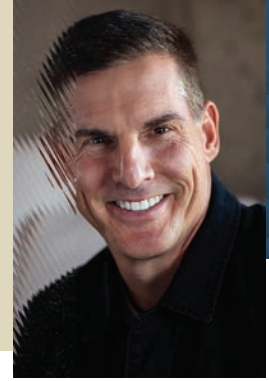


Lead Like **It Matters**

Craig Groeschel

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Who Has “It” (2:46)

- Sometimes you encounter a leader, church, or business, and you can just feel they have “it.”
- Sometimes you are somewhere, and you can tell they don’t have “it.”
- Even when all the contributing inputs are the same, the outcomes can be incredibly different.

What Is “It”? (5:31)

- “It” is not the result of a model.
- There are things that you can do to lead toward “it.”
- There are also things that you can do to kill “it.”
- One leader doesn’t necessarily bring “it,” but the wrong leaders can kill “it.”
- Just because you don’t have “it” doesn’t mean you can’t get “it.”
- Just because you have “it” doesn’t mean you’re going to keep “it.”
- If you don’t have “it,” you can get “it.”

Greatness Is Found in the Extremes (8:05)

- Every leader that has “it” has extreme qualities.
- The leaders that have “it” often have extremes that appear to be contradictory, but when working together, they’re explosive in leadership impact.
- A leadership paradox is contradictory leadership qualities, that together, create a synergy of undeniable leadership impact.
- If you want to grow in your leadership impact, grow in your extremes.

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Leadership Paradoxes (13:03)

- Leaders that have “it” are:
 - Confident and humble
 - Driven and healthy
 - Focused and flexible
 - Optimistic and realistic
 - Direct and kind
 - Empowering and controlling
 - Urgent and patient
 - Frugal and abundant
- Choose the one that best applies to you.
- You will likely have a dominant one and one to develop.

Confident and Humble (16:42)

- Leaders that have “it” are both confident and humble.
- People are attracted to both confidence and humility. One without the other is not effective.
- Some leaders have too much confidence or misplaced confidence.
- Others are capable but still hesitant, because they don’t know the greatness that is in them.
- Leaders that have “it” are generally growing in both confidence and humility at the same time.
- Push yourself to the point of “leadership discomfort.”
- A growing leader is in a constant place of discomfort.

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- When you push yourself to the point of discomfort, you will discover what you don't know, gaining humility, and you will get better at what you do know, gaining confidence.

Driven and Healthy (24:02)

- Leaders that have "it" are both driven and healthy.
- If you're healthy and not driven, you're never going to get "it."
- If you're driven and not healthy, you're never going to keep "it."
- Many leaders are completely overwhelmed.
- Some are doing too much.
- Some are not doing too much, but they're not recovering well.
- Some need to raise their tolerance for work and stress.
- Leaders who have "it" tend to bring a bit more.

Focused and Flexible (27:48)

- 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 a lack of opportunities, but a lack of focus.
- Apply the four tiers of effectiveness to your organizational leadership:
 - Tier 1 — Absolutely mission critical (must do)
 - Tier 2 — Very important and strategic (likely do most)
 - Tier 3 — Meaningful, but not essential (very selectively do)
 - Tier 4 — Externally initiated and often a lower priority (rarely say yes)
- The essence of great leadership is choosing what not to do.

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- If you started over today, would you take on this project?
- If not, why are you doing it?
- We don't change the world by doing good things but doing the best things.

Do You Have "It"? (34:50)

- If you don't have "it", do you want "it"?
- It's not weakness to get help; it's wisdom.
- What you do matters.
- If you do have "it," do you want to keep "it"?
- Step across the third line.
 - The first line is simply having the title of leader.
 - The second line is helping some others.
 - When you step across the third line, you give your whole heart to it.

Your Leadership Paradox (39:05)