



EPISODE 5: CREATING A VALUE-DRIVEN CULTURE, PART 1

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.ic/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
- Watch Life.Church messages: www.life.church/watch
- More from Craig: www.craiggroeschelbooks.com
- Free church resources & tools: www.life.church/churches

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