



Point of View

Dear Marketplace Friend,

Peter Drucker was a *genius*. In the parlance of the Strengths Movement - sparked by the Gallup folks, in the marketplace, with an emphasis on people aligning their natural talents with their workplace assignment - *genius* is available for anyone who makes that talent/assignment connection, and then spends 10,000 working hours refining their raw talents to become their proven strengths. *Mr. Drucker was a genius...*

He gave strategic consulting a powerful do-it-yourself kit with what has been deemed "The Drucker Questions," the first of which is: **What is your business?** Amazing how many professionals become disoriented when asked to explain exactly what it is that they do...

Generalities are worthless; clarity is priceless. In **The Master's Program**, we would answer the Drucker Question with this response: *We're in the messaging business.*

"But, I thought you guys were a ministry?" We are, but that category is way too amorphous to give us any strategic value. We don't deal in products; we provide some services, but those are simply the bubble-wrap around our core value contribution. *We deal in messages...*

Information has become commoditized; the value of information is approaching zero, because it is ubiquitous, and by it we are



now deluged (*note: please don't Twitter me; knowing that you just had a great dinner and are going to a movie with friends is information that is less-than-useless to me*).

Information is like shrapnel, thrown helter-skelter, unguided, and hitting anything - or, anyone - in range. *Messaging* is like a *high-powered bullet*, aimed precisely and likely to strike a chosen target with significant impact.

Earlier today, someone pinged me with a quote that has been loosely attributed to St. Francis of Assisi (*in the absence of any historic confirmation*). You've probably heard it: **"Preach the Gospel at all times, and when necessary, use words."** Often uttered by folks who aren't comfortable speaking up about their quiet, personal, unobtrusive faith, they prefer to presume that their world will be changed (*dare I say, "converted?"*) by their example, alone...

The records of St. Francis' life - 800 years ago, in France - portray a zealous

communicator who was known for his tireless preaching - 5x/day was not unusual - and his range of styles, from showman to "fire and brimstone" prophet. No biography of Francis - written within 200 years of his death - mentions the famous "quote;" some who are intimates of his, today, believe that he would have countered the "quote" with a strong reply: *"And... it will always be necessary!"*

St. Paul seemed to feel that way:

*"...for, 'everyone who calls on the name of the Lord will be saved.' How, then, can they call on the one they have not believed in? And how can they believe in the one of whom they have not heard? And how can they hear without someone preaching to them? (Romans 10:13-14). Works validate... but, words verify. Your example will *confirm* your message, but your speaking will *declare* your message. Jesus never did **works** without **words** attached!*

I'm in the messaging business. We have high-value targets (*leaders*). We use high-powered ammunition (*biblical truth*). We fire a precision weapon (*the three-year **TMP** process*). Our "kill rate" (*measurable transformation*) is extremely high.

Your business life depends on genius-level clarity (*What is your business? Who is your customer? What does your customer value?*). Have you applied the same criterion to your Kingdom life?

A Message from your Friendly Kingdom Sniper

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