

## Leaders and The Marketplace

**Deuteronomy 8:18 / Eccl. 9:10; 11:1-6 / Isaiah 32:20 / Revelation 17:15 / Luke 19:11**

The Creation of Wealth / The Creation of Value

There is a \_\_\_\_\_ that is taking place globally as it relates to the marketplace.

Remember, a paradigm shift is: A complete change in thinking or belief systems that allows the creation of a new condition previously thought impossible or unacceptable

Think of a Paradigm Shift as a change from one way of \_\_\_\_\_ to another. It's a revolution, a transformation, and a metamorphosis of sorts. It just does not happen, but rather \_\_\_\_\_ drive it.

What is a **CHANGE -AGENT**?

A change agent is an event, organization, material thing or, more usually, a \_\_\_\_\_ that acts as a \_\_\_\_\_ for change. In business terms, a change agent is a person chosen to bring about organizational change. Corporations often hire senior managers or even chief executives because of their ability to effect change.

At the present moment, there is chaos in the marketplace!

It is essential to \_\_\_\_\_ the unique qualities we have known in our history so that we can \_\_\_\_\_ ourselves in the marketplace and move from chaos to \_\_\_\_\_.

The "Protestant Work Ethic" needs to be reclaimed and restored to what has become a greedy and corrupted marketplace.

The Reformers approached \_\_\_\_\_ in the marketplace as a proponent of one's \_\_\_\_\_ which led to success and favor.

Martin Luther offered a re-frame of “worldly work” and a paradigm shift from his former roots acknowledging that work in the marketplace was a duty, which benefits the individual and society as a whole!

Markets are being increasingly \_\_\_\_\_!

In other words markets are now global in \_\_\_\_\_ and \_\_\_\_\_

“Waters” (Isaiah 32:20; Eccl. 11:2; Rev. 17:15) express multitudes

Sowing seed by casting it from boats into the overflowing waters of the Nile or in marshy ground was common in Solomon’s day. When the waters receded, the grain in the watery soil sprang up...

Jamieson, Robert ; Fausset, A. R. ; Fausset, A. R. ; Brown, David ; Brown, David: A Commentary, Critical and Explanatory, on the Old and New Testaments. Oak Harbor, WA : Logos Research Systems, Inc., 1997, S. Ec 11:1

The marketplace is where the \_\_\_\_\_ and the \_\_\_\_\_ are

***“Those who go down to the sea in ships, who do business on great waters; they have seen the works of the Lord, and His wonders in the deep.”***

***Psalm 107:23***

There needs to be a recovery of our \_\_\_\_\_ spirit!

The marketplace has become corrupted and the “can-do” spirit is under siege.

If we do not recover our “can-do” spirit the following three things will be lost:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

We now live in a society where BIG BUSINESS is the government

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If we fail to learn from history we are doomed to repeat it

Every government bail-out of the marketplace is being funded by the taxpayer...much of this if not all of it is done without the taxpayer’s consent

Free-market capitalism rose out of Europe and its fires were flamed during the Reformation

Free-market capitalism creates conditions for:

- Unprecedented abundance
- Opportunity
- Innovation

Monopolies threaten free-market capitalism

It is the DAY OF THE \_\_\_\_\_

It is the DAY OF THE RECOVERY OF THE \_\_\_\_\_

Consider the words of Benjamin Franklin and consider his ETHOS, his ethical position on wealth creation and value creation:

Remember, that *time is money*. He that can earn ten shillings a day by his labor, and goes abroad, or sits idle, one half of that day, though he spends but sixpence during his diversion or idleness, ought not to reckon *that* the only expense; he has really spent, or rather thrown away, five shillings besides. ... Remember, that money is the *prolific, generating nature*. Money can beget money, and its offspring can beget more, and so on. Five shillings turned is six, turned again is seven and three pence, and so on, till it becomes a hundred pounds. The more there is of it, the more it produces every turning, so that the profits rise quicker and quicker. He that kills a breeding sow destroys all her offspring to the thousandth generation. He that murders a crown destroys all that it might have produced, even scores of pounds.

Consider reading Max Weber's: The Protestant Work Ethic and The Spirit of Capitalism

### **What are the characteristics of an entrepreneur?**

The Kingdom is WITHIN you (**Luke 17:21**)

The Kingdom suffers violence and the violent take it by FORCE (**Matthew 11:12 / Jeremiah 1:10**)

### **Characteristics of an entrepreneur**

- Spontaneous \_\_\_\_\_
- The ability and willingness to make decisions in the absence of \_\_\_\_\_
- A generally \_\_\_\_\_ personality

An entrepreneur may be driven by a need to create something new or build something tangible.

Entrepreneurs are involved in the CREATIVE \_\_\_\_\_  
of existing products and services

An entrepreneur has to develop a THICK SKIN and have  
considerable \_\_\_\_\_

**NEW THINGS (Isaiah 42:9; 43:19)**

New things continually take over \_\_\_\_\_

This makes way for \_\_\_\_\_

As an entrepreneur you need to hone and sharpen some  
particular skills:

- \_\_\_\_\_ **outside the box**
- \_\_\_\_\_ **future market trends**
- \_\_\_\_\_ **products which will replace current  
products on the market**

**THE QUESTIONS AN ENTREPRENEUR ASKS:**

- Is there a market for what I am selling?
- "Can I reach people who will buy my product?"
- "Who are my competitors?"
- "Why will customers buy my product over someone  
else?"
- How do you build a business?

You are made in the "image of God"

God is CREATOR therefore YOU are \_\_\_\_\_ and  
\_\_\_\_\_ CREATIVE

Abraham was "looking for a city" that had an **ARCHITECT** and  
**BUILDER (Hebrews 11:10)**

If there is a \_\_\_\_\_ there is a PROCEEDING WORD

If there is a PROCEEDING WORD there is a \_\_\_\_\_

1. \_\_\_\_\_YOUR DREAM – Become the ARCHITECT (bring the dream out of the invisible into the visible, out of heaven into earth)
2. \_\_\_\_\_ YOUR DREAM – provide the FRAMEWORK for the dream (consider that experts always speak out of a FRAMEWORK...Steven Covey, John Gray, Anthony Robbins, etc...)
3. \_\_\_\_\_YOUR DREAM – storytelling is essential to marketing...STORYTELLING IS MARKETING
4. \_\_\_\_\_ YOUR DREAM – create a master-mind team that shares your VISION and your MISSION...every DREAM needs a DREAM TEAM

### **BUILDING YOUR DREAM TEAM AND SELLING YOUR VISION**

1. Build \_\_\_\_\_ (CONNECT)
2. Become an accurate people-reader (know who you are CONNECTING to)
3. Find out what they NEED, WANT, and VALUE
4. Have \_\_\_\_\_ (your creeds and deeds need to be congruent) BE GENUINE and AUTHENTIC (internal integrity leads to external integration)
5. Tell the \_\_\_\_\_Story with an economy of words
6. Establish \_\_\_\_\_ TRUST
7. Ethically persuade them to \_\_\_\_\_of the dream, product, etc (CLOSE THE SALE)