



**VISION: TO TRANSFORM THE LATENT ENERGY IN
AMERICAN CHRISTIANITY INTO ACTIVE ENERGY.**

TOP 10 VALUES

- 1. Build on the islands of health and strength.**
- 2. Work only with the receptive and only on what's trying to happen.**
- 3. Go big or go home. Focus; don't do dribs and drabs.**
- 4. Who is our customer? What does the customer consider value? What is our business?**
- 5. Giving is not a result—changed lives are.**
- 6. The fruit of our work grows up on other people's trees.**
- 7. The entrepreneurial-style leader is where the leverage begins.**
- 8. The essential ingredient for success is a steady stream of innovation.**
- 9. "It's your job to release and direct energy, not to supply it."**
- 10. Structure follows strategy, and strategy begins with clear desired outcomes.**

To What End?