

# CEO DIALOGUES

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## MEMO

**DATE:** June 19, 2010  
**TO:** CEO Dialogues Participants  
Colorado Springs – June 3, 2010  
**FROM:** John Pearson  
**RE:** Notes from the CEO Dialogues Roundtable

Thank you for joining us at the CEO Dialogues Roundtable, hosted by and sponsored by David C. Cook, [www.DavidCCook.com](http://www.DavidCCook.com). (Thanks, Cris!) Here are some notes taken from this day. These notes are also posted online, along with notes from other dialogues, at: [http://www.ceodialogues.org/pages/CEO Resources](http://www.ceodialogues.org/pages/CEO_Resources)

## Selected Summary of Comments, Insights & Axioms from CEO Participants

Compiled by John Pearson

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## CEO Dialogues Roundtable

Colorado Springs, Colorado

June 3, 2010 (Thursday, 8:30 a.m. to 4:00 p.m.)

**Host:** David C. Cook (Cris Doornbos, President & CEO)

**Sponsor:** David C. Cook

**Morning Facilitator:** Jerry White

**Afternoon Facilitator:** Bob Kobielush

The “Spiritual Insight for CEOs” was presented by Cris Doornbos on the topic, “LeaderShaping: Appreciating how God is shaping you and those you lead.” (He distributed a handout.)

**CEO Dialogues, Inc.** is a non-profit organization that conducts 4-5 CEO Dialogues each year, with each roundtable limited to 25 ministry CEOs and or senior pastors. For more information, visit [www.CEODialogues.org](http://www.CEODialogues.org).

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Following a round of self-introductions, each of the 20 participants was asked to select a proposed discussion topic for the day, either from the suggested responses of the advance online survey—or any other topic. The results were then tabulated and the facilitators agreed on the hot topics for the morning and afternoon sessions.

## **Hot Topics for Discussion included:**

### **HOT TOPIC #1:** Creating New Vision/Vision Casting

- Dangerous Thinking! When 75 percent of your stakeholders know and understand the vision, then that's adequate. Wrong!

### **HOT TOPIC #2:** New Approaches in Strategic Planning and Thinking

- Keep it fluid and shorter!
- Stay committed to the process.
- Partner more.
- Use methodologies like green lighting and brainstorming.
- Build strategic planning into your monthly/quarterly meetings and processes (similar to your monthly/quarterly budgeting process and reporting).
- Bob Kobielush recommends: [www.1000ventures.com](http://www.1000ventures.com)
- Understand the difference between strategies and strategic intent

### **HOT TOPIC #3:** Axioms (listed in the next section)

### **HOT TOPIC #4:** Trend Spotting

- Look at a company's market's market
- Ask your critics!
- Read "Futurist Magazine" - <http://www.wfs.org/futurist.htm>

Actual trends mentioned:

- Rapid decrease of U.S. church attendance by 20-29 year-olds
- "Grace of God" factor
- Trend to cities (urbanization)

### **HOT TOPIC #5:** Using the Internet for Ministry

### **HOT TOPIC #6:** Spiritual Life Journey/Practices

### **HOT TOPIC #7:** Building Strategic Alliances

### **HOT TOPIC #8:** Best Practices for Hiring Great Team Members

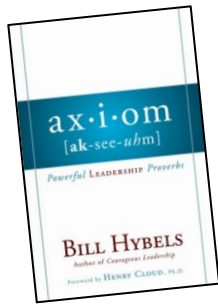
### **HOT TOPIC #9:** CEO's Role in Fundraising

### **HOT TOPIC #10:** What Are You Reading? (see the book list)

**HOT TOPIC #11: Biggest Challenge as a Leader**

- Capacity development
- Vision/Mission
  - Do your people understand it?
  - Do they agree with it?
  - Are they committed to do it? (OBTAIN COMMITMENT!)

**HOT TOPIC #12: Building Strategic Alliances**



# Axioms

## “Weighty wisdom in bite-size chucks”

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**Resource Book:** *Axiom: Powerful Leadership Proverbs* (Bill Hybels)

- ❑ “Speed of the leader—speed of the team.” (Bill Hybels)
- ❑ “Vision leaks.” (Bill Hybels)

### **Axioms from this CEO Dialogues included these gems:**

- “Don’t accept virtuous mediocrity.” (Scott Fehrenbacher)
- “In a communication vacuum, assumption and suspicion thrive.” (Gregg Hunter)
- “God doesn’t steer a parked car.” (Bethany Palmer)
- “If you must walk through tall grass, follow the elephant.” (Jane Overstreet)
- From Chad Hayward, quoting Mark Batterson:  
CHANGE OF PLACE  
+  
CHANGE OF PACE  
=  
CHANGE OF PERSPECTIVE.
- “Transition from Gutenberg to Google.” (Cris Doornbos)
- “Tell the truth with love.” (Dick Mason)
- “Never sacrifice relationships on the altar of accountability.” (Ross Wright)
- “If people don’t know the answer, they will supply one.” (Jerry White)

- “People will tell you who they are by their actions. Believe them the first time.” (Bethany Palmer)
- “Success never builds character. Suffering may build character.” (Jerry White)
- “Success builds arrogance. Suffering builds character.” (Jerry White)
- “Leader’s don’t fix anything. They just clear the way for people who do.” (Jerry White)
- “Never overlook the need to love those that love you the most, out of the desire to be liked by those that like you the least.” (Daniel Rolfe)
- “Two turkeys don’t make an eagle!” (Cris Doornbos)

**Notes on More Axioms:**

☐ More axioms are posted in the summaries of other CEO Dialogues at: [http://www.ceodialogues.org/pages/CEO\\_Resources](http://www.ceodialogues.org/pages/CEO_Resources)

☐ To read John Pearson’s August 2008 review of Bill Hybels’ book, *Axiom*, and for a link to order the book on Amazon, visit: [http://urgentink.typepad.com/my\\_weblog/2008/08/axiom.html#tp](http://urgentink.typepad.com/my_weblog/2008/08/axiom.html#tp)

## Book Recommendations:

The participants mentioned and/or recommended the following books:

Order ✓	Title	Author	John Pearson reviewed this book. See Issue # ___ in the booklist in your binder.
	<i>Gift book from Cris Doornbos and David C. Cook:</i> 11 Indispensable Relationships You Can't Be Without	Leonard Sweet	
	Hope Is Not a Method	Gordon Sullivan & Michael Harper	
	Spiritual Leadership: Principles of Excellence for Every Believer	Oswald Sanders	Issue 153
	Spiritual Leadership	Henry Blackaby	
	Participants noted Hock's insights on "the 360 Degree Leader," featured in several books. Google him to see the books he has written. And others who quote him. (Note: John Maxwell has a book with that title.)	Dee W. Hock	
	The Story Factor	Annette Simmons	
	Integrity: The Courage to Meet the Demands of Reality (How Six Essential Qualities Determine Your Success in Business) <i>JP Note: This has one of the best two-page narratives of the famous "dog food story" quoted by many, with the punch line, "The dogs don't like it." (See pages 99-100 and Cloud's insights following that.)</i>	Henry Cloud	
	The Post American World	Fareed Zakari	
	The World Is Flat 3.0: A Brief History of the 21 <sup>st</sup> Century	Thomas Friedman	
	The World Is Curved: Hidden Dangers to the Global Economy	David M. Smith	
	The Hidden Power of Electronic Culture: How Media Shapes Faith, the Gospel, and Church	Shane Hipps	
	Heaven	Randy Alcorn	
	Same Kind of Different As Me: A Modern-Day Slave, An International Art Dealer, and the Unlikely Woman Who Bound Them Together	Ron Hall & Denver Moore, with Lynn Vincent	Issue 90
	What Difference Do It Make? Stories of Hope and Healing	Ron Hall, Denver Moore, and Lynn Vincent	Issue 165
	Overcomer	Kristen Wisen	
	Outliers: The Story of Success	Malcolm Gladwell	Issue 116
	The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business (Collins Business Essentials)	Clayton M. Christensen	
	unChristian: What a New Generation Really Thinks about Christianity... and Why It Matters	David Kinnaman and Gabe Lyons	
	The Speed of Trust: The One Things That Changes Everything	Stephen M.R. Covey with Rebecca R. Merrill	Issue 186
	Sinners in the Hands of an Angry Church	Dean Merrill	
	Bo's Café: A Novel	John Lynch, Bill Thrall and Bruce McNicol	Issue 156

Order ✓	Title	Author	John Pearson reviewed this book. See Issue # ___ in the booklist in your binder.
	Myself and Other More Important Matters	Charles Handy	Issue 154
	You're Not the Person I Hired! (A CEO's Survival Guide to Hiring Top Talent)	Janet Boydell, Barry Deutsch, Brad Remillard	Issue 162
	Good to Great: Why Some Companies Make the Leap...and Others Don't <i>(Bethany Palmer suggests you read it again!)</i>	Jim Collins	
	The Bible!		
	Stanford Social Innovation Review <a href="http://www.ssireview.org">http://www.ssireview.org</a>	Note: This is an online and print journal from Stanford	
	Overcoming the Dark Side of Leadership: How to Become an Effective Leader by Confronting Potential Failures	Gary L. McIntosh and Samuel Rima	
	Success Kills: Sidestep the Snares that Will Steal Your Dreams	Wayde I. Goodall	
	The Joseph Road: Choices That Determine Your Destiny	Jerry White	Issue 161
	First Comes Love, Then Comes Money: A Couple's Guide to Financial Communication	Bethany and Scott Palmer	Issue 131

Note: The binders given to each participant included a list of 168 books reviewed and recommended by John Pearson. (Those reviews are archived at [www.urgentink.typepad.com](http://www.urgentink.typepad.com).)

To subscribe to John's eNews, *Your Weekly Staff Meeting*, featuring a book review and a "management bucket" commentary each week, sign up at [www.ManagementBuckets.com](http://www.ManagementBuckets.com), or email [John@JohnPearsonAssociates.com](mailto:John@JohnPearsonAssociates.com).



## Take-Aways

At the conclusion of the day, each participant shared a big take-away from the day and Bob Kobielush asked the group to stand and affirm those whose insights (and hearts) were meaningful to the group.

The June 3, 2010 CEO Dialogues Roundtable was facilitated by Bob Kobielush and Jerry White. For more information on CEO Dialogues, Inc., and future dialogues, visit [www.CEODialogues.org](http://www.CEODialogues.org).