

LEAD LIKE IT MATTERS



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You might recognize that a certain leader is a passionate visionary with relentless focus. They're value-driven and people-centered. This leader has "it."

Or you might see one church or business that's alive, vibrant, and successful while another one is dull and stagnant. One has "it," and the other doesn't.

Together, we'll learn what "it" is and how to lead like it matters.

Learn more about the principles that help leaders get "it" and build organizations that last in Craig's book *Lead Like It Matters: 7 Leadership Principles for a Church That Lasts* at <https://www.craiggroeschel.com/books/lead-like-it-matters>.

The Bad News: Even if you have "it" now, you may not always keep "it."

The Good News: If you don't have "it" yet, you can get "it."

There are qualities found in leaders who have "it"—extreme, contradictory, and even opposing qualities. The paradoxes of leadership.

Leadership Paradox: Contradictory leadership qualities, that together, create a synergy of undeniable leadership impact.

Greatness is found in the extremes.

The Paradoxes of Leadership

1. Confident—Humble
2. Driven—Healthy
3. Focused—Flexible
4. Optimistic—Realistic
5. Direct—Kind
6. Empowering—Controlling
7. Urgent—Patient
8. Frugal—Abundant

Learn about paradoxes #4-8 on the Craig Groeschel Leadership Podcast. Find Episode 114 "Lead Like It Matters, Part 1" at www.life.church/gls22 or on podcast apps like Apple Podcasts, Spotify, or YouTube.

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Leaders that have “it” are both confident and humble.

The greatest leaders are confident and humble. One without the other is not effective, so work on growing in both.

- Push yourself to the point of “leadership discomfort.”
- A growing leader is in a constant place of discomfort.
- Growth and comfort never co-exist.

Leaders that have “it” are both driven and healthy.

Leaders who focus only on health but not drive may never get “it.” Leaders who are only driven but not healthy may get “it” but won’t be able to keep “it.”

- You’re doing too much.
- You’re not doing too much, but you’re not recovering well.
- You need to raise your tolerance for work and stress.

Leaders that have “it” are both focused and flexible.

- If we aren’t ruthlessly focused, we’ll never get “it.”
- If we aren’t flexible, we won’t keep “it.”
- The greatest enemy of success is not lack of opportunities but a lack of focus.
- The essence of great leadership is choosing what not to do.

Exercise: Ask yourself, “If I started over today, would I take on this project?” If not, why are you doing it? Then, guide your team through a strategic analysis of everything you do using the 4 Tiers of Effectiveness.

The 4 Tiers of Effectiveness

Tier 1: Absolutely mission critical

Tier 2: Very important and strategic

Tier 3: Meaningful, but not essential

Tier 4: Externally initiated and often a lower priority

Dive in to www.go2.lc/four-tiers to find the full teaching on “The 4 Tiers of Effectiveness” in Episode 79 of the Craig Groeschel Leadership Podcast.

Be willing to go to the extremes of your leadership. Push yourself to the point of leadership discomfort. Which leadership paradoxes will you develop in your leadership?