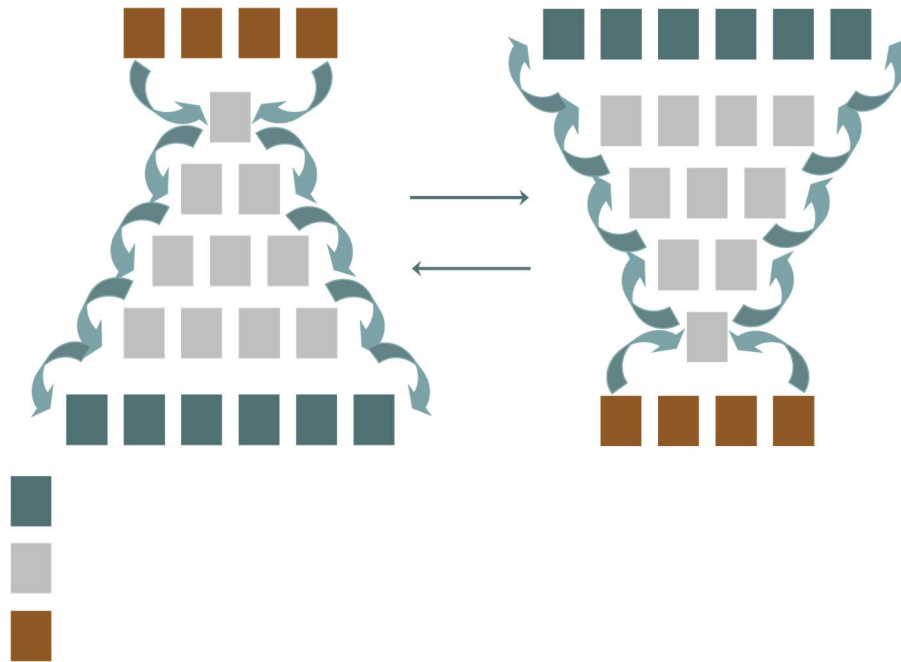
1. _____

2. _____

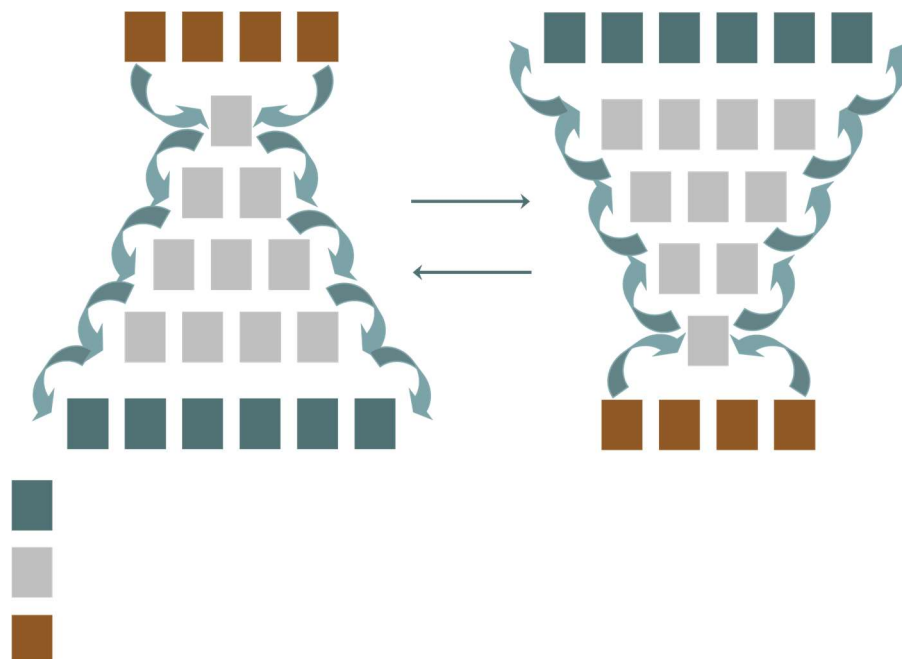
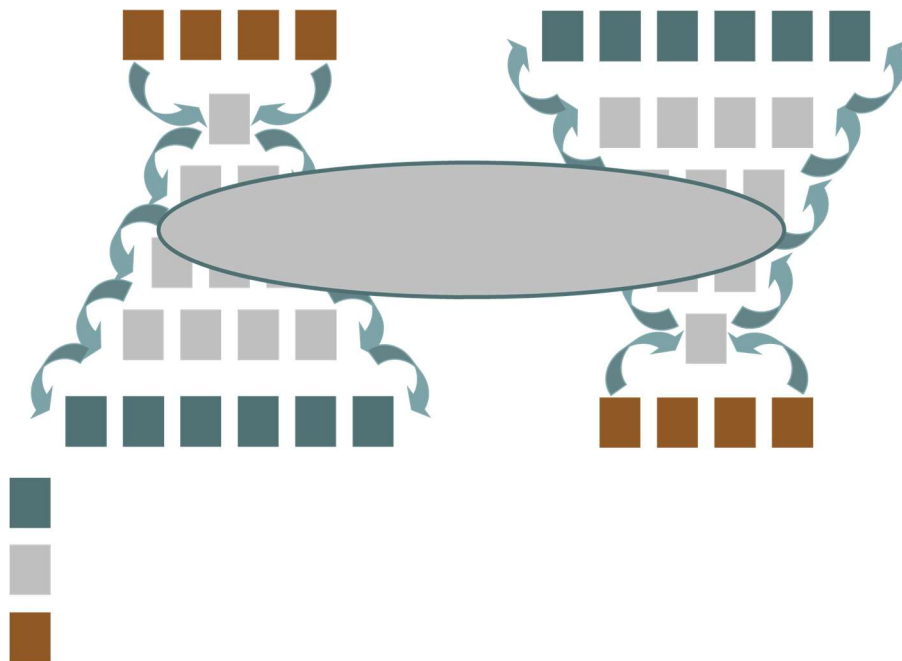
3. _____

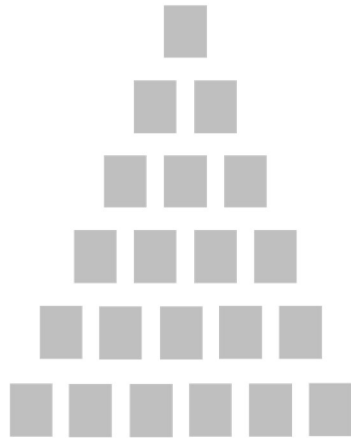
KEY #9: BEYOND SERVANT LEADER: THE JESUS-WAY OF LEADING



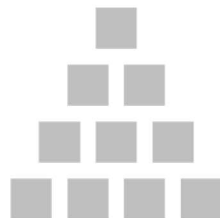


KEY #10: FULFILLING THE JESUS-WAY OF LEADING

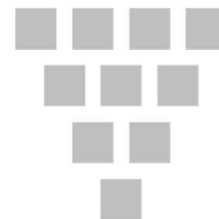




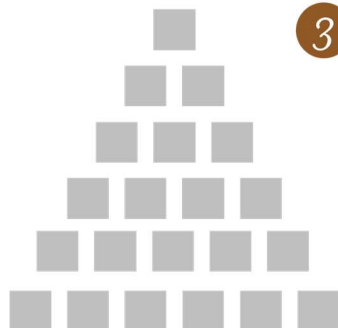
1



2



3





MARKETING

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

KEY #12: THE ANCHORED VALUE PROPOSITION

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

<i>Product</i>	
<i>Price</i>	
<i>Place</i>	
<i>Promotion</i>	

	The Good News of Jesus	Bible Reference
<i>Product</i>		
<i>Price</i>		
<i>Place</i>		
<i>Promotion</i>		

SELECTED ATTRIBUTES OF A SUSTAINABLE "VALUE PROPOSITION"

Offering Attribute	Microsoft® Office	Good News of Jesus

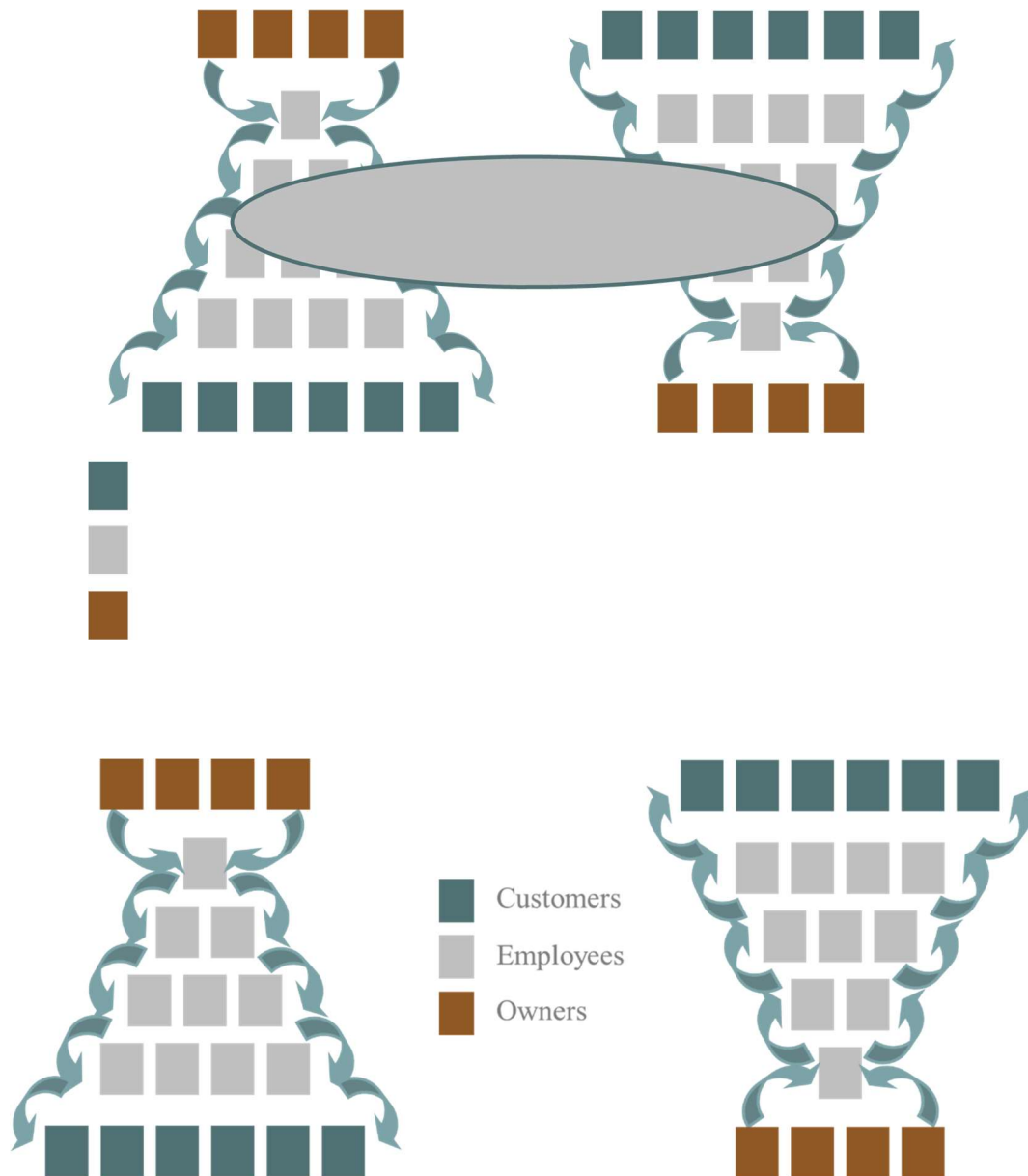
--	--	--	--

Time 

--	--	--	--

--	--	--	--

KEY #12: THE ANCHORED VALUE PROPOSITION



“And he gave the apostles, the prophets, the evangelists, the shepherds and teachers, to equip the saints for the work of ministry...”

Ephesians 4:11-12a



gives and empowers



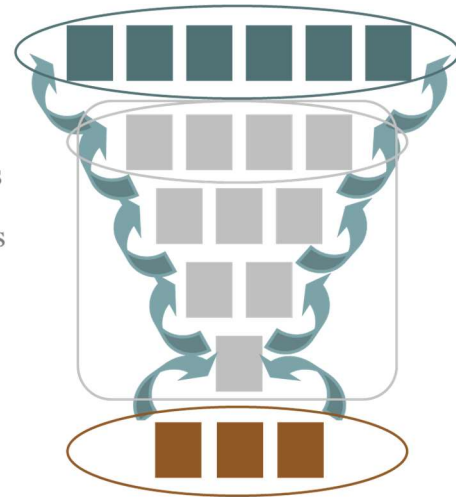
to equip



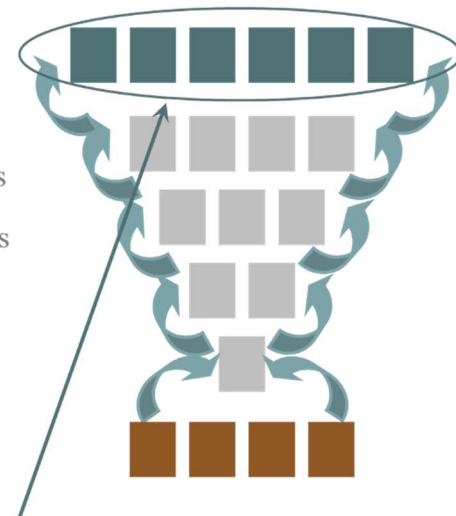
to capture and serve

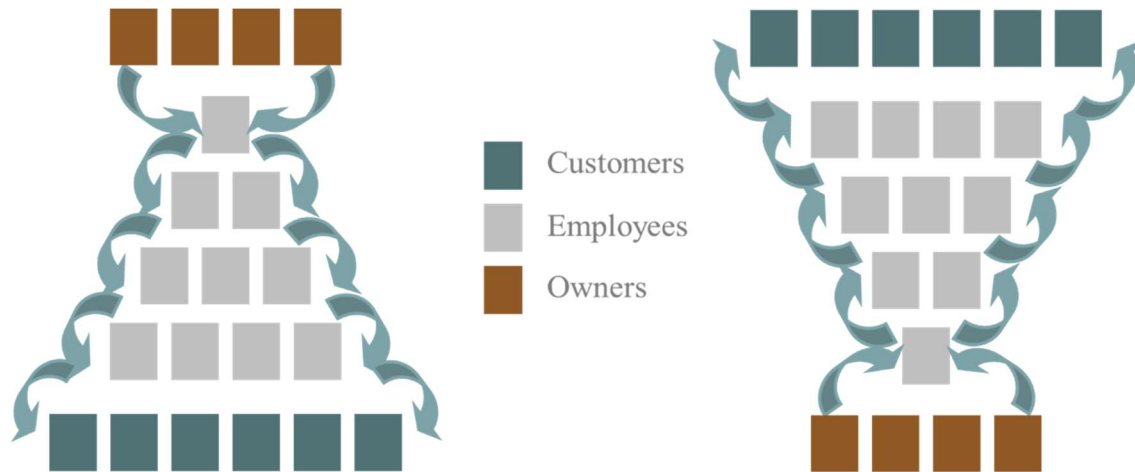


 Customers
 Employees
 Owners



 Customers
 Employees
 Owners







POWER

KEY #13: EFFECTIVELY HANDLING THE THREE TYPES OF POWER

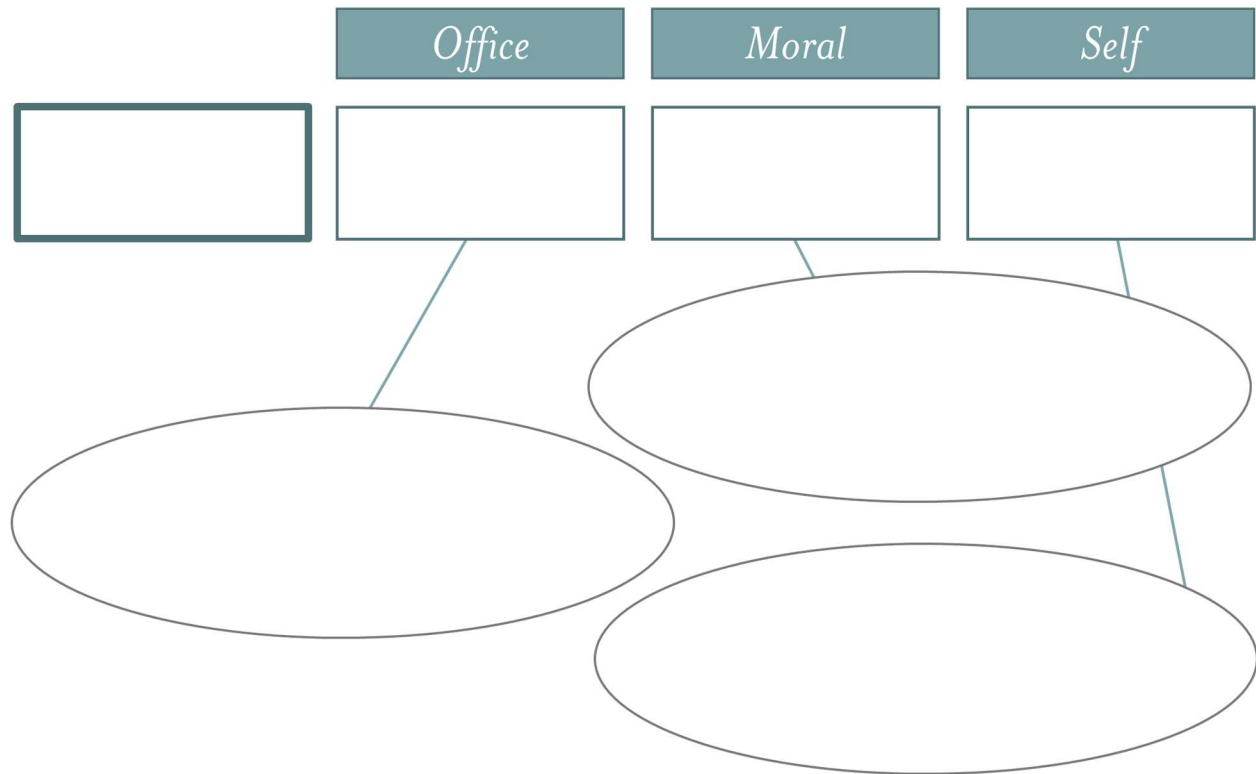
KEY #14: THE HUMBLING SECRET OF GROWING ORGANIZATIONS

KEY #13: EFFECTIVELY HANDLING THE THREE TYPES OF POWER

Office Power

Moral Power

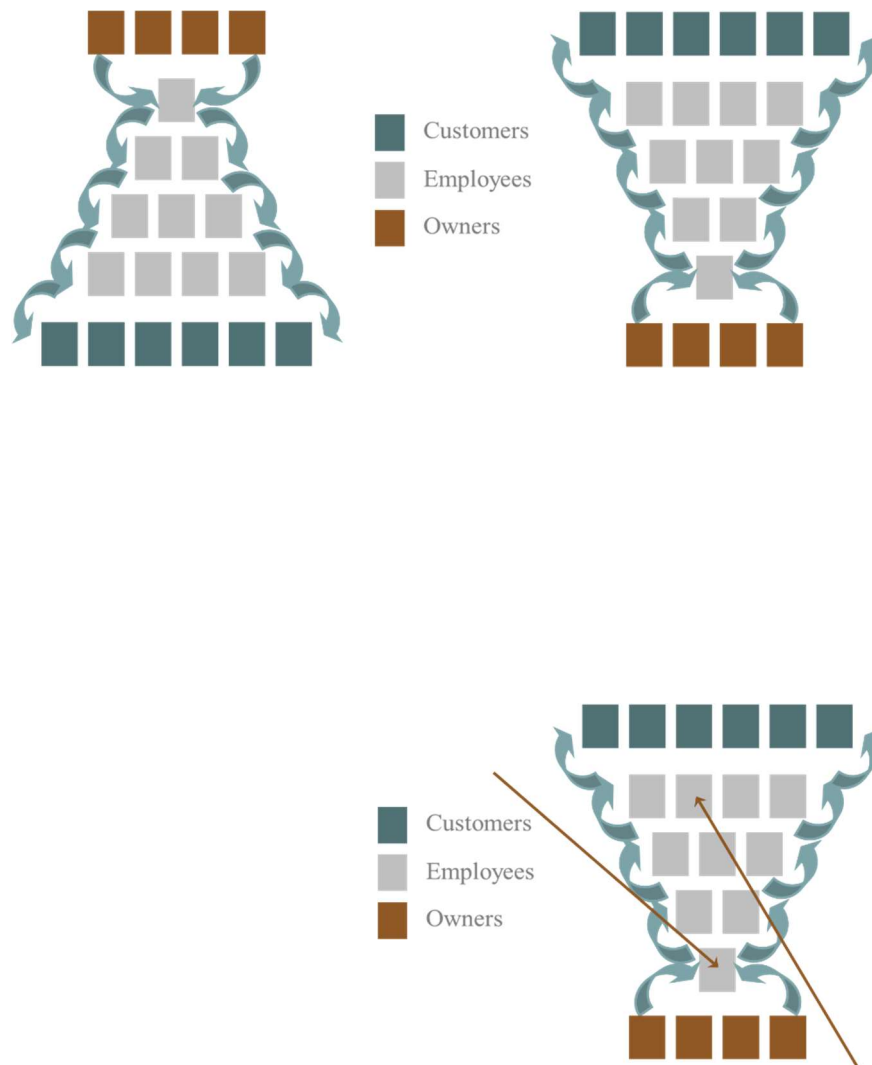
Self Power



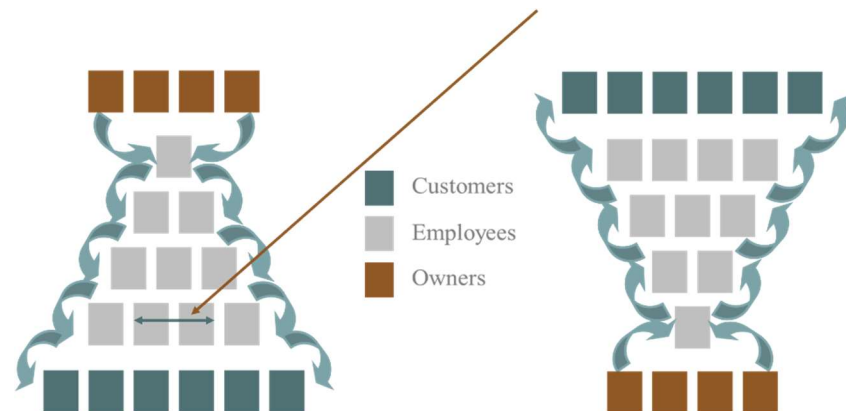
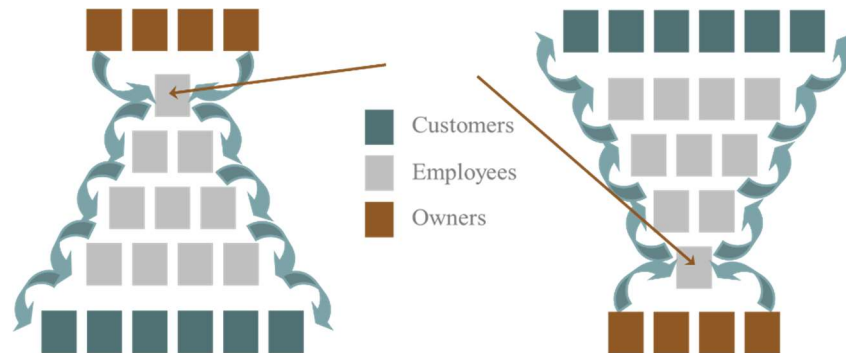
	<i>Office</i>	<i>Moral</i>	<i>Self</i>

	<i>Office</i>	<i>Moral</i>	<i>Self</i>

KEY #14: THE HUMBLING SECRET OF GROWING ORGANIZATIONS



Key Leader	Employee(s)	Required?



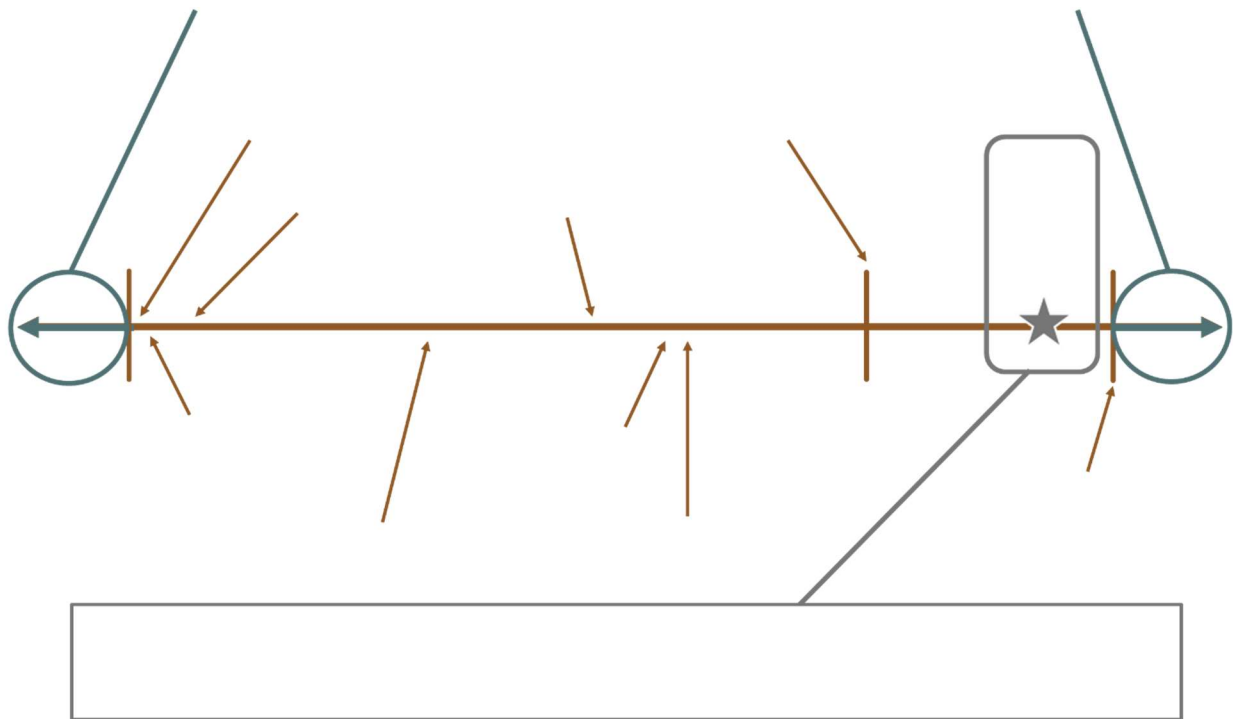


STRATEGY

KEY #15: THE GREATEST STRATEGY EVER

KEY #16: READIED RESPONSES VS. READY RESPONSES

KEY #15: THE GREATEST STRATEGY EVER



KEY #16: READIED RESPONSES VS. READY RESPONSES

OLD TESTAMENT READIED RESPONSES — RESPONSES THAT ARE INFORMED BY STRATEGY

<i>Response Type</i>	<i>Actual Event</i>
Accommodation (later lesson often on the way)	
Correction / discipline	
Release / pass by / expel	
Redemption	

NEW TESTAMENT READIED RESPONSES — RESPONSES THAT ARE INFORMED BY STRATEGY

<i>Response Type</i>	<i>Actual Event</i>
<p>Accommodation (later lesson often on the way)</p> <p>Correction / discipline</p> <p>Release / pass by / expel</p> <p>Redemption</p>	

GEOPOLITICAL EVENTS

<i>Response Type</i>	<i>Actual Event</i>
<p>Accommodation (later lesson often on the way)</p> <p>Correction / discipline</p> <p>Release / pass by / expel</p> <p>Redemption</p>	

BUSINESS READIED RESPONSES (INTERNAL)

Response Type

Actual Event

Accommodation (later
lesson often on the way)

Correction / discipline

Release / pass by /
expel

Redemption

BUSINESS READIED RESPONSES (EXTERNAL)

Response Type

Actual Event

Accommodation (later
lesson often on the way)

Correction / discipline

Release / pass by /
expel

Redemption

BUSINESS READIED RESPONSES (EXTERNAL)

Response Type

Crisis!

Accommodation (later
lesson often on the way)

Correction / discipline

Release / pass by /
expel

Redemption



TRUST

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

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



BENCHMARKING

KEY #1:



ROLES & OFFICES

KEY #2:

KEY #3:

KEY #4:



COMPETING STEWARDSHIPS

KEY #5:

KEY #6:

KEY #7:



LEADERSHIP

KEY #8:

KEY #9:

KEY #10:



MARKETING

KEY #11:

KEY #12:



POWER

KEY #13:

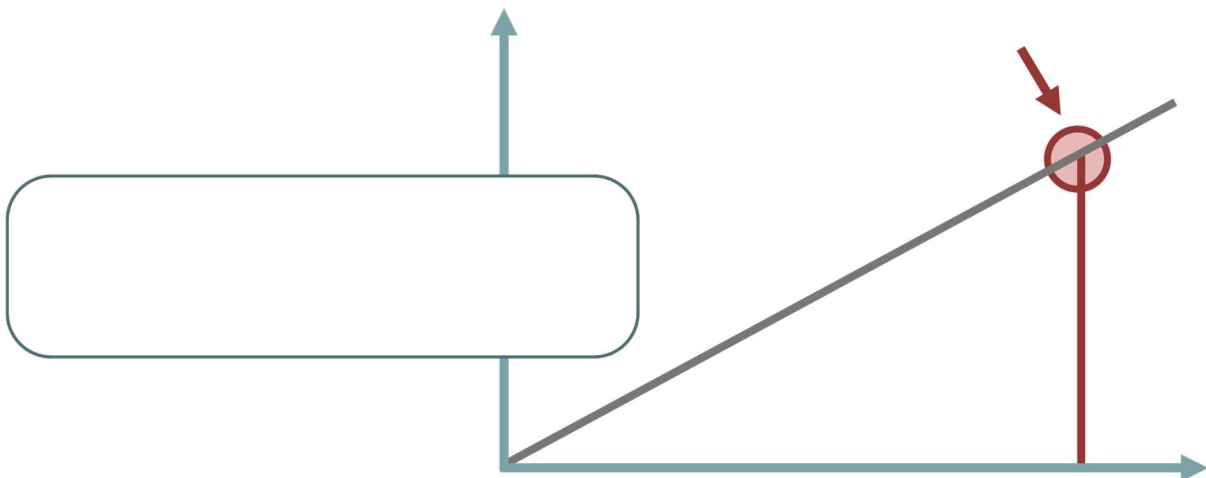
KEY #14:



STRATEGY

KEY #15:

KEY #16:





GREATNESS

KEY #18: THE ART OF TIMELY DECREASE

KEY #18: THE ART OF TIMELY DECREASE

WHAT ARE SOME WAYS THAT
“THE ART OF TIMELY DECREASE”
IS DONE IN AN ORGANIZATION?

1.

2.

3.

4.

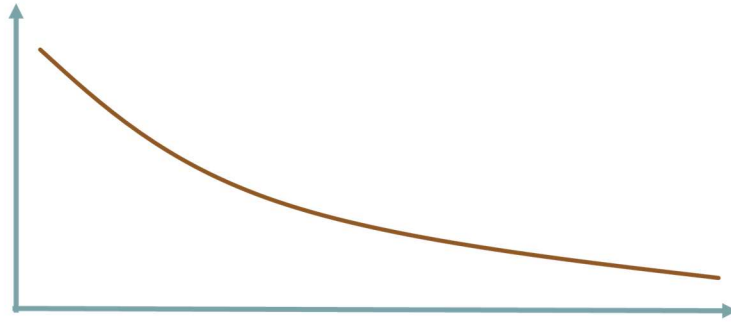
5.

6.

7.

8.

9.



This greatness? ...From strong mentors, teachers, disciplers, parents!

Parenting:

Teaching:

Discipling:

Mentoring:



LEGACY

KEY #19: REDEFINING RISK TO BUILD MEANINGFUL LEGACY

KEY #19: REDEFINING RISK TO BUILD A MEANINGFUL LEGACY

70 =

70 =

*Name three people who imprinted your life
with winning legacies...*

1. _____

2. _____

3. _____

*Name three people who imprinted your life
with losing legacies...*

1. _____

2. _____

3. _____

*Name three people who lacked any real imprint
on you — indifferent legacies...*

1. _____

2. _____

3. _____

HOW WOULD A WISE, OBJECTIVE OBSERVER
MEASURE OUR IMPACT ON OTHERS...ON BALANCE?

- ☐ _____ legacies
- ☐ _____ legacies
- ☐ _____ legacies

f