



Point of View

Dear Marketplace Friend,

Just 12 months ago, a groundswell of Americans boarded a bus bound for “Change.” Most of them didn’t know where the bus was going, but they knew that they didn’t like where they were... so, a chance to be transported sounded like a desirable deal. Today, the scenery outside the bus is either affirming that decision... or, bringing one to ask when they can get off and change buses. “Change” is fleeting, and may not give lasting satisfaction...

There’s an alternative to mere change; it’s *transformation*. That isn’t a temporary representation of the former reality, but - rather - a modification that is on the level of metamorphosis: “A change of the form or nature of a thing or person into a completely different one, by natural or supernatural means.”

Summer’s over, but I have another book that I’d like to suggest, for your holiday reading moments. While those turkeys are getting browned and the kids are getting bored, pull a



chair up by the fire and wade into *Living in More than One World: How Peter Drucker’s wisdom can inspire and transform your life*, by Bruce Rosenstein (2009; Berrett-Koehler Publishers).

As a journalist for 20 years with **USA Today**, Rosenstein had multiple occasions to interview Drucker regarding his timeless, sage perspectives about managing business with a backdrop of constant, accelerating change. From those multiple encounters, his knowledge of Drucker’s 30 books, countless articles, and myriad addresses to executives in search of wisdom, Rosenstein has sifted Peter’s principles that would make personal transformation possible.

The author’s intent: “The organizing theme of this book is creating and living a ‘total life’ that includes your

work, friends, family, professional colleagues and affiliation groups. In this way, you can consider all of the elements of your life together and think of how each affects the others, now and in the future." As the author of *Total Life Management* (1990; Multnomah Books), I resonate with that agenda. In fact, it aligns with the principle of **LifeMastery** that is at the core of the curricular focus of **The Master's Program**. Really bright people can bring change, but that's minor league performance...

The real excitement comes when you can effect transformation; that's where the big guns come in. Transformation - *metamorphosis* - is supernatural territory. Read from another author who sought to stimulate nothing less: *"Therefore, I urge you, brothers, in view of God's mercy, to offer your bodies as living sacrifices, holy and pleasing to God - this is your spiritual act of worship. Do not conform any longer to the pattern of this world, but be transformed by the renewing of your mind. Then you will be able to test and approve what God's will is - his good, pleasing and perfect will."* (Paul, in Romans 12:1-2)

Rosenstein will address things like the construct of a "total life," the development of core competencies, the envisioning of a desired future,

the importance of generosity as a character trait that is practiced beyond Thanksgiving and Christmas, and how to sustain lifelong teaching and learning.

Rosenstein cites Drucker as his source for the wisdom in *Living...*; he did not know how deeply Peter Drucker had been steeped in a biblically-founded Christian faith.

As you get some breaks between now and New Years - between the unrelenting opportunities to feed your *stomach* - seize some moments to feed your *mind*. Read the "original" version of *Living in More Than One World* (that's Paul, the book is *Romans*), and follow-it-up with the modern version (Peter - Drucker, in Rosenstein's volume).

Question: *could personal transformation - leading into the uncertain horizon of 2010 - be of value to you in your pursuit of a life marked by success... and, significance?*

Counting down: 46 days to the end of another year...

Bob Shank

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