





MATCH MADE: THE POWER OF PLATFORMS™

GOOGLE, FACEBOOK, AMAZON,
AND THE KINGDOM OF GOD



- Part 1 Google & Facebook: Key Comparisons & Contrasts*
- Part 2 Amazon, Too: Key Comparisons & Contrasts*
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- Part 4 Foursquare: In Relentless Pursuit of Optimal Utilities*
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KEY PARTICIPANTS				
PLATFORM TRANSACTION				
SUBSIDIZED PARTY				
SUBSIDIZING PARTY				
TRANSACTION COST				
SUBSIDIZER'S MOTIVATION				
SECONDARY BENEFICIARIES				
THE KEY CONNECTOR				
PLATFORM ENGAGED				
DELIVERY OF TRANSACTIONS				
PLATFORM'S GOAL				
DISRUPTION OF				

Google

TIME	PLACE
FORM	OWNERSHIP

facebook

TIME	PLACE
FORM	OWNERSHIP

amazon

TIME	PLACE
FORM	OWNERSHIP

THE KINGDOM

TIME	PLACE
FORM	OWNERSHIP

YOUR BUSINESS OR NONPROFIT

TIME	PLACE
FORM	OWNERSHIP

YOUR EMERGING COMPETITORS

TIME	PLACE
FORM	OWNERSHIP



Application & Action

Part 1 – Google & Facebook: Key Comparisons & Contrasts

1. Digital platforms have significantly changed countless individuals' time-spending focus and behaviors. Just how has your business or nonprofit workplace effectively leveraged existing platforms to enhance the results of its mission? If not, what should your workplace enterprise do? Give specifics in your answers.

2. Some traditional advertising vehicles (e.g., newspapers) have been devastated by Google and Facebook. Just how might these or other digital platforms directly threaten your workplace enterprise? Consider indirect threats, too—how might your key customers/clients irrevocably drift from your offerings due to platforms? Identify specifics.

3. Many workplace enterprises choose to be victimized in varying degrees—even if by default or neglect—by the effects of rapid technological change. What specific processes does your business or nonprofit have in place to understand the technological landscape and take innovative, effective action? Give specifics in your answer.



Application & Action

Part 2 – Amazon, Too: Key Comparisons & Contrasts

1. Do you personally have a strong, market-leading knowledge of Amazon's story and ecommerce business model? Describe how you got that.
2. Amazon's delivery of physical products to customers makes its daily transactional challenges clearly more difficult than that of Google or Facebook. Similar to Amazon, does your business or nonprofit seek opportunities of complexity in order to monetize significant differentiation from current or potential competitors? Take your time to consider, and carefully identify and communicate present or potential specifics.
3. List at least three specific company-culture reasons why so many retailers and mall owners were caught off-guard by Amazon's now-obvious threat, even though Amazon was visibly encroaching on traditional retail practices for many years. Be specific. Then, using the same type of critique, identify why and how *your* business or nonprofit *will* or *will not* suffer the same fate due to encroaching platform threats from Amazon or others.



Application & Action

Part 3 – The Kingdom of God: The Ultimate Matchmaking Platform

1. Do you personally have a strong, world-class knowledge of the unparalleled organizational practices of God’s Kingdom? If not, why not? If so, have you disciplined others in those undergirding foundations?

2. The missions of Amazon ecommerce and the Kingdom of God both have a physical delivery dimension that is dramatically undergirded and enabled by “unseen” processes (e.g., digital, spiritual). Only first-rate organizations succeed at this type of successful complexity over a sustained period of time. How does your business or nonprofit define, deliver, and constantly recalibrate its mix of the physical “seen” and the unseen? Contemplate this and then outline/list these effective processes and practices.

3. Many organizations decline and ultimately fail because they cling to already-disrupted processes and practices. A key reason many hang on for a while is because they mix the disrupted practices with a partial adoption or innovation of the appropriate disrupting practices. Think with new candor! How is your church doing with this? And how is your business or nonprofit doing with this? Be specific about the true effectiveness of useless (even debilitating) yet still-cherished practices. How will this reflection change your leadership behavior?



Application & Action

Part 4 — Foursquare: In Relentless Pursuit of Optimal Utilities

1. The Kingdom of God matchlessly fulfills the four types of utility—form, time, place, and ownership. And cutting-edge platforms like Google, Facebook, and Amazon also have delivered great utility to their platform participants. Clearly identify just how and how well your business or nonprofit fulfills each of the four. In addition, identify your biggest vulnerability and the clearest path to fix that. Be specific.

2. Google, Facebook, and Amazon deliver much utility via leverage of largely-unseen digital processes. And the Kingdom of God delivers much utility via unseen spiritual processes (often enhanced with digital processes, too). Using the four utilities, prepare to brief someone on significant contrasts and similarities between modern digital processes and the Kingdom's spiritual processes.

3. Now, perform a detailed, boots-on-the-ground, no-kidding analysis of your most-likely-toughest competitors five years from now. Are they migrating to success faster, better, and stronger than your organization? Is your biggest competitive threat even on your radar, like Amazon wasn't for many retailers for so long? How do you know you have canvassed widely enough? Be specific and convincing.



Application & Action

Part 5 — Incomparable Fulfillment: Here & Now, There & Then

1. The Kingdom of God matchlessly fulfills the four types of utility—form, time, place, and ownership. But there is a very astute staging of utilities—the Kingdom is “here and now” and “there and then” (what theologians call “already” and “not yet”). Likewise, does or should your business or nonprofit have an astute staging of utilities, (e.g., like Amazon does with time—immediate securing/ordering and later delivery/usage)? Be specific.

2. As a “here and now” citizen of the Kingdom of God, do you communicate the transformative impact of the utilities fulfilled in the Kingdom? Do you expect to implement those same principles and practices in your business or nonprofit? If so, how do you effectively do so? If not, how will you work to effectively do so? Be specific and give examples.

3. In your business or nonprofit, have you connected/mapped every required action of your team to the delivery of utility (either “here and now” or “there and then”)? Describe the processes and practices you have established to communicate and train each member of your team to make a solid association from every action each day to valuable utility delivered or staged.



Additional Notes

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