



Point of View

Dear Marketplace Friend,

I guess I shouldn't really be offended; after all, I have been gone for most of the last few weeks conducting sessions for **The Master's Program**, from San Diego to Manhattan, from Houston to Minneapolis. They probably tried to get hold of me, and I just missed the call.



It was probably the deadline; the Special Double Issue of **TIME** magazine was a tough one to assemble. Featuring "The 100 Most Influential People in the World," they had to get photos of each of the 100, and then solicit famous people to do the friendly write-up/introduction for each of the Influential People. *What a massive logistical challenge...*

Talk about a casting call for a carnival sideshow: Lady Gaga (*intro by Cyndi Lauper*); Bill Clinton (*intro by Bono*); Glenn Beck (*Sarah Palin*); Phil Mickelson (*Jack Nicklaus*); Nancy Pelosi (*Hillary Clinton*); Sheik Khalifa bin Zayed al-Nahyan (*Andrew Lee Butters*). According to **TIME**,

this is the short list of people who cast a long shadow.

What does it take to be influential, anyway? The dictionary says that it means that you are able to have a powerful effect on people and what they do, or on events. No reflection of good or bad in that statement; I guess that Faisal Shahzad (*the Time Square wanna-be bomber*) was probably influenced by some radicals of a particular faith persuasion. None of them were on **TIME's** roster, but Prince (*the artist currently known by that name*) was there (*intro'd by Usher; it takes a one-name guy to explain another one-name guy*).

Wouldn't it be great to be in the next Special Double Issue, rated up in the Top 100 influencers? You'd better get busy; the training manual for the effort should be the classic on the matter, Dale Carnegie's *How to Win Friends & Influence People* (*first published 74 years ago*). Standard issue for junior sales people, Carnegie knew that people of every profession would live or die by

their ability to connect with others.

Based on the tensions that now characterize Capitol Hill, *How to Win Friends* should be required reading during their *Summer Recess*, with a pass-or-fail test when they come back to resume the rancor in *Fall*. With another election season upon us, the emphasis will probably be to win, not to be winsome.

The people called to action by their faith in the Lord Jesus have been left on the playing field called “earth” with a singular mission: seek out the people who have not met the Savior, and have a powerful effect on their consideration of the Gospel.

I scanned the list, one more time: so far as I can tell, there is not one name on **TIME**’s manifest who is there because of their Kingdom influence. I’m quite certain that God is keeping His own score, and that Eternity will expose the true impact of the few who leveraged their influence over the many regarding the matters that will still represent value, 1000 years from now.

Perhaps you would agree: to live for anything less than maximum influence is to miss the greatest opportunity ever presented to men and women. *We do it even better when we do it in harmony...*

Bob Shank

Bob Shank is Founder and Chief Mentoring Officer of The Master’s Program (TMP).

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