EPISODE NOTES

Thank you for joining the Craig Groeschel Leadership Podcast!

Culture is more than a building or the signage hanging around it. A culture is more than an environment. Great ministries, brands, and organizations are full of intangibles created and guarded by the leader. What those intangibles are really saying is, “This place has a great culture.” In Episodes 5 and 6, Craig will discuss five principles of creating a value-driven culture. Today, he’ll discuss three of those principles.

1. **Determine honestly what your actions say you value.** Every organization values something. Not all values are intentional, spoken, written, or even clearly articulated, but all organizations have values.

2. **Identify the values within you or your key leaders.** What do you passionately love? What breaks your heart or makes you righteously angry?

3. **Narrow down your values to ten or fewer.** If everything is important, nothing is important. If you value everything, you don’t value anything.

Remember, you don’t have to know it all to be a great leader! Be yourself. People would rather follow a leader who is always real than one who is always right.

LISTENER QUESTIONS

Have a question for Craig? Email him at leadership@life.church.

*What are the best leadership books for pastors?*
Craig listed several books, which you can find in the Episode Resources section below.

*How would you find a mentor or someone to answer a question here or there?*
Don’t look for one mentor—look for multiple mentors. Don’t ask someone to mentor you. Instead, ask them to lunch or breakfast, or set up a 20-minute chat. Prepare questions, and don’t do all the talking. You can also embrace distant mentors—you don’t have to know them personally to learn from them!
DISCUSSION TOPICS:

Use these questions as an exercise to help you grow as a leader:

- What do your actions say you value?
- What are the values within your key leaders? Answer with one or two words.

Now, try to narrow down your values to 10 or fewer. Write them down! **This is an important step to finish before the next podcast episode.**

EPISODE RESOURCES

- Leave a Podcast Review: [www.go2.lc/leadershippodcastitunes](http://www.go2.lc/leadershippodcastitunes)
- Andy Stanley, *Deep and Wide: Creating Churches Unchurched People Love to Attend*
- Bill Hybels, *Courageous Leadership: Field-Tested Strategy for the 360° Leader*
- Dave Ramsey, *EntreLeadership: 20 Years of Practical Business Wisdom from the Trenches*
- Jim Collins, *Good to Great: Why Some Companies Make the Leap...And Others Don’t*
- Ichak Adizes, *Managing Corporate Lifecycles*
- Les McKeown, *Predictable Success: Getting Your Organization on the Growth Track—and Keeping It There*
- David Novak, *Taking People with You: The Only Way to Make Big Things Happen*
- Henry Cloud, *Boundaries: When to Say Yes, How to Say No, to Take Control of Your Life*
- Tony Hsieh, *Delivering Happiness: A Path to Profits, Passion, and Purpose*
- Michael E. Gerber, *E-Myth Revisited: Why Most Small Businesses Don’t Work and What to Do About It*
- Patrick Lencioni, *The Advantage: Why Organizational Health Trumps Everything Else In Business*
- Seth Godin
- John Maxwell
- Catalyst One Day: [www.catalystconference.com/oneday](http://www.catalystconference.com/oneday)
- Watch Life.Church messages: [www.life.church/watch](http://www.life.church/watch)
- More from Craig: [www.craiggroeschelbooks.com](http://www.craiggroeschelbooks.com)
- Free church resources & tools: [www.life.church/churches](http://www.life.church/churches)

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